

Conference Proceedings

The 1st International Conference in Tourism, Business and Social Sciences (ICTBS 2018)

“A Changing World and Business Adaptation”



29-30 November 2018

Dhurakij Pundit University (DPU), Bangkok, Thailand

Organized by
Faculty of Tourism and Hospitality (DPU)
Research Service Center (DPU)

**The 1st International Conference in Tourism,
Business and Social Sciences
(ICTBS 2018)**

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Dhurakij Pundit University (DPU), Bangkok, Thailand

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Faculty of Tourism and Hospitality (DPU)

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Co-organized by

Prachachuen Research Network

International School of Tourism, Suratthani Rajabhat University

School of Management Science, Sukhothai Thammathirat Open University

College of Hospitality and Tourism, Rajamangala University of Technology Srivijaya,

Trang Campus



About the conference

The 1st international conference in Tourism, Business and Social Sciences (ICTBS 2018) is an international platform for scholars, researchers, students and practitioners to exchange and share their experiences and research results about all aspects of tourism, business, management, and social sciences. It has an objective to provide the premier interdisciplinary forum for researchers, practitioners and educators to present and discuss the recent innovations, trends, and concerns, practical challenges encountered and the solutions adopted in the related fields. All papers submitted to the conference are subject to a peer review process. The conference takes place from 29 – 30 November 2018 at Dhurakij Pundit University (DPU), Bangkok, Thailand. In addition, the conference is also organized in order to celebrate the 50th anniversary of Dhurakij Pundit University. We are one of the oldest private universities in Thailand, and the leading higher education providers in tourism and business in Southeast Asia.

The ICTBS 2018 is organized by the Faculty of Tourism and Hospitality and Research Service Center (DPU) as well as our academic network as follows:

- Prachachuen Research Network
- International School of Tourism, Suratthani Rajabhat University
- School of Management Science, Sukhothai Thammathirat Open University
- College of Hospitality and Tourism, Rajamangala University of Technology Srivijaya, Trang Campus

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| Sarawut Komuthpunth | Research Service Center |
| Kannika Watcharaporn | Research Service Center |
| Thanan Praikaset | Research Service Center |

Conference Program

29 November 2018

| | |
|--------------------|---|
| 13.30– 15.30 hrs. | Pre-registration at Sujja Room 1 (1 st Floor, President’s Office Building) |
| 13.30 – 15.30 hrs. | Seminar on a special topic “A Contemporary Issue in Higher Education” (coffee breaks are provided) |

30 November 2018

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|--------------------|---|
| 8.30 – 9.30 hrs. | Registration at Room 5-2 (5 th Floor, President’s Office Building) |
| 9.30 – 9.45 hrs. | Opening ceremony |
| 9.45 – 11.45 hrs. | Panel session (coffee breaks are provided) Topic “A Changing World and Business Adaptation” by keynote speakers <ul style="list-style-type: none">● Mr. David Barrett (Consultant, Events - The Slate, A Phuket Pearl Resort)● Ms. Ben Montgomery (Director of Business Relations Management, Centara Hotels and Resorts)● Dr. Kiatanantha Lounkaew (Faculty of Economics, Thammasat University)● Assoc Prof. Dr. Lertporn Parasakul, (session moderator, Dhurakij Pundit University) |
| 11.45 – 12.00 hrs. | Questions and answers |
| 12.00 – 13.00 hrs. | Buffet lunch at dining room (5 th Floor, President’s Office Building) |
| 13.00 – 15.20 hrs. | Oral presentation (3 rd and 5 th Floors, President’s Office Building) |
| 15.20 – 15.30 hrs. | Coffee breaks are provided on 3 rd and 5 th Floors |
| 15.30 – 17.50 hrs. | Oral presentation (3 rd and 5 th Floors, President’s Office Building) |
| 18.20 – 19.45 hrs. | Special Thai themed dinner at Thai Cultural Center (DPU) (Thai cuisine and classical dance show) Announcement of Best Paper Awards |

Schedule of paper presentation

30 November 2018

Room 5 – 2 (Tourism)

13.00 – 15.20 hrs.

| Sequence | Time | Name – Last name | Paper title | Paper No. |
|----------|---------------|---|---|-----------|
| 1 | 13.00 – 13.20 | Warunpun Kongsom, Monruadee Keeratipranon (Dhurakij Pundit University) | A Survey of the Need and Knowledge of Entrepreneurs Spa and Health Care Businesses in Ranong Province about the Potential of Wellness Business in Thailand | 81 |
| 2 | 13.20 – 13.40 | Monruadee Keeratipranona, Warunpun Kongsom (Dhurakij Phundit University) | Behavior of Hot Spring and Spa Users in Ranong Province, Thailand | 62 |
| 3 | 13.40 – 14.00 | Laddawan Jianvittayakit (Mahidol University International College) | Tourism Stakeholder Participation in Urban Beach Tourism Management in Thailand: A Case Study of Hua Hin, Prachuap Khiri Khan Province | 25 |
| 4 | 14.00 – 14.20 | Kanapot Kalhaovakul, Pornpisanu Promsivapallop, Prathana Kannaovakun (Prince of Songkla University) | Segmenting tourists based on travel risk perception of Thailand as a destination: A study of German university students | 34 |
| 5 | 14.20 – 14.40 | Jiraphat Sukantamala, Watcharapong Ratisukpimol (Chulalongkorn University) | Tendency to Revisit and Intention to Invite: A Case Study of Nan | 42 |
| 6 | 14.40 – 15.00 | Nattamon Kanchana, Darinee Kasikornrungsan, Pathawee Seekklang, Marisa Puangsri, Supond Khomprasert, Chainarong Sriruk, Pathaphon Sukjai (Kasetsart University) | Analysis of Potential Resources and Agro-Tourism Attractions to Develop Agro-Tourism Activities by a Community Participation Process in Huai Muang, Kamphaeng Saen District, Nakhon Pathom Province | 72 |
| 7 | 15.00 – 15.20 | Chontipa Muangphum, Thitinan Chujan, Thartichaparn Jaronwong, Piyachard Preuklerdrakul, Chainarong Sriruk, Pathaphon Sukjai (Kasetsart University) | Tourism Development under Community Identity through Participatory Learning in Huai Muang Community of Kamphaeng Saen District of Nakhon Pathom Province | 73 |

Schedule of paper presentation

30 November 2018

Room 3 – 6 (Tourism)

13.00 – 15.20 hrs.

| Sequence | Time | Name – Last name | Paper title | Paper No. |
|----------|---------------|---|---|-----------|
| 1 | 13.00 – 13.20 | Linlalee Siriwilailerdanun (University of Phayao) | Bicycle Touring Behavior Border Town in Eastern Lanna Thailand | 48 |
| 2 | 13.20 – 13.40 | Onusa Suwanpratest, Nattaporn Kaimook (Naresuan University) | Resurgence of Traditional Cultures in the context of Contemporary Tourism: The Investigation of the 12th Lunar Month Festival in Kamphaengphet province, Thailand | 61 |
| 3 | 13.40 – 14.00 | Phuwanat Srihong (Chiang Rai Rajhaphat University) | The quality improvement of eco-tourism in the north regarding the aging society of Thailand | 27 |
| 4 | 14.00 – 14.20 | Sasibhisit Niwatnankha (Dhurakij Pundit University) | Pride, Attitude, and Local Community Participation in Eco-Historical Tourism: Chiang Mai Province | 87 |
| 5 | 14.20 - 14.40 | Aree Binprathan, Chutima Khamnoi, Thanawat Sakunathawong, Panya Phanakit, Rumpada Sara-oup (Dhurakij Pundit University) | The Readiness Exploration of Koh Mak Tourism Industry to Become a Muslim-friendly Destination | 82 |
| 6 | 14.40 – 15.00 | Chalkamon Piyajaruporn, Kotchpan Katchachai, Montree Saynoo, Prutha Ketvejsuriya, Titaya Thongdej (Dhurakij Pundit University) | Perception and Interest of Foreign Tourists about Low Carbon Tourism: A Case Study of Koh Mak, Trat | 83 |
| 7 | 15.00 – 15.20 | Ekkorn Kaewdannok, Chanakarn Panprateep, Thanin Chikeeree, Siritham Boondum (Dhurakij Pundit University) | Tourist opinion towards slow tourism at Koh Mak, Trat | 84 |

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Room 3 – 1 (Business)

13.00 – 15.20 hrs.

| Sequence | Time | Name – Last name | Paper title | Paper No. |
|----------|---------------|---|--|-----------|
| 1 | 13.00 – 13.20 | Banchob Junhasavasdikul, Tipatat Junhasavasdikul (Dhurakij Pundit University) | Thai Wellness for Thailand 4.0 | 36 |
| 2 | 13.20 – 13.40 | Banchob Junhasavasdikul, Kanin Tripiptsirawat (Dhurakit Pundit University) | The History of Wellness in Thailand-Past and Future | 53 |
| 3 | 13.40 – 14.00 | Tipatat Junhasavasdikul, Banchob Junhasavasdikul (Dhurakij Phundit University) | Age of Medical A.I., challenges and opportunities | 64 |
| 4 | 14.00 – 14.20 | Thanida Chitnomrath (Dhurakij Pundit University) | The effect of financial decisions on market value of Thai listed companies in the SET CLMV Exposure Index: A conceptual framework | 32 |
| 5 | 14.20 – 14.40 | Duan Jiangfeng, Sayamol Nongbunnak (Dhurakij Phundit University) | Purchasing Behavior of Chinese Tourists for Thai Brand Souvenirs: A Study of a Duty-Free Shop | 69 |
| 6 | 14.40 – 15.00 | J-kita Wongpitakroj, Duangthida Nunthapirat (Bangkok University) | Impact of Online Marketing Communications Strategies on Customer's Purchase Intention and Brand Recommendation for Wine Restaurant Business in Bangkok | 70 |
| 7 | 15.00 – 15.20 | Suchart Triopsakul, Wutnipong Warakraisawad, Kanjana Pattanaworapan, Nanida Sroidokson, Suvinai Tosirisuk, Worrawan Laohapolwatana, Luckxawan Pimsawadi (Bangkok University) | Industry 4.0 Readiness: The Evidence from Graduate Students in Thailand | 79 |

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Room 3 – 4 (Business)

13.00 – 15.20 hrs.

| Sequence | Time | Name – Last name | Paper title | Paper No. |
|----------|---------------|--|---|-----------|
| 1 | 13.00 – 13.20 | I-Chun CHEN, Li-Ting WANG, Shao-Hsi CHANG (National Taiwan Normal University, Taiwan) | Technology Acceptance Model in Mobile technology usage by seniors: A Literature Review | 28 |
| 2 | 13.20 – 13.40 | Shrimoyee M. Sen, Jorrit Alwin van der Woude, Vasileios Prassas, Morgan Afshar (Stamford International University) | The Effect of Gender, Income and Age on Usage of Loyalty Cards in Thailand | 15 |
| 3 | 13.40 – 14.00 | Chor Foon TANG (Universiti Sains Malaysia) | Educational Tourism and Economic Growth: Evidence from Panel Threshold Regression Modelling | 10 |
| 4 | 14.00 – 14.20 | Anastasia Maga (Stamford International University) Duangjai Ow-Jariyapithak (Assumption University) | Value relevance of government ownership of equity (evidence from Thailand market) | 26 |
| 5 | 14.20 – 14.40 | Chong Ninga, Kun Huang (Chongqing University, China) Ying Hao (Beijing Normal University, China) | Culture from Overseas and Corporate Transparency: Evidence from China | 59 |
| 6 | 14.40 – 15.00 | Xue Tang, Ratanasuda Punnahtanon (Bangkok University) | Electronic Words-of-Mouth in Weibo: A Case Study of Mistine in China | 29 |
| 7 | 15.00 – 15.20 | Tawatchai Songcompan, Thanes Sriwichailamphan, Nisit Panthamit (Chiang Mai University) | Effectiveness of Longan Production Technology of Farmer in Lamphun Province | 51 |

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30 November 2018

Room 3 – 5 Social Sciences (Education)

13.00 – 15.40 hrs.

| Sequence | Time | Name – Last name | Paper title | Paper No. |
|----------|---------------|---|---|-----------|
| 1 | 13.00 – 13.20 | Sutheera Nimitiwat (Dhurakij Pundit University) | Teachers' Desired Characteristics and Self-efficacy of the Graduate Diploma Students in Teaching Profession Program towards Teaching Practicum : A Case Study of Dhurakij Pundit University | 55 |
| 2 | 13.20 – 13.40 | Paitaya Meesata, Anchali Thongame (Dhurakij Pundit University) | Enhancing Thai speaking proficiency of Chinese learners majoring in Hospitality Management by Using Colourful Lexical Chunks | 43 |
| 3 | 13.40 – 14.00 | Chamaibhorn Suttanon, Alisa Ratanaprucks (Thammasart University) | An Investigation on Using Activity-Based Learning to Enhance English Speaking Ability of Third Grade Students in a Private Bangkok School | 46 |
| 4 | 14.00 – 14.20 | Natasha Doowa, Tawonga Tembo Kadewere-Burton, Fritz Lorenz Wink (Stamford International University) | Strategies for Enhancing Problem Solving Skills Through Cognitive Development For Multimedia Students | 37 |
| 5 | 14.20 – 14.40 | Natasha Doowa, Tawonga Tembo Kadewere-Burton, Fritz Lorenz Wink (Stamford International University) | Classroom Strategies to Create Student Engagement and Motivation to Learn | 41 |
| 6 | 14.40 – 15.00 | Piyada Dasri, Tharanut Toh-adam (Stamford International University) | Goal-efficacy structure: A study of thai and non-thai mathematics students' academic performance | 24 |
| 7 | 15.00 – 15.20 | Peter E. Nicolau, Narin Narula, Mohamad Ali Kassem, Pawin Pujchathum (Stamford International University) | The use of gamification in marketing (the case of SMEs in Thailand) | 77 |
| 8 | 15.20 – 15.40 | Meng-Tien Chiang (Dhurakij Pundit University) | Effects of Game-Based Instruction to Chinese College Students Learning Introductory Accounting | 11 |

Schedule of paper presentation

30 November 2018

Room 5 – 2 (Tourism)

15.30 – 17.50 hrs.

| Sequence | Time | Name – Last name | Paper title | Paper No. |
|----------|---------------|--|--|-----------|
| 1 | 15.30 – 15.50 | Pipatpong Fakfare (Bangkok University) Suwadee Talawanich (Mahidol University International College) Pongphan Sathatip (The Hong Kong Polytechnic University, Hong Kong) | Developing a Sustainable MICE Destination: The Case of Thailand's MICE Cities | 47 |
| 2 | 15.50 – 16.10 | Pannanat Sakairikhun, Prakobsiri Pakdeepinit (University of Phayao) | The potential of maintenance as Sports Tourism in the area of Chiang-Rai | 50 |
| 3 | 16.10 – 16.30 | Kris Sincharoenkul, Pompisanu Promsivapallop (Prince of Songkla University) | Segmentation of beach destination tourists by destination loyalty | 40 |
| 4 | 16.30 – 16.50 | Aguilos, V., Jarumaneerat, T (Prince of Songkla University) | Assessment of Important Destination Attributes for Female Tourists Travelling to Island Destinations: A Case Study of Phuket, Thailand | 45 |
| 5 | 16.50 – 17.10 | Anastasia Maga, Canhui Wei, Pongsak Sungcharoen, Abdul Qadir, Andaman Loo, Nattana Kridiborvorn (Stamford International University) | The motives and implications of Chinese tourism in Bangkok | 39 |
| 6 | 17.10 – 17.30 | Barnabas Cung Thawng Ling (Assumption University) | Challenges and Opportunities of Community-based Tourism Development – Case Study of Sorlong and Taisun CBT Villages in Chin State, Myanmar | 12 |
| 7 | 17.30 – 17.50 | Wang, Kuo-Ching, Cheng, Yi, Ryzhov, Mikhail, (National Taiwan Normal University, Taiwan) Wu, Ben (Fudan University, China) | Indian incentive travel market and site selection decision: why not Taiwan? | 20 |

Schedule of paper presentation

30 November 2018

Room 3 – 6 (Tourism)

15.30 – 18.10 hrs.

| Sequence | Time | Name – Last name | Paper title | Paper No. |
|----------|---------------|---|--|-----------|
| 1 | 15.30 – 15.50 | Raphiphan Jiamthawibun, Kristina Slosic, Pompisanu Promsivapallop (Prince of Songkla University) | Comparative Assessment of Beach Destination Satisfaction Between Free Independent Tourists and Group Package Tourists | 44 |
| 2 | 15.50 – 16.10 | Norma Azuli Mohd Nor, Norlida Hanim Mohd Salleh (Universiti Kebangsaan Malaysia, Malaysia) | Effects of tourism expenditure on the Malaysian economy: Social account matrix approach | 21 |
| 3 | 16.10 – 16.30 | Amnraj Khaochrueamuang (Wakayama University, Japan) | Conceptualizing Thai Cuisine with Japanese Dietary: Values toward the UNESCO's Intangible Cultural Heritage and Rural Tourism | 66 |
| 4 | 16.30 – 16.50 | Heru Purboyo Hidayat Putro, Mira Maharani (Institute of Technology Bandung) | Designing city tourist route of Cirebon, West Java, Indonesia | 76 |
| 5 | 16.50 – 17.10 | Siyathorn Nakphin, Nawin Wongsombun, Jeerati Poon-icad (Suratthani Rajabhat University) | Development of Sustainable Ecotourism Routes | 38 |
| 6 | 17.10 – 17.30 | Siyathorn Nakphin, Benya Jariyawijit, Saowadee Srifa (Suratthani Rajabhat University) | Traps of Communities Based Tourism in Thailand | 88 |
| 7 | 17.30 – 17.50 | Pornprom Suthatorn (Dusit Thani College) Sathaworn Lersuwonakun (Dhurakij Pundit University) Phenphimol Seriwattana (Kasetart University) | The Influence of Cultural Distance on Job Stress of Thai Flight Attendants: Examining the moderating effect of Cultural Competency | 74 |
| 8 | 17.50 – 18.10 | Chayanisa Wongphan (Sripatum University) Aswin Sangpikul (Dhurakij Pundit University) Marguerite Kolar (University of South Australia) | A Comparative Study of Online Marketing of Ecotourism Operators between Australia and Thailand | 85 |

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15.30 – 17.50 hrs.

| Sequence | Time | Name – Last name | Paper title | Paper No. |
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| 2 | 15.50 – 16.10 | Ou Ge (Panyapiwat Institute of Management) | Exploring Consumer Motivation of Thai Millennials in Online Comics Industry | 71 |
| 3 | 16.10 – 16.30 | Xiaoqing Chang, Ratanasuda Punnahitanond (Bangkok University) | Types of WeChat Image-text, Advertising Appeals, and Execution Styles in WeChat Official Account Articles: A Case Study of Ananda Condo Brand in Thailand | 30 |
| 4 | 16.30 – 16.50 | Lanjuan Mou, Hongyang Shang (Tongren Kindergarten Training College, China) | Problems and status quo of education management for preschool children in rural areas of eastern guizhou, CHINA | 31 |
| 5 | 16.50 – 17.10 | You Xiang, Li Haofu, Wang Bo (Dhurakij Pundit University) | A study of Total Quality Management on College Performance of Private Universities in Thailand: The Mediating Effects of Market Orientation | 57 |
| 6 | 17.10 – 17.30 | Xue Wu, Zhao Gao (Dhurakij Pundit University) | How does Customer Orientation affect Job Burnout | 78 |
| 7 | 17.30 – 17.50 | Marcin Soniewicki Krzysztof Fonfara Łukasz Małys (Poznan University of Economics and Business, Poland) | The role of relationships with external units for the company's competitiveness in the process of internationalisation | 56 |

Schedule of paper presentation

30 November 2018

Room 3 – 4 Social Sciences (Language)

15.30 – 17.50 hrs.

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| 2 | 15.50 – 16.10 | Alexis Verdadero Locario, Alisa Ratanaprucks (Thammasart University) | Figures of Speech in Song Analysis: A Case Study of Third Year Students in a Private University in Thailand | 35 |
| 3 | 16.10 – 16.30 | Virinthorn Eurvilaichit (Dhurakij Pundit University) | The Role of Digital Media in English Language Learning: A Study of ESP Students in Dhurakij Pundit University | 86 |
| 4 | 16.30 – 16.50 | Russell T. Rodrigo, Maytee Suksam, Agnieszka Hertel, Krzysztof Rajtar (Stamford International University) | A Review of Authentic Instructions and Assessments' Impacts on Academic Performance and Motivation of Secondary and Tertiary Learners | 16 |
| 5 | 16.50– 17.10 | Cell Dilon, Andrew H. Cross (Stamford International University) | The English Renaissance influence in modern mainstream entertainment | 14 |
| 6 | 17.10 – 17.30 | Pierre Bourgoïn, Christopher Hanks (Stamford International University) | Heutogy as a 21st Century Model for English-language Teacher Professional Development at University: Gauging Readiness for Self-determined Learning through Online Communities of Practice | 18 |
| 7 | 17.30– 17.50 | Richard Meaders, M. A. Haseley, Lee Kornowski, Paul Woehleke (Stamford International University) | Measuring Student Course Evaluations: A Case Study in Thailand | 22 |

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Educational Tourism and Economic Growth: Evidence from Panel Threshold Regression Modelling

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Abstract

The goal of this study examines the effects of educational tourism and other variables on economic growth using a balanced panel dataset comprising 61 countries. We use the threshold regression model with three different threshold variables (i.e. educational tourism, research, and information and communication technology) to estimate non-monotonic mediating effects on economic growth. Our findings suggest that educational tourism has a significant positive impact on economic growth, but the effect is non-monotonic and contingent upon the level of educational tourism, the output of quality research, and the development of information and communication technology (ICT). It is proposed that policymakers should take into consideration these factors when proposing measures to stimulate economic growth via the educational tourism channel.

Keywords: Economic growth; Educational tourism; ICT; Panel data; Threshold regression

1. Introduction

A substantial amount of empirical literature has examined the prominence of the tourism sector in rejuvenating economic growth using a variety of dataset and advanced approaches including econometric, input-output (IO), computable general equilibrium (CGE), as well as the structural equation modelling (SEM) methods. Tang and Tan (2018), Tang, Cheam and Ong (2017), Tang and Abosedra (2016), Cárdenas-García, Sánchez-Rivero and Pulido-Fernández (2015), Aslan (2014), Dritsakis (2012), Brau, Liberato and Pigliaru (2011), Adamau and Clerides (2010), Brau, Lanza and Pigliaru (2007), Gökovali and Bahar (2006), and Gunduz and Hatemi-J (2005) are some of the excellence examples studies focused on this topic. In general, almost all the past empirical studies confidently concluded that a well-developed tourism sector is likely to have a significant positive effect on economic growth regardless of the stage of economic development.¹ The tourism sector is thus acknowledged as the catalyst of economic growth through its positive impact on foreign exchange revenue, government tax revenue, jobs opportunity, investment in tourism-related infrastructure including accommodation, an extension of access road and transportation to tourism areas, etc. Owing to the momentum of globalisation and internationalisation of higher education, travel to abroad is no longer limited for the purpose of leisure and funs, while it has been evolved and integrated with another vital economic sector such as education. This integration has successfully formed a sub-segment in tourism called educational tourism (Ritchie, 2006). In fact, Gibson (1998) has stressed that educational tourism is the future trend in tourism as statistics reveal that the number students studying aboard have mushroomed swiftly because educational tourism is not only mass the development of tourism sector, it also gives the best education for students around the globe. Based upon the statistics provided by the Organisation for Economic Co-

¹ Based upon our reading, there are also findings of some earlier literature that are not favour to the conventional wisdom of tourism can effectiveness flourishing economic growth. Kumar and Kumar (2012), Lee (2012), Tang (2011), Singh et al. (2010), Katircioğlu (2009), and Oh (2005) are among the sample studies that not likely to support the tourism-led growth hypothesis.

operation and Development (OECD, 2017), we find that the trend of global student mobility is increasing over decades with approximately 6 per cent annual growth rate from 1.7 million students in 1995 to 3 million students in 2005 and the figure jumped to 4.6 million students in 2015. Considering the promising trends of global student mobility, OECD projected 8 million students will pursue tertiary education in abroad by 2025 (Karzunina et al., 2017). The growing size of international students may shed light on the potential opportunity for higher education institutions and the tourism-related sectors to generate additional income for the destination economy. Hence, export of education is thus considered as a lucrative component in generating national income. In an effort to attract an additional number of international students, Gopal (2014) documented that number of countries including Canada, the United States and the United Kingdom revised their immigration policies to be more flexible such as allowing international students to work and the opportunity to obtain permanent residents status apart from earning a quality education.

Despite the market size of educational tourism is expanding, the arrivals of educational tourists (international students) remain small and it is less than 0.5 per cent of the overall tourist arrivals.² Given the low number of arrivals, it may be unrealistic or too optimistic to treat educational tourism as the magic wand that would significantly create growth for the recipients' country.³ Consequently, the postulation of "*more educational tourists, more economic growth*" seems to be a challenging question for academicians, policymakers, and the tourism-related stakeholders elsewhere to answer. With reference to our literature review, there are ample of research on the tourism-growth nexus, but a specific research on the effect of educational tourism on economic growth is very scanty and controversial. Matahir and Tang (2017a, 2017b), López, Fernández and Incera (2016), and Martínez-Roget, Pawlowska, and Rodríguez (2013) are the studies that focused on the economic impact of educational tourism. By and large, Matahir and Tang (2017a, 2017b) both found that economic growth in Malaysia can be explained by the change in educational tourism, whereas using the IO approach, López, Fernandez and Incera (2016) discovered that educational tourism is less likely to provide a significant impact on economic growth in Galicia. On the contrary, the findings of Martínez-Roget, Pawlowska, and Rodríguez (2013) revealed that educational tourism has a greater impact on growth than the conventional tourists in Galicia. Considering the small market size of educational tourism and the controversial findings, it is essential to ascertain the actual contribution of educational tourism on economic growth in an effort to provide a more proper and promising guidance for policymakers to craft effective growth policies, especially through the channel of educational tourism. In contrast to the earlier studies that merely focused single time series or cross-section dataset, the present study enriches the sample size for estimation by compiling a panel dataset of 61 countries from the period of 2011 to 2015. According to Kennedy (2016) and Hsiao (2007, 1985), application of panel data can help to improve efficiency in estimation and control the impact of omitted variables because panel data comprise a large number of data point and minimised the multicollinearity and heterogeneity problems. Therefore, panel data provides more accurate estimation results in relation to cross-section or time series data. Zou and Huang (2018), Wang (2012), and Po and Huang (2008) narrated that tourism expansion does not always uplift economic growth, thus the effect on growth is not necessarily monotonic (linear). Likewise, Mihalić (2013) pointed out that the impacts of tourism are complex, non-linear and may also contingent on many other factors.⁴ Therefore, we augment our study to examine the threshold

² According to our calculation based upon the data from extracted from United Nation World Tourism Organisation (UNWTO, 2017) and OECD (2017), the ratio of international students to international tourist arrivals in 1995, 2000, 2005, 2010 and 2015 are 0.32 per cent, 0.31 per cent, 0.37 per cent, 0.43 per cent, and 0.38 per cent respectively.

³ Educational tourism may be a channel used to supply illegal and sex workers (Pell et al., 2006; Fairfax Media Australia, 2005). Participation of international students in sex industry may accidentally transmit the infectious diseases to the community in the host country. Eventually, this may reduce labour productivity and economic performance in general due to illness.

⁴ Mihalić (2013) justified the non-monotonic (non-linear) tourism-growth relationship by mentioning that in the first stage of development, the effect of tourism on growth tend to be insignificant mainly attributed to the constraint of tourism-related infrastructures to support the arrivals of international tourists. However, in the following stage of

effects of educational tourism on economic growth using the panel threshold regression method introduced by Hansen (1999). More specifically, whether the effects of educational tourism on growth are contingent on the threshold of research and information technology are examined because they may influence the link between educational tourism and economic growth (see Matahir and Tang, 2018; Kumar, 2014; Kumar and Kumar, 2012). For the sake of brevity, this study contributes to the body of knowledge by examining the threshold and contingency effects of educational tourism on economic growth using panel data. To the best of our knowledge, this is a seminal research work to understand the threshold and contingency effects of educational tourism on economic growth. In light of this, the findings of this study may not only enriching knowledge in the fields but it also has significant implications for the education system and tourism policymaking.

The balance of this paper is organised as follows. Section 2 will present the theoretical model and also the methodology as well as data used in the present study. The empirical findings will be discussed in Section 3. Finally, Section 4 will present the conclusion and policy recommendations derived from the findings of this study.

2. Methodology

2.1 Theoretical framework

Follow the previous studies (e.g. Du, Lew and Ng, 2016; Tang and Tan, 2015; Kumar, 2014; Kumar and Kumar, 2012; Proença and Soukiazis, 2008) on the tourism-growth nexus, we develop a macroeconomic growth model based upon the neoclassical Solow's growth framework to analyse the effect of educational tourism (ETOUR), information and communication technology (ICT), research quality (RQ), exports (EX), financial development (FD) on economic growth. Based on the derivation, we obtain the following growth model:

$$\ln y_{it} = \ln A_0 + \theta_i \ln Z_{it} + \frac{\beta}{1-\beta} \ln k_{it} + \frac{\beta}{1-\beta} \ln(n + g + \delta)_{it} \quad (1)$$

where \ln denotes the natural logarithm, y_{it} is the real output, k_{it} is the real physical capital, $(n + g + \delta)_{it}$ is the growth rate of population. $Z_{it} = [\text{EX}_{it}, \text{FD}_{it}, \text{ETOUR}_{it}, \text{RQ}_{it}, \text{ICT}_{it}]'$, and Mankiw et al. (1992) narrated that $\ln A_0 = \pi_0 + \varepsilon_{it}$ because A_0 is not merely reflecting technological advancement while it is also associated to resource endowment, institutions, etc. Thus, the growth model used for estimation can be re-written in Equation (2).

$$\ln \text{GDP}_{it} = \pi_0 + \pi_1 \ln \text{EX}_{it} + \pi_2 \ln \text{FD}_{it} + \pi_3 \ln \text{ETOUR}_{it} + \pi_4 \ln \text{RQ}_{it} + \pi_5 \ln \text{ICT}_{it} + \pi_6 \ln \text{CAP}_{it} + \pi_7 \ln(n + g + \delta)_{it} + \varepsilon_{it} \quad (2)$$

where \ln is the notation for natural logarithm, GDP_{it} is the per capita real gross domestic product (GDP), EX_{it} is the per capita real exports, FD_{it} is the financial development, ETOUR_{it} is the educational tourism, RQ_{it} is the per capita research output, ICT_{it} is the information and communication technology (ICT), CAP_{it} is the per capita real capital stock, $(n + g + \delta)_{it}$ is the rate of population growth, and ε_{it} is the error-term accommodated to capture the unobserved components.

2.2 Panel threshold regression analysis

development when the tourism-related infrastructures are well equipped, a larger number of international tourists will be attracted and increase tourism consumption, thus expansion of tourism sector tends to be significant in explaining economic growth.

Using assertion in Hansen (1999), the threshold effect in our growth model can be examined by first estimating the model using ordinary least squares (OLS) estimator, then select the threshold value (γ) with minimum the sum of squares residuals. The generic form threshold regression model is written below:

$$\ln \text{GDP}_{it} = \begin{cases} \mu_i + \lambda_1^1 r_{it} + \lambda_2^1 h_{it} + \varepsilon_{it}, & q_{it} \leq \gamma \\ \mu_i + \lambda_1^2 r_{it} + \lambda_2^2 h_{it} + \varepsilon_{it}, & q_{it} > \gamma \end{cases} \quad (3)$$

where r_{it} is the variable(s) that depends on the regime, q_{it} is the threshold variable use to split the estimate sample into regime, h_{it} is a vector of control variables that independent from the regime, and ε_{it} is the error-term assumed to be white noise. μ_i is the constant term, λ is the estimate coefficients, and γ is the threshold value. To confirm the presence of threshold effect, Hansen (1999) suggested to conduct a joint F-test on the null hypothesis of no threshold effect or linear ($H_0: \lambda_1^1 - \lambda_1^2 = 0$) against the alternative hypothesis of a threshold effect ($H_0: \lambda_1^1 - \lambda_1^2 \neq 0$). If the null hypothesis is rejected, then we estimate the following threshold regression models (i.e. Model 2, Model 3 and Model 4) with regard to the aims of the present study.

Model 2:

$$\ln \text{GDP}_{it} = \mu_1 + \phi_1 \ln X_{it} + \phi_2 \ln \text{ICT}_{it} + \phi_3 \ln \text{RQ}_{it} + \lambda_1 \ln \text{ETOUR}_{it} \mathbf{I}(\ln \text{ETOUR}_{it} \leq \gamma_1) + \lambda_2 \ln \text{ETOUR}_{it} \mathbf{I}(\ln \text{ETOUR}_{it} > \gamma_2) + \varepsilon_{it} \quad (4)$$

Model 3:

$$\ln \text{GDP}_{it} = \mu_2 + \phi_1 \ln X_{it} + \phi_2 \ln \text{ICT}_{it} + \phi_3 \ln \text{RQ}_{it} + \lambda_1 \ln \text{ETOUR}_{it} \mathbf{I}(\ln \text{RQ}_{it} \leq \gamma_1) + \lambda_2 \ln \text{ETOUR}_{it} \mathbf{I}(\ln \text{RQ}_{it} > \gamma_2) + \varepsilon_{it} \quad (5)$$

Model 4:

$$\ln \text{GDP}_{it} = \mu_3 + \phi_1 \ln X_{it} + \phi_2 \ln \text{ICT}_{it} + \lambda_1 \ln \text{ETOUR}_{it} \mathbf{I}(\ln \text{CT}_{it} \leq \gamma_1) + \lambda_2 \ln \text{ETOUR}_{it} \mathbf{I}(\ln \text{CT}_{it} > \gamma_2) + \lambda_3 \ln \text{RQ}_{it} \mathbf{I}(\ln \text{CT}_{it} \leq \gamma_1) + \lambda_4 \ln \text{RQ}_{it} \mathbf{I}(\ln \text{CT}_{it} > \gamma_2) + \varepsilon_{it} \quad (6)$$

where $\ln X_{it} = [\ln \text{CAP}_{it}, \ln \text{EX}_{it}, \ln \text{FD}_{it}, \ln(n + g + \delta)_{it}]'$. Model 2 allows us to examine the effect of educational tourism on economic growth contingent on its own threshold level. Model 3 allows us to investigate the effect of educational tourism on economic growth with respect to the a threshold level of research. Finally, since educational tourism and research output are expected to depend on ICT development, Model 3 is proposed to examine the effects of educational tourism and research on economic growth contingent to a threshold level of ICT.

2.3 Sources of data

This study used the balanced annual panel data from 2011 to 2015 over 61 countries based upon data availability. The data of the present study are collected from the *World Development Indicators* (WDI) of the World Bank and the *UNESCO Institute for Statistics*. The GDP deflator (2010 = 100) is used to convert monetary variables into the real term. More specifically, per capita real GDP in USD, per capita real exports in USD, population growth rate, ratio of private sector credit to GDP (measure financial development)⁵, per capita real gross fixed capital formation in USD (to compute capital stock), fixed telephone line per 100 populations (measure ICT development), scientific and technical articles published in ISI Web of Sciences per 100 foreign students (to measure the quality

⁵ It cannot be denied that various measures have been employed to measure financial development. Motivated by Levine et al. (2000), the ratio of private sector credit to GDP is used in the present study because it is well reflecting the ability and efficiency of financial institutions in providing credit facilities to private sector.

of research output) are collected from WDI. Besides, follow Matahir and Tang (2017a, 2017b), the number of international students is used to represent educational tourism and the data are obtained from the *UNESCO Institute for Statistics*.

3. Empirical Results

The purpose of the present research is to investigate empirically the threshold and contingency effects of educational tourism on economic growth using a balanced panel threshold regression approach introduced by Hansen (1999). In the previous section, we have discussed the specification of growth model or theoretical framework and the methodologies used to achieve the goal of this study. In this section, we attempt to present and discuss the estimation results of the present study. Despite Hansen's (1999) panel threshold regression approach is merely available for the fixed effect model, it is best to check the suitability of using fixed effect model in the present study based on a set of specification tests, namely Chow's F-test for poolability, Breusch and Pagan (1980) Lagrange Multiplier (LM) test, and Hausman (1978) specification test.

Table 1: Results of the specification and diagnostic tests

| Panel I: Specification tests | Statistics | <i>p</i> -values |
|------------------------------|-------------|------------------|
| Poolability test | 69.99*** | 0.000 |
| Breusch-Pagan LM test | 444.42*** | 0.000 |
| Hausman test | 134.19*** | 0.000 |
| Panel II: Diagnostic tests | Statistics | <i>p</i> -values |
| Mean VIF | 5.29 | |
| χ^2_{SERIAL} | 8.324*** | 0.005 |
| χ^2_{HETERO} | 18652.39*** | 0.000 |

Note: *** denotes significance at the 1 per cent level.

The results of the above-mentioned specification tests are given in Table 1. Based on the results, we find that the statistics of both poolability F-test and the Breusch-Pagan LM test reject the null hypothesis of the pooled regression model is preferable at the 1 per cent significant level. Apart from that, we also find that the Hausman test is highly significant, implying that the random effect model is not preferable. In other words, the results suggest that the panel dataset used in the present study is best to be estimated by the fixed effect model rather than the alternative approach. In an effort to ensure the estimate results of the present study are reliable for statistical inference, we proceed to attest that the model is absent from the multicollinearity, serial correlation, and heteroskedasticity problems. Based on the results presented in Table 1, we find that the mean value of the variance inflation factor (VIF) is 5.29 which is less than 10, indicating that there is no severe collinearity problem.⁶ Nonetheless, the statistics of Wooldridge's test for serial correlation and the modified Wald test for group-wise heteroskedasticity are both consistently reject the null hypothesis of no first order of serial correlation and homogenous error-variance at the 1 per cent significant level. Given the diagnostic results, the estimate residuals are serially correlated and heterogeneous. With regard to these findings, the robust standard-errors procedure is applied to the chosen fixed effect models in order to moderate the serial correlation and heteroskedasticity problems.

Table 2: Results of the threshold effect test

⁶ Since correlation between economic variables is a must, one should only to check the severity of collinearity problem. Given this, Gujarati and Porter (2009) suggested a rule-of-thumb where as long as the VIF value does not exceed 10, then collinearity is less likely a serious problem that can jeopardise the estimation results, especially the part of inferential statistics.

| Regime-dependent variables | $\ln\text{ETOUR}_{it}$ | $\ln\text{ETOUR}_{it}$ | $\ln\text{ETOUR}_{it}, \ln\text{RQ}_{it}$ |
|-------------------------------|------------------------|------------------------|---|
| Threshold variables | $\ln\text{ETOUR}_{it}$ | $\ln\text{RQ}_{it}$ | $\ln\text{ICT}_{it}$ |
| Threshold effect F-test | 19.61** | 41.67*** | 93.38*** |
| Bootstrapped critical values: | | | |
| 10 per cent | 16.8446 | 22.5775 | 24.6031 |
| 5 per cent | 18.7343 | 27.8259 | 27.6518 |
| 1 per cent | 23.8763 | 36.9129 | 36.3999 |

Note: ***, ** and * denote rejection at the 1, 5 and 10 per cent significance levels, respectively. The bootstrapped critical values are computed based on 300 replications.

Before we proceed further to estimate the threshold regression model, it is necessary to examine for the presence of threshold effect through the threshold effect F-test proposed by Hansen (1999). In addition, the bootstrapped critical values are also computed to enhance robustness. In this study, we set three different threshold variables in our analysis, namely $\ln\text{ETOUR}_{it}$, $\ln\text{RQ}_{it}$ and $\ln\text{ICT}_{it}$. As the results shown in Table 2, we find that the computed F-statistics are greater than the 5 per cent bootstrapped critical values in all the three models. Therefore, the null hypothesis of no threshold is rejected and the threshold regression model should be employed in the present study.

After confirming educational tourism, quality of research, and ICT are the significance threshold factors, the next stage of this study is to investigate the role of these threshold factors on the effect of educational tourism on economic growth. Table 3 report the estimate results of panel threshold regression models. Generally, we find that the control variables of capital ($\ln\text{CAP}_{it}$), exports ($\ln\text{EX}_{it}$), financial development ($\ln\text{FD}_{it}$), and population growth ($\ln(n + g + \delta)_{it}$) are statistically significant at the 10 per cent level or better in most of the specified models. Additionally, we find that the signs of the estimated coefficients for the control variables are also corroborated with economic theory. More specifically, the results of Model 1 (which is the baseline linear model) indicates that $\ln\text{ICT}_{it}$ and $\ln\text{RQ}_{it}$ are both have a significant positive effect on economic growth. However, our results show that the effect of educational tourism on economic growth is found to be insignificant in Model 1. The preliminary findings seem to suggest that educational tourism cannot be the engine of economic growth which is contradicted with the findings of Matahir and Tang (2017a, 2017b).

On the contrary, the results of threshold regression models (i.e. Model 2, Model 3 and Model 4) seem to shed some lights on the importance of educational tourism in invigorating economic growth but the effects on growth are contingent on the threshold of educational tourism, quality of research, and the development of ICT. Based on the results represented in Model 2, we find that educational tourism does not significantly affect economic growth before reaching its threshold level. However, above its threshold level, educational tourism starts to affect economic growth with the impact of approximately 0.07 per cent for every one per cent increases in educational tourism. For the sake of brevity, educational tourism does not affect economic growth at the lower threshold because the number of educational tourist arrivals are insufficient to provide a significant contribution to economic growth, whereas when the size of educational tourists become larger which is after the upper threshold, then its effects on economic growth become significant and positive.⁷

⁷ This is an explanation raised in Tang and Tan (2013) where the size of international tourist arrivals must be large enough in order provide significant economic impact.

Table 3: Results of fixed effect panel threshold regressions

| | Model 1 | Model 2 | Model 3 | Model 4 |
|----------------------------|---------------------|-------------------------|----------------------|-----------------------|
| Threshold variables | — | $\ln \text{ETOUR}_{it}$ | $\ln \text{RQ}_{it}$ | $\ln \text{ICT}_{it}$ |
| Constant | 1.856*** (0.000) | 1.678*** (0.000) | 1.426*** (0.000) | 1.618*** (0.000) |
| $\ln \text{CAP}_{it}$ | 0.423*** (0.000) | 0.418*** (0.000) | 0.445*** (0.000) | 0.416*** (0.000) |
| $\ln \text{EX}_{it}$ | 0.405*** (0.000) | 0.417*** (0.000) | 0.411*** (0.000) | 0.415*** (0.000) |
| $\ln \text{FD}_{it}$ | 0.061* (0.084) | 0.072** (0.041) | 0.060* (0.065) | 0.069* (0.053) |
| $\ln(n + g + \delta)_{it}$ | -0.048 (0.103) | -0.055* (0.061) | -0.046 (0.109) | -0.065* (0.061) |
| $\ln \text{ICT}_{it}$ | 0.081* (0.068) | 0.067* (0.097) | 0.074* (0.072) | 0.072 (0.083) |
| $\ln \text{RQ}_{it}$ | 0.072*** (0.002) | 0.070*** (0.002) | 0.128*** (0.000) | — |
| $\gamma_1 \leq 4.916\%$ | — | — | — | 0.674*** (0.000) |
| $\gamma_2 > 4.916\%$ | — | — | — | 0.068*** (0.004) |
| $\ln \text{ETOUR}_{it}$ | 0.036 (0.181) | — | — | — |
| $\gamma_1 \leq 0.044\%$ | — | 0.041 (0.224) | — | — |
| $\gamma_2 > 0.044\%$ | — | 0.066** (0.022) | — | — |
| $\gamma_1 \leq 8.314\%$ | — | — | 0.035 (0.411) | — |
| $\gamma_2 > 8.314\%$ | — | — | 0.082** (0.024) | — |
| $\gamma_1 \leq 4.916\%$ | — | — | — | 0.162*** (0.000) |
| $\gamma_2 > 4.916\%$ | — | — | — | 0.056* (0.053) |
| R^2 | 0.897 | 0.903 | 0.910 | 0.921 |
| F-statistics | 99.38*** | 86.47*** | 159.94*** | 96.76*** |
| $N \times T$ | 305 | 305 | 305 | 305 |

Note: ***, **, * denote significant at the 1, 5 and 10 per cent levels, respectively. Figures in the parenthesis (.) indicates the p -values after taking the robust standard-errors procedure due to the presence of heteroskedasticity and serial correlation problems. This is the one-way fixed effect model as the deterministic trend is statistically insignificant.

Next, we extend the study to analyse the effect of educational tourism on economic growth contingent on the threshold of research output. With reference to this, our estimation results in Model 3 show that increase in research output can affect the contribution of educational tourism on economic growth but this can be materialised merely after the output of research is above its threshold level. More specifically, when research output is above its threshold level, educational

tourism is found to affect economic growth by nearly 0.08 per cent for every one per cent increase in educational tourism. Apart from that, our empirical results in Model 4 also suggest that the effects of both educational tourism and research on economic growth are depending on the development of ICT. At the earlier stage of ICT development which is below its threshold value of 4.916, economic growth is significant and positively reacted only to research but not to educational tourism. Nevertheless, when ICT is above its threshold level, the effects of both research quality and educational tourism are found to be positive and significant on economic growth. In terms of magnitude, when ICT fall below its threshold level, we find that a 1 per cent increases in research quality, on average, economic growth will increase by approximately 0.27 per cent, but the effect is moderated to merely 0.07 per cent after the ICT threshold level. Furthermore, our results demonstrate that economic growth is likely to increase by about 0.06 per cent for every one per cent increase in educational tourism, in particular above the threshold of ICT. In summary, these findings suggest that educational tourism is an important locomotive to economic growth especially when the number of educational tourists can be seriously enlarged. In addition, quality of research and ICT are two vital enablers or accelerating factors that effectively gear up or materialise the impact of educational tourism on economic growth.

4. Conclusion and Policy Recommendations

Unlike the earlier tourism-led growth studies, the present research attempts to advance knowledge in the field by assessing the threshold effect of educational tourism on economic growth using 5 years (2011-2015) balanced panel data over 61 countries in the world. In contrast to the findings of earlier studies (Matahir and Tang, 2017a, 2017b), this study finds that the effect of educational tourism on economic growth in the selected countries is non-monotonic. In addition, our empirical findings also demonstrate that its effect on growth is contingent on the volume of educational tourist arrivals, research, and the level of ICT development in the host countries. With reference to the computed statistics, we can surmise that educational tourism influence economic growth only when the size of educational tourist arrivals is greater than 0.045 per cent of the population. Otherwise, the effect is likely to be insignificant. Therefore, tourism and education policies that can attract the arrivals of foreign students such as internationalisation of higher education, reduce the processing period and fees of student visa, etc. are the essential efforts to extract significant economic benefits from the segment of educational tourism. Besides, decision-makers such as the ministry of education and the stakeholders such as higher education institutions should encourage more research and publication related activities such as academic conferences and short-term academic programmes in order to strengthen research quality which eventually improves universities rankings and attract the enrolment of more international students. At the same time, the policymakers such as the ministry of communications should enlarge the coverage and speed of telecommunication related equipment including broadband and internet. With the advancement of information and communication technology, potential international students can easily access information before making a decision of where to visit.

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Effects of Game-Based Instruction to Chinese College Students Learning Introductory Accounting

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Abstract

This study aimed to investigate whether or not game-based learning (GBL) pedagogy of improve learning outcome of Chinese college students in the introductory accounting class. 143 Chinese students who were ages 18-19, in the program of international business participated in the research. These students were divided to three groups, 49 students were assigned to the research intervention of GBL as the experimental group A; 45 students were arranged to GBL with formative assessment as the experimental group B; the rest 49 were allocated to the control group. The GBL intervention was conducted 15 lessons, 2 lessons in a week, and 1.5 hours per lesson. The control group was accepted introductory accounting class with regular approach. A pre-test and a post-test were implemented before and after the intervention. A One-way ANCOVA was applying to analyze the data. The result indicated that the GBL pedagogy of teaching introductory accounting worked efficiently in accounting practical skills. Further, GBL approach should focus on how to create a practical simulation background to engage students in the class. The design of the game can increase the setting of playing role and the connection with each playing groups for future instruction.

Keywords: game-based learning pedagogy, accounting class, Chinese students, learning outcome

1. Background

Introductory accounting is a predominately composed of Chinese college students who study business. However, this subject is challenged to engage them inside the classroom due to the lack of motivation and stereotype. According to Mastilak (2012), students have stereotyped notions of accounting when they enter introductory accounting subject. Most students who study the non-accounting program have common thoughts that the class is not interesting and do not know the purpose for learning this. To address this problem, instructors should build a learning environment that can attract students' interest as well as align with their learning style. Gioia and Brass (1985) noted that both teaching and learning are enhancing when instructional styles are converging with learning forms.

As the change of learning styles of the current generation, this is living in an active learning environment due to the video game and virtual technologies. The virtual environment builds a different learning style, which is active learning and problem-solving (Proserpio & Gioia, 2007). The approach to align current learning style is to apply game-based learning (GBL) based on their learning experiences. GBL has developed for use in the education to enhance knowledge, which

involves active and problem-solving skills (Qian & Clark, 2016). In the process of learning, assessment is an important approach to improve students' performance. Formative assessment is the approach to grow students' learning and look ahead to what they will learn next (not just check what they learned) during learning (Cambridge Assessment International Education, 2017., para. 2).

Formative assessment is involved in the students' learning process in higher education (Brown, 2015). A review of the evidence shows that formative assessment can improve students learning and assist in taking control of their learning process (Nicol & Macfarlane-Dick, 2006; Scheerens, 1991). In order to examine the effect that influences students' learning outcome, formative assessment was applied as one of approaches in this research.

Accordingly, the purpose of this study was to investigate the learning outcome of GBL pedagogy of Chinese college students in the introductory accounting class. The objectives are shown as below.

1. To investigate whether or not GBL instructional methods works effectively in the accounting class.
2. To examine whether or not integrated GBL and formative assessment can urge students' learning better performance in the introductory accounting.
3. To compare the learning outcome among GBL, GBL with formative assessment, and regular accounting pedagogy.

2. Literature

2.1 Game-Based Learning

GBL is an active pedagogy that adapts young generation student's way of learning. Arhin and Johnson-Mallard (2003) claim that students learning styles is changed from verbal to visual and active. Game can deliver different types of learning content and engage learners in a game activity (Kapp, 2012). GBL use the factor of game to trigger students' initial understanding and involve into the class. Using the pedagogy of GBL may consider unfitting in higher education. However, a research shows that GBL is a new teaching technique for use in the classroom to motivate education effectively (Ketelhut & Schifter, 2011). In the business schools of Michigan State University, the University of California at Los Angeles, the University of Pennsylvania, the game as an educational tool is applied to develop students' ability of decision-making within specific functional areas of business, such as operations research and management accounting (Moncada & Moncada, 2014; Keys & Wolfe, 1990). Some studies indicate that educational games can support the teaching of essential skills, which inspire students' learning passion and practical knowledge more effectively than traditional methods of teaching (Qian & Clark, 2016; Boyle et al., 2014). Consequently, this study applied the GBL approach to examine students' learning performance on learning introductory accounting.

2.2 Formative Assessment

Learning is now student-centered, which is a process of students build their knowledge. In higher education, formative assessment should be applied to empower students as self-regulated learners (Nicol & Macfarlane-Dick, 2006). It can assist students' track ongoing instruction and improve

learning effectiveness (Hwang & Chang, 2011). There are several studies have reported the effect of using formative assessment to the learning process. According to Crooks (1988), applying formative assessment can enhance the impacts of encouraging active learning, monitor the progress and improve learning outcomes, which is the core component for higher education (Gikandi et al., 2011). Students who took formative assessment showed the different learning outcome in the course (Gijbels & Dochy, 2006). Accordingly, this study integrated formative assessment with GBL approach to examine the effect of students' learning outcome.

2.3 Hypotheses

The objective of this study is to examine the GBL is pedagogy, which both engages the business students and accepts introductory accounting knowledge effectively. The characteristics associated with gameplay include providing motivation and challenging problem-solving (Moncada & Moncada, 2014). Hence, the following hypotheses are tested.

Hypotheses 1. Students who learn accounting with GBL have better learning outcome.

Hypotheses 2. Students in accounting class with formative assessment and without formative assessment have different learning outcome.

3. Methods

3.1 Participants

The experiment was conducted in a private university at Bangkok. The 143 Chinese international students who were ages 18-19 in the Chinese program of international business participated in the research. These students were divided into three groups. 49 students were assigned to the research intervention of GBL as the experimental group A (EGA); 45 students were arranged to GBL with formative assessment as the experimental group B (EGB); the rest 49 were allocated to the control group (CG), which was in the regular accounting pedagogy. These students were freshmen, and do not have learning experience of accounting course.

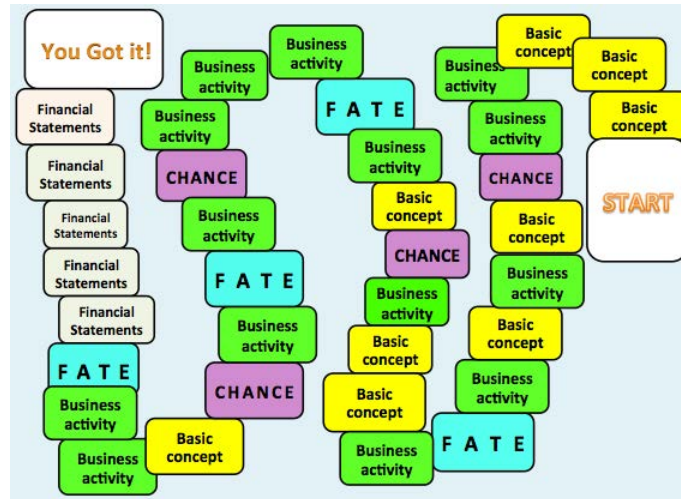
3.2 Research Procedures

This research applied GBL approach and used the tool of accounting game, which was conducted 15 lessons, 2 lessons in a week, and 1.5 hours per lesson. The design of accounting game is based on "Game of Business": a game for use in introductory accounting (Nitkin, 2012, p.131) and *Monopoly*TM for practice accounting knowledge. The idea of *Monopoly*TM is a teaching strategy to motivate learning in introductory financial accounting (Shanklin & Ehlen, 2007). The study examined basic concepts and practical skills (bookkeeping, and financial statements) among GBL, GBL with formative assessment and non-GBL learning groups. The experimental class A accepted GBL approach learning accounting. The experimental group B took GBL with formative assessment in the class. The non-GBL was for the control group. The experimental groups accept the treatment of GBL to learn accounting. The control class takes a regular accounting course, which only used didactic instruction and gave students some examples for practice subsequently. A pre-test and a post-test were implemented before and after the intervention.

3.3 Intervention of GBL

There are three major instrumentations including game-board, playing cards and journal voucher. The game-board shows in Figure 1, which includes 35 questions. The questions are basic concepts, business activity and financial statements. Furthermore, the game is also gained or lost through Chance, Fate and Business cards for additional stimulus for learning motives.

Figure 1: The game-board



With the game start, students were divided into small groups and needed to choose the business card of playing cards before starting the game, which is shown in Figure 2. Each team started with different investors and funds; alternating turns required students to choose the various cards and solve the accounting problem.

Figure 2: The playing cards



Students should record the accounting problem by journal voucher, which shows in Figure 3. The design was based on the Enterprise Resources Planning system in order to link with practical knowledge. On the last part of the game, each team should produce the journal voucher and financial statements.

Figure 3: Journal voucher

4. Findings

4.1 Outcome of Basic concepts, Bookkeeping and Financial Statements Test

There were three sections in both pre-test and post-test, the overall score was 100. Table 1 presents the descriptive analysis of the pre-test and the post-test. The mean of the pre-test for the EGA was 15.81, and the mean of the post-test increased to 83.59, which shows the better learning result than the EGB (M of pre-test=15.33, M of post-test=78.17) and CG (M of pre-test=15.46, M of post-test=49.16). Moreover, the mean between the pre-test and post-test showed a significant difference in the bookkeeping section, both EGA (M of pre-test= .00, M of post-test=34.87) and EGB (M of pre-test= .00, M of post-test=30.97) presented learning effectiveness better than the CG (M of pre-test= .12, M of post-test=19.26).

Table 1: Descriptive analysis for the basic concepts, bookkeeping and financial statements test

| Sections | Groups (N) | Tests | Mean | SD |
|----------------------|------------|-----------|-------|-------|
| Basic Concepts | EGA (N=49) | Pre-test | 15.81 | 4.19 |
| | | Post-test | 23.91 | 4.61 |
| | EGB (N=45) | Pre-test | 15.33 | 4.19 |
| | | Post-test | 23.51 | 3.81 |
| | CG (N=49) | Pre-test | 15.34 | 3.43 |
| | | Post-test | 20.30 | 3.87 |
| Bookkeeping | EGA (N=49) | Pre-test | .00 | .00 |
| | | Post-test | 34.87 | 6.29 |
| | EGB (N=45) | Pre-test | .00 | .00 |
| | | Post-test | 30.97 | 8.04 |
| | CG (N=49) | Pre-test | .12 | .85 |
| | | Post-test | 19.26 | 10.28 |
| Financial Statements | EGA (N=49) | Pre-test | .00 | .00 |
| | | Post-test | 25.10 | 10.27 |
| | EGB (N=45) | Pre-test | .00 | .00 |
| | | Post-test | 23.68 | 6.63 |
| | CG (N=49) | Pre-test | .12 | .85 |
| | | Post-test | 9.59 | 11.34 |
| Overall Score | EGA (N=49) | Pre-test | 15.81 | 4.19 |
| | | Post-test | 83.89 | 15.54 |
| | EGB (N=45) | Pre-test | 15.33 | 4.19 |
| | | Post-test | 78.17 | 13.53 |
| | CG (N=49) | Pre-test | 15.46 | 3.70 |
| | | Post-test | 49.16 | 19.73 |

4.2 Paired-Sample T-Test

The result of paired-sample t-test is shown in Table 2. The three groups had a significant difference on the overall score, especially the EGA and EGB. Both EGA and EGB groups learning

outcome of the three sections in the post-test was higher than the pre-test significantly.

Table 2: Summary of paired-sample t-test

| Sections | Groups (N) | Mean | SD | t |
|----------------------|------------|-------|-------|----------|
| Basic Concepts | EGA (N=49) | 8.10 | 5.81 | 9.75*** |
| | EGB (N=45) | 8.17 | 5.31 | 10.32*** |
| | CG (N=49) | 4.95 | 4.33 | 8.01*** |
| Bookkeeping | EGA (N=49) | 34.87 | 6.29 | 38.79*** |
| | EGB (N=45) | 30.97 | 8.04 | 25.83*** |
| | CG (N=49) | 19.14 | 10.40 | 12.87*** |
| Financial Statements | EGA (N=49) | 25.10 | 10.27 | 17.09*** |
| | EGB (N=45) | 23.68 | 6.63 | 23.96*** |
| | CG (N=49) | 9.46 | 11.34 | 5.84*** |
| Overall Score | EGA (N=49) | 68.08 | 14.90 | 31.97*** |
| | EGB (N=45) | 62.84 | 13.63 | 30.91*** |
| | CG (N=49) | 33.69 | 18.83 | 12.52*** |

4.3 Analysis of Covariance (ANCOVA)

The homogeneity of the regression coefficient was tested in the group, which presented no significant difference between the three groups in the pre-test ($F=1.009$, $P=0.316>0.05$). The result of the one-way ANCOVA is presented in Table 3. It indicated that the score of post-test showed a significant difference due to the pedagogies [$F(4, 419) = 11.321$, $p<.00$]. The outcome of pairwise comparisons shows that the pedagogy of EGA ($M=27.953$) was better than EGB ($M=26.073$) and CG ($M=16.388$).

Table 3: Summary of one-way ANCOVA about tests

| Source | Type III Sum of Squares | df | Mean Square | F | Sig. |
|-----------------|-------------------------|-----|-------------|--------|------|
| Pre-test | 61.013 | 1 | 61.013 | 1.009 | .316 |
| Section | 5799.853 | 2 | 2899.926 | 47.966 | .000 |
| Group | 11241.134 | 2 | 5620.567 | 92.966 | .000 |
| Section * Group | 2737.776 | 4 | 684.444 | 11.321 | .000 |
| Error | 25332.078 | 419 | 60.458 | | |
| Total | 280116.000 | 429 | | | |
| Corrected Total | 45240.839 | 428 | | | |

Furthermore, the post-test of different sections shows the effect of bookkeeping section ($M=29.221$) was higher than the basic concepts ($M=20.885$) and the financial statements ($M=20.308$). There was a significant difference among the three groups on the bookkeeping and financial statements sections, which presents the score of EGA was higher than the EGB. And both of these two groups were better than the CG.

Consistent with Hypothesis 1 was supported. The students learning outcome of accounting improved significantly with GBL instruction as compared to the performance of the CG with the regular instruction. Also, the improvement in the practical knowledge was more pronounced for

students based on the GBL instruction.

Hypotheses 2 was supported. The students' performance in the post-test did improve differently between GBL pedagogy and GBL with formative assessment instruction. The students in the GBL pedagogy showed better learning outcome than the GBL with formative assessment. This indicated that the formative assessment was not the main factor to influence students' learning performance. The formative assessment may assist students to track learning procedures, however, it cannot involve students in the course with GBL approach effectively.

In summary, the GBL approach was able to increase the Chinese students' introductory accounting knowledge, especially the practical skill of bookkeeping.

5. Discussions

The approach of GBL pedagogy in the teaching of accounting has a better effect of students' learning outcome. The result from both GBL groups indicates that students were engaged and active in the course more than the group in the regular instruction. The skills of functional proficiency and problem-solving can be improved by play game with simulation, narrative or storytelling condition (Sousa & Rocha, 2018). The statement is consistent with the result of students' improved practical skills significantly with GBL instruction in this study. And the design of the game is simulation in the operation process of a start-up business in this study, which is also the main factor to attract students' attention in the class. However, the integrated GBL and formative assessment cannot improve students' learning better outcome. It may be assumed that the formative assessment interferes with students' learning emotion in the class.

6. Recommendations

This study analyses the effects of using GBL instruction to Chinese college students for learning introductory accounting. Using GBL approach should focus on how to create a practical simulation background to engage students in the class. The design of the game can develop more storytelling before the game starts, for example, setting the role for every student and the connection with each playing group to increase the game condition with accounting knowledge. Additionally, the formative assessment may use an unplanned way instead of built into the planned curriculum in order to keep students' learning emotion in playing the game.

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Challenges and Opportunities of Community-based Tourism Development – Case Study of Sorlong and Taisun CBT Villages in Chin State, Myanmar

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Abstract

Community-based Tourism (CBT) is a form of sustainable tourism which is owned, managed and run by the community for generating job opportunities and extra income while conserving natural and cultural resources, especially for the marginalized and indigenous people who are living in rural areas. With the end of military dictatorship in Myanmar 2010, the closed-door system was reopened, and tourism became an important business sector for creating foreign revenues in Myanmar and CBT ventures were particularly implemented for creating job opportunities and poverty eradicating in rural areas. After more than 50 years of tourism boycott with the rise of new government, CBT projects were implemented in the least developed and isolated region in Myanmar called Chin State. Hence, the main purpose of this study is to analyze the operational challenges and potential opportunities for CBT development in Chin State, Myanmar, specially Sor Long and Taisun villages are selected as case study sites. This study applied qualitative research method adopting case study approach. Primary data were collected through participant observation and 15 in-depth interviews with key informants. Purposive sampling method was applied, and data were analyzed through content analysis method. The research reveals that CBT has a lot of potential to develop and support community development, but several challenges have been experienced in the implementation, running and promotion of CBT ventures. Lack of awareness and knowledge of the community; low capacity of the community; poor infrastructure development; inadequate fund and budget; low quality of CBT products and services and lack of transparent and legal policies and legislations were identified as the challenges for CBT development while high willingness and strong community participation to CBT, varieties of potential resources for CBT and basic infrastructure development are identified as the success factors for CBT development in Sor Long and Taisun CBT villages. The growth and sustainability of CBT in this study sites will depend on the management and operation systems, community participation, financial availability, corporation of stakeholders and policies implemented by the government.

Key words: Community-based tourism (CBT), challenges, opportunities

Introduction

Tourism as a world-wide activity, has grown extraordinarily over the last 50 years and become one of the most important industries in the world for creating job opportunities and earning foreign revenues (UNDP, 2011). Tourism creates many job opportunities and generates economic development across the globe, however, it does not equally affect poverty reduction overall (Cole & Morgan, 2010). On the one hand, the rapid and extreme growth of tourism (e.g., mass tourism) causes variety of problems and unwanted negative impacts on socio-cultural, economic, and environment that have been more obvious in recent years and the interest in sustainable tourism has grown (Mowforth & Munt, 2003; Shunnaq, Schwab & Reid; 2008). Hence, community-based tourism (CBT) emerged as alternative form of tourism with two reasons; concentration on the negative impacts of sociocultural, economic and environment of destination communities and awareness of stakeholder's participation in decision-making of urban or regional planning to reduce negative impacts of tourism (Cooper & Hall, 2008).

Since 2010 tourism development in Myanmar has grown rapidly and intensely, and international tourists have initiated the exploration of well-known and unspoiled cultural heritages and natural beauties of the country. Tourism industry has become one of the most important economic sectors for earning foreign revenues, poverty reduction, conserving local cultures and

environment, and employment creation (Häusler, N & Discheriet, K, 2016; Loda & Macri, 2017). Furthermore, CBT has begun to launch across the country in 2016 to decrease the pressure on overcrowded main destinations like Mandalay, Bagan, Yangon and to generate the benefits and job opportunities for the indigenous people in the rural communities. The government also encourages the promotion of CBT for attracting more international tourists and improving the community involvement in tourism related business through experiencing the life of the locals and interaction with the community.

After more than 50 years of restriction and tourism boycott in 2010, visitors have begun to explore the most remote, least developed and isolate region in Myanmar called Chin State. As the regions are undeveloped, the land remains largely unspoiled and untouched destinations and a hilly and mountainous region throughout the whole regions where adventure destinations could evolve. Many mountain-based tourist activities can be developed such as (hiking and trekking, cycling, bird watching) and the visitors can enjoy local culture shows and arts, traditional foods and beverages. Therefore, tourism becomes one of the 21 small and medium business enterprises, particularly community-based tourism intended to reduce poverty, create job opportunities and increase the tax base and local income based on the richness of culture, beautiful sceneries and exotic climates. Totally, 3 to 4 community-based tourism projects were intended to implement in Chin State, however, Sorlong and Taisun villages has been successfully initiated and selected as case study areas in this research.

Lack of transparent planning, policy, and strategy are significant obstacles for CBT development at the ongoing process and tourism industry itself is a new idea and concept for the Chins' communities. Enhancing trainings and workshops for improving the awareness, skills and capabilities of the local communities is still deficient within Chin State compared to other parts of the country. Investigating the existing challenges and opportunities for CBT development in Chin State in supporting the community benefits is crucial and without adequate research and proper investigation on the challenges and opportunities at the pre-development stages, CBT may cause unnecessary problems within and for the communities although CBT aims to reduce poverty and to enhance rural development. Moreover, one of the big threats for the community in the current situation of Chin State is that tourism may benefit for only small numbers of outside stakeholders instead of communities without strong policy for the development of CBT, community participation and enhancing basic tourism related skills to the community members and the outside stakeholders will apply the community members and their existing cultures and natural resources for their own advantages. Hence, this study aims to;

- explore the potential of CBT by applying lessons learnt in the two CBT villages in Chin State, Myanmar;
- identify the challenges for developing CBT in two CBT villages in Chin State, Myanmar;
- identify the opportunities of the development of CBT in CBT villages in Chin State, Myanmar.

Literature Review

Community-based tourism (CBT) can regard as special kind of tourism employed across the world (Giampiccoli & Mtapuri, 2017) that model became popular in the mid-1990s, reversing the development as a bottom-up approach to provide full community participation at every level of development process (Asker, Boronyak, Carrard & Paddon, 2010). The model of CBT is originally formulated as a pathway for the economic development of undeveloped regions; for examples - impoverished, underprivileged, indigenous, marginalized and poor people in rural and remote areas (Muganda, 2009; as cited in Ndlovu, 2015). CBT could be applied as a device for social equity, distribution of resources and benefits, and the community should receive a large sum of benefits (Giampiccoli, 2015). The implementation of CBT aims not only to benefit the economic well-being of the local community, but also the conservation of the natural resources and environment, which

also intends to share the economic benefits equally among the community members and to participate the community members in tourism related planning, decision-making, development and operations (Asker et al, 2010).

Community participation is an essential factor for successfully development of CBT (Pinel, 2013), and CBT generates local economic development and improves the livelihoods of the communities through community participation in tourism activities without damaging the cultural and environmental resources within their communities (Tasci, Semrad & Yilmaz, 2013). CBT also contributes to the “three pillars of sustainability” through distributing economic, environmental and social benefits, which empowers the local communities and builds community capacity to manage their own resources (Asker et al, 2010).

Community-based Tourism in Myanmar

CBT projects in Myanmar are implemented the understanding between the government, local communities, travel companies and NGOs and INGOs, etc. without proper policies and planning on CBT. Trainings on capacity building, human resource development, hospitality and tourism related services and knowledge were provided to the local communities. Ministry of Hotels and Tourism (MoHT) also highly supports the involvement of community in tourism industry by stating policy on community involvement in tourism (CIT) to promote community participation in tourism enterprises for creating job opportunities, capacity building, strengthening institutional environment and civil societies especially for rural, poor and marginalized people. As most CBT sites are found in rural areas, local cultures and natural resources are the main sources and attractions for the visitors and the visitors have better chance to explore the local ways of life. The host communities have more job and commercial opportunities, additional income from selling local products and the well-being of the community members are the main economic outcomes from implementing CBT. However, marketing CBT products, lack of policy on CBT, restrictions on access and overnight stays for foreigners, deficiency of skilled human capitals and lack of local awareness and understanding on the wants and demands of tourists are the main challenges for CBT development in Myanmar.

Principles of Community-based Tourism

CBT is focused on the active community participation and like sustainable model adopts a bottoms-up approach in maintaining, management, implementation and planning of tourism development, and community participation contributes to the development and sustainability of tourism industry (Boonratana, 2010; Goodwin & Santilli, 2009; Suansri, 2003).

| Table 1: Principles of Community-based Tourism |
|---|
| Principles of Community-based Tourism |
| Recognize, support and promote community ownership of tourism |
| Involve community members from the start in every aspect |
| Promote community pride |
| Improve the quality of life |
| Ensure environmental sustainability |
| Preserve the unique character and culture of the local area |
| Foster cross-cultural learning |
| Respect cultural differences and human right |
| Distribute benefits fairly among community members |
| Contribute a fixed percentage of income to community projects |

Source; Suansri, P. (2003). *Community Based Tourism Handbook, Responsible Ecological Social Tours* – REST. Mild Publishing, Thailand, p. 12

Benefits of Community-based Tourism Development

Even though tourism development in the community may contribute to poverty reduction and community development, income inequality and the economic development were challenged by a deeper concentration on environmental sustainability of destinations, negative social and cultural impacts to the community (Cole & Morgan, 2010; Kinyondo & Pelizza, 2015). Without compromising the unique attractions of destinations, CBT can bring many potential benefits to the local economy, environment and society through adopting effective planning and management with local communities (Asker et al, 2010). The development of CBT brings many benefits for the community in different ways – economic, environmental and social development, and which should also protect community rights (Suansri, Yeejaw-haw & Richards, 2013). Successful CBT development may bring healthy economic development, cultural and environmental conservation, sustainable destination branding and development (Tasci, Semrad & Yilmaz, 2013).

Table 2: Benefits of Community-based Tourism

| Development Sector | Potential Benefits of CBT |
|---------------------------|---|
| Economic | Create jobs in tourism Increase the income of local people Raise sustainable and independent source of funds for community development |
| Social | Raise quality of life Promote community pride Promote gender and age equality Build capacity for community management organizations |
| Cultural | Encourage respect for different cultures Foster cultural exchange Embeds development in local culture |
| Environmental | Promote environmental responsibility Raise awareness of the need for conservation Promotes management of waste disposal Study the carrying capacity of the area |
| Educational | Promote the acquisition of new jobs skills Create new professions in the village Cross-fertilization of ideas with other cultures – promotes respect Foster and promote respect for local knowledge and skills |
| Political | Enable the participation of local people Increase the power of the community over the outside Ensure rights in natural resource management |
| Health | Promote good hygiene Increase in and diversification of food production for tourists will improve nutritional status |

Source: Suansri, P. (2003). *Community Based Tourism Handbook, Responsible Ecological Social Tours* – REST (p. 21). Mild Publishing, Thailand; Tuffin, 2005, *Community-based tourism in the Lao PDR: An Overview*. In “Improving Livelihoods in the Uplands of the Lao PDR: A Sourcebook”, p. 182. Retrieved (November 17, 2017) from <https://mail.google.com/mail/u/0/#inbox/1619e129a27bf278?projector=1&messagePartId=0.1>.

Challenges of Community-based Tourism Development

As CBT is centred on the local community, active participation of community and the development of the communities (especially for marginalized people and people living in rural areas), several CBT projects failed because of deficiencies of important factors such as – job

creations and tangible benefits from the resources and lands, inadequate marketing and entrepreneurial skills, community participation, sense of local ownership to CBT ventures, and lack of financial resources and heavy dependence on donors funds (Sebela, 2010). Moreover, most CBT ventures are situated in peripheral and remote areas with inadequate infrastructure development including limited security and safety for visitors and without enough fund for investment and product development (Asker et al, 2010; Gabito, 2013). Lack of human resource capacity and financial support in operating CBT programs and product development, handling and guiding visitors, making good marketing, providing tourism services, etc., are also the significant constraints in the development of CBT projects (Dixey, 2005; Vietnam CBT Handbook, 2013).

Lack of knowledge and professionals, elites' domination, lack of stakeholder collaboration, centralization to local administration, cultural differences, deficiency of proper legal system, scarcity of skilled human resources, lack of financial resources are viewed as structural limitations of community participation in tourism (Tosun, 2000). Scheyvens (2002) also identified another challenge that the communities are usually lack of adequate knowledge and information about tourism, and power in relation to other stakeholders in tourism management. In addition, communities are heterogeneous in nature and stakeholders are significantly different in skills, interest, support and commitment to tourism development (Tasci, etl, 2013). With heterogeneous of stakeholders, power different between the individuals, individual and collective rights, community and outsiders are the most challenging factors in community participation (Dixey, 2005). Consequently, most decision-makings are made through the dominance of powerful stakeholders and the benefits are unequally distributed (Asker et al, 2010).

Methodology

To address the research's objectives, descriptive qualitative research method is applied in this study while adapting case-study approach. The primary data were collected in January and May 2018 through participatory observation and in-depth interview from 15 key informants such as 4 government officials, 4 local community members, 2 CBT committee members, 4 tour operators and 1 guide, etc., using semi-structured interview questions. The researcher chose interview method because it provides in-depth information from the interviewees and they can express openly the actual things in detail. The interviews were recorded digitally and made interview's notes. Through direct participation and personal experiences in local community, the researcher became more familiar with the local communities and rich empathies on the real situations of the case study areas and the operation and promotion of CBT ventures. Apart from in-depth interviews and participant observations, secondary data was applied from any available sources from local government and ministry of hotels and tourism, and media sources etc. about the area under this study. Judgmental or purposive sampling technique is applied, and data were analyzed through content analysis.

Findings

Operational Challenges for CBT Development

Lack of Awareness and Knowledge

Like other CBT destinations in other countries, low level of understating and knowledge of tourism especially on CBT among the local people were identified the most significant challenge in developing CBT initiatives which resulted lack of interests and understandings towards CBT due to low level of education and inadequate information on tourism. The local people had difficulties in understanding the core objectives and concepts on provision of educational training and programs, and they had doubt on how CBT will benefit their community. In general, lack of basic knowledge about the concept, value, and benefit on tourism and particularly crucial knowledge on CBT were visible challenges in two study sites although some basic trainings on tourism and tourism related

services are provided to the local community before implementing CBT projects. Clear understanding of the concept of CBT and experiences from CBT are required to CBT development.

Low Capacity of the Community

Another obvious challenge is that the local communities have deficiencies on appropriate capacities and skills on tourism-related businesses and activities, and well-trained and experienced people are necessary for CBT development because community participants in CBT do not receive adequate trainings and they have limited chances to improve their capacity through training, courses, and workshops compared to other regions in Myanmar, as those kinds of trainings are not available in Chin State potential participants have no time and income to attend in other parts of Myanmar. Since the beginning of CBT projects in Chin State, The State Department of Tourism and The Ministry of Hotels and Tourism did not support any training activities, whilst training provided by tour operators and INGOs were not enough for building the community capacity to manage and run CBT ventures by the community themselves. Technical and operational capacity of CBT participants in operations are another obstacle. The community also lack expertise, skills, resources and networks to attract tourists and to make marketing for attracting more tourists, and marketing is performed only by tour operators. Lack of education and capacity may also jeopardize the growth and sustainability of CBT projects in Chin State.

Poor Infrastructure Development

As Chin State is a hilly and peripheral region and the second poorest state in Myanmar, the road and transportation systems across the whole State are desperately poor and undeveloped compared to other parts of Myanmar, and landslide has occurred during rainy seasons yearly. Those are one of the biggest challenging problems for developing tourism industry in Chin State, and additionally there is no airport in Chin State. Only bus and car are available for transportation, public transportation systems are poor, and the journey takes long hours than normal drives, especially in rainy season. Moreover, there is very limited safety and security and healthcare facilities in CBT villages for visitors. Related to poor infrastructure development, seasonality was another challenge especially in rainy season for CBT development in Chin State. Strong government support for infrastructure development is particularly required for CBT development and better accessibility to the destinations.

Inadequate Fund and Budget

Lack of financial supports and inadequate budget for CBT initiatives is additional factor that hinders CBT development, promotion of tourism activities and tourism products in this study. CBT projects were initiated by the community resources and fund of travel companies which was not adequate for CBT development. The locals revealed that they did not receive any financial support for CBT projects from either the government or NGOs, and they just develop and run CBT initiatives and tourism activities through corporation with travel companies and using natural and cultural resources and the human capacity of community. Attributable to lack of fund for CBT projects, activities for tourists are very limited and culture is the main attraction and activity for visitors in these two selected CBT sites, and possessing adequate fund is extremely important for the development of tourism activities and attracting more visitors in this study sites.

Low Quality of CBT Products and Services

Overall, the quality of products and services are poor compared to other CBT sites in Myanmar and are required to improve for CBT development in these two CBT sites. The accommodations including the community households need to be cleaner and comfortable and attractive for the customers - sometimes the community must provide homestay if the community lodges are not enough. Most visitor do not stay at the community lodges although they participate in culture shows or arts, and they get back to the city because the hostels and guest houses are cheaper

than lodges from CBT sites. The quality of food and beverages also require more hygiene and further improvement to be more authentic and attractive for customers because the local foods are only available at CBT destinations. With high price and poor public transportation systems, transportation systems are not convenient and comfortable for the long journeys and car rental services provided by the local people are too much expensive with poor services than other regions in Myanmar.

Lack of Transparent and Legal Plans and Policies

As community-based tourism projects across Myanmar were introduced without proper planning and policy by either the Ministry of Hotels and Tourism or State Tourism Departments, there is no any documents related to policy and planning on CBT such as how CBT should be driven or regulated, the participation of local community in CBT initiatives, the role of tour operators and agencies, products development and benefits sharing, environmental conservation, etc. Without clear policy and planning on CBT, CBT may develop negatively, and only elite groups or stakeholders may benefit from CBT instead of the local community. The business owners and private companies are afraid to invest on CBT projects due to lack of policy on CBT. CBT in these case study areas were run through the understanding and agreement between the local community and travel companies with government acknowledgement. Although the national policy, strategy, and planning of Myanmar CBT could be implemented soon, it could be also another challenge for CBT projects in Chin State because the geographical locations and local cultures from different states in Myanmar are totally different, and it is not sure that how much national policy and planning would be effective and suitable to the development of CBT in Chin State based on the resources and cultures of local communities.

Potential Opportunities for CBT Development in Sor Long and Taisun Villages

High Willingness and Strong Community Participation to CBT

During the field observation, the researcher well observed that the community members have positive attitudes to CBT and they are extremely hospitable to the visitors and really satisfied with the interactions of visitors, and they showed their feelings, enthusiasms and motivations on how much they want to participate in CBT projects. They also had high expectation from CBT for their economic development and community development through their involvement in CBT projects and activities. Not only the participants from CBT projects, but also women and young people could involve in CBT ventures through participating in the provision of accommodation services; cultural performances – arts, dances, festival, visual arts; cooking and supporting agricultural products – vegetable, crop products, meals; providing tour services, etc. The locals could personally earn extra income directly from CBT activities and community fund as indirectly as well. Through participating in Cultural Committee and other CBT activities, the local people could work collectively and corporately which increased the unity and strength of the community and the capacities of the community members. They also believed that CBT will be the potential source of employment and income generators through their participation. Most CBT participants were from the community members, and CBT was implemented with the agreement of locals and community members and CBT could not run without the willingness and agreement of the community.

Varieties of Potential Resources for CBT Development

The households from two community villages are still building in ancient traditional styles and people are living in the traditional ways of life, hence, visitors can observe the traditional houses of Chin people and the ways of living. Cultural Committees were established not only for the protection of local cultures, but also the promotion of culture for tourist activities. In addition, the villages and its surroundings have plenty of historical sites, religious practices, natural resources for promoting tourist activities and sightseeing which could be also developed and promoted by other stakeholders such as business owners, private companies, etc., and the benefits will be for both the investors and the local communities. Promoting tourist activities could also contribute to the

conservation of natural resources and ecosystem through conservation-based activities such as planting, forest restoration and community-based ecotourism could be developed with CBT. Moreover, the local traditional foods and beverages could be promoted as tourism products for the authenticity of tourism in Chin State or gastronomic tourism, and activities by participating and exploring in cooking and producing processes. For those kinds of activities, the community can also provide homestay to the visitors and the visitors will also have better chance to explore the livelihoods of the local people.

Basic Infrastructure Development

After implementing CBT projects in Sor Long and Taisun villages, the state government is trying to support the primary infrastructure development of the two villages for the better accessibility and attracting more visitors, and the development of the villages as well. Since CBT projects have implemented, electricity has been available in Taisun village, and Sor Long village will be able to use electricity before the end of 2018. As the villages are difficult to access during rainy seasons, the road will be paved during 2019 from the main road to the village which are the feasible and significant evidences and benefits of CBT ventures, and there is a perception that the numbers of tourists will be also increased with the development of infrastructures. The local people are trying to improve the healthcare facilities in their villages from the community fund collected from CBT benefits, and further benefits for building schools, and libraries, etc. The community are likely to have better healthcare facilities that will be also for the visitors, and the better education system. The knowledge on health and education of the villagers will also improve with the enhancement of those basic infrastructure development. Not only infrastructure development, CBT could be also a strategy for poverty alleviation, income generators and improving the living standard of the local community for a better life. The promotion of infrastructure development in CBT sites will not only bring the development of their localities, but also to CBT development with the easier accessibility of the villages and the development of tourism products and activities.

Discussions

Based on the participant observations and interviews with key informants and CBT participants, the CBT projects in Sor Long and Taisun villages in Chin State have a lot of potentials to develop and brings benefits to the local community. However, lack of proper policies on the management of CBT projects, benefit sharing, roles of stakeholders, environmental conservation, etc., were the significant obstacles for developing CBT. Furthermore, lack of awareness and knowledge of the community; low capacity of the community; poor infrastructure development; inadequate fund and budget; low quality of CBT products and services. Training, educational programs for the locals and consultation of the community are necessary for the enhancement of the community capacity and knowledge to operate CBT ventures by themselves which should be provided by either government, NGOs or travel companies, etc. Infrastructure development, financial planning and product development are required for the promotion of CBT ventures, for the better accessibility, attracting huge numbers of visitors and maintaining the authenticity of CBT sites.

Three major stakeholders can be found in this study; community are the main stakeholders and CBT initiatives were implemented with travel companies and the acknowledgement from the government. The local community participated in the CBT Committee, decision-making processes, provision of accommodations and tourism activities such as cultural arts, festivals, tour guides, etc., and they could also earn extra money from their participation. Theoretically, it can be said that the bottom-up and grassroot approach were applied in these CBT sites because the main decisions are made by the local community and community are the main participants in CBT ventures. Hence, CBT ventures in this study are likely to develop properly in contributing the socioeconomic and community development of the community. In addition, high willingness and strong community participation to CBT, varieties of potential resources for CBT and basic infrastructure development are the opportunities for CBT development and benefits encountered by the local community.

Since CBT in Chin State is particularly focused on employment creation, poverty reduction and the development of local livelihoods, the growth and sustainability of CBT depends on the management and operation systems, community participation, availability of finance, corporation of stakeholders and policies implemented by the government. With the combination of potential resources and hospitalities of the host community, CBT in Sor Long and Taisun villages can attract large numbers of visitors, who will experience the authentic traditional way of life, cultures, heritages and natural beauty of the community, and CBT has also potential to contribute the sustainability of the community development.

Recommendations

In solving and minimizing the challenges of CBT and promoting the potential opportunities of CBT effectively, the following recommendations are supposed to play the main role to the growth and sustainability of CBT in the selected study sites based on the research findings.

- Appropriate and applicable policies of CBT should be instantly developed by Ministry of Hotels and Tourism, Myanmar on the promotion and sustainability of CBT ventures not only for this study area, but also for CBT ventures across Myanmar.
- To solve the capacity problems among CBT members, providing education and entrepreneurial and service-oriented skills training programs including hospitality and tourism management at community level, as well as general business and management skills such as marketing, finance and communication are crucial to the local community.
- With the combination of local community and travel companies, local foods and beverages, cultural activities and shows, and tourism activities should promote for attracting more visitors based on local resources and lengthen the duration of current packages for the improvement of the host-guest relationship between the communities and visitors which will also enhance the confidence of the locals while interacting with the visitors.
- Marketing campaigns for both domestic and international visitors by either travel companies or state tourism department or Ministry of Hotels and Tourism would be the most effective ways to make the visitors attentions.
- State government should also promote basic infrastructure development especially transportation systems for the better accessibility of CBT destinations.
- Visitors should involve in CBT activities, stay in community lodges, explore local food which will support the socioeconomic development of the community and they should also respect the local cultures and traditions to prevent culture shock and dilution of the local cultures.
- Besides the existing tourism potential of the areas, further research on CBT ventures should be carryout on the existing potential of the areas and it should be documented well.

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The English Renaissance influence in modern mainstream entertainment

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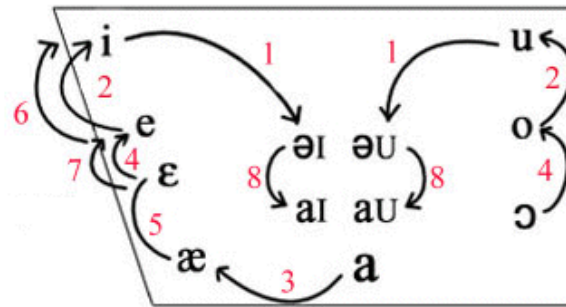
Abstract

This paper looks at the influence of English Renaissance on modern entertainment. By looking at the origin of the original literature, it offers an insight to the immortality of the artistic outlines of the Renaissance literature and concludes its importance in modern literature. The timeless plays and poems of the Renaissance have delighted people for more than 400 years and inspired hundreds of new tails for the larger audiences around the world and it has never lost its impact in the sphere of entertainment. The overall purpose of this paper is to manifest the idea that the Renaissance literature has an impact on modern entertainment as a foundation of language development and persistent relevance of everyday life and dreams that is timeless and bound by a commonality that descends through cultures. It is the conclusion of this paper that Renaissance literature will continue to be the foundation of popular entertainment for decades to come.

1. Introduction

The aim of this paper is to emphasize the important of English Renaissance literature, by drawing connections to present time and show how the popular themes have stayed unchanged throughout the centuries. When looking at English language history the offset of English language as we know it today, brought with it an understanding of human understanding that has never been matched to the extend it was during the Renaissance. This paper will draw parallels between the most popular entertainment today with the sonnets, poems and plays from the English Renaissance.

The 15th century marked a change in the English language, from what is known as middle English to Early modern English. The change was largely accredited to “The Great Vowel change”. One of the differences between Middle English and Modern English is a major change how words were pronounced, which placed long vowel sounds higher and placed in the front part of the mouth. The shift started very gradually over the centuries before 1500, and did not stop until after 1700, some people argue that the change is still ongoing. (Mastin, 2011)



Step 1: i and u drop and become e and o
 Step 2: e and o move up, becoming i and u
 Step 3: a moves forward to æ
 Step 4: ε becomes e, ɔ becomes o
 Step 5: æ moves up to ε
 Step 6: e moves up to i
 A new e was created in Step 4; now that e moves up to i.
 Step 7: ε moves up to e
 The new ε created in Step 5 now moves up.
 Step 8: ɪ and ʊ drop to aɪ and aʊ

figur 1: https://www.thehistoryofenglish.com/history_early_modern.html et al

It was though not only the language that changed during the early modern English period, literature and entertainment changed by and large on a global scale. The Early Modern English period came with the birth of the Renaissance. The Renaissance was a period of great artistic and historic movement, which developed firstly in Italy during the 1300's and 1400's but quickly spread to all corners of Europe. It was considered over by the 16th century when it was replaced with the Mannerist period also known as Rococo. (Vesque-Jeancard, 2011)



Figur 2: http://www.theitalianviking.com/timeline/timeline_table_3_ad_1000_to_2000.html et al.

The European Renaissance can be placed around 1450 to 1700, whereas the English Renaissance did not start until 1550 with the Crowning of Queen Elizabeth the First and it ended around 1650 with the death of some of the great authors of the time;

1593: Christopher Marlow dies.

1616: William Shakespeare dies

1617: Ben Jonson is named England's first Poet Laureate.

1625: King James I dies and is succeeded by King Charles I.

1637: Ben Jonson dies.

1.1 The English Renaissance

English literature had and has a long tradition, this increased with the invention of the printing press in the mid-16th century (Cheney, 2007). This included the poet Edmund Spenser, who wrote the celebrated “The Faerie Queene” which had a strong influence on English literature, but it was the likes of William Shakespeare, Thomas Wyatt, Ben Jonson, and Francis Bacon who became the dominant figures of the time. (Hadfield, 2001)

The English theatre was the driving force of the entertainment era during the Renaissance. It performed for all levels of life, during the time, from royals to the common person and in England the theater scene was the most celebrated in Europe, fueled by play writers like Christopher Marlowe, William Shakespeare and Ben Jonson (Hadfield, 2001). The Renaissance play writers brought with them a creative progress that differed from the Middle English period, known as the dark ages, by focusing on the characters as the main part of the play. The fairy tale based performances from the dark ages were largely educational in nature, with a local flair of warning and doomed based prediction in its plot. The Renaissance plays were about emotions and tragedy in personal experiences, and it added the idea of comedy as the main purpose of the play. The ideas became rooted in the characters, the stories revolved around the characters and the plot was based on pure fantasy. Among some of the more notable plays were “Doctor Faustus, by Christopher Marlow” a play about the life and death of Doctor Faustus, based on the German story of Faust. Doctor Faustus is a play that bases its story line on one characters and his journey into a world of evil, almost characterized as a bildungsroman in play form. However, the play has a message it differs significantly from the Dark Age form and ideology. The same can be said for “Volpone, by Ben Johnson” about the fight of the less fortunate for greater influence. Volpone’s directness in ridiculing the upper class, strikes a difference from the dark ages’ glorification of the upper class. With Shakespeare there are numerous plays that include general ideologies about sound decisions in life, “Romeo & Juliet”, “Macbeth” and “Hamlet” to mention a few, but they all differ from the dark social warning signs of the Dark Ages stories. (Dilon, 2006).

1.2 Influence on Modern entertainment

Today’s entertainment is largely focused on fast passed direct comedies or action, a “netflixian” approach where we largely choose how we want to be entertained. Series like “House of cards” and “Sons of anarchy” won large acclaim because of the personal intrigue the series portrayed. With modern entertainment the person or group of allies are centered around the plot, very much like the Renaissance plays. “How I meet your mother” (from here on called HIMYM) is an American TV-series which aired September 19, 2005, to March 31, 2014 about a man who tells his children his story of his search for love and how this brought him to despair and eventually happiness. Not many see the connection from HIMYM to Shakespeare, but a closer look at the premises of the plot clearly shows how this story has its foundations in “much ado about nothing” written in 1598 to 1599 by William Shakespeare. The setting and characters might be different but the stories are related. In this paper the main purpose is to state the actual influences the English Renaissance have had on modern entertainment. The paper will determine why we, to this day, cite Jonson, Shakespeare, not Beowulf, and Chaucer who were writers before the Renaissance, to the same extent. This paper will look at the entertainment platform of both eras and try to determine the importance of the English Renaissance.

2. Renaissance English in Modern Entertainment

The research into Renaissance influence on modern entertainment identifies a varied selection of popular entertainment that are either, directly or indirectly related to the Renaissance productions. The search is largely based on interviews and analytical reviews of medium but also the adaptations of plays, poems and artworks of the era. We often found that Renaissance literature is found many different places and does stand out as the main source of inspiration for modern conception entertainment. In an interview in 2017 Ilene Chaiken, showrunner and executive producer, of the TV-series “Empire” was asked about the influence of “King Lear”, (a play by Shakespeare) and expressed how the series was originally a Hip-Hop version of King Lear (Chaiken, 2017).

That need to modernize Renaissance art expression into a modern format may be the evidence that entertainment is moving away from its roots, but is actually the opposite. As Ilene Chaiken expresses in the interview, the essentials of the characters and the struggle of their lives are in its foundation the same (Chaiken, 2017). We can also have to look at the scenarios in which the connection is unconfirmed, like the successful TV-series Breaking Bad, which aired on the network AMC from January 20, 2008 to September 29, 2013. The series has on several occasions been related to Macbeth from which was first performed in 1606. Although this relation has never been verified, it is largely acknowledged by fans and media that there is a close connection (Allen, 2016).

When it comes to Renaissance performing art, Shakespeare is defiantly mostly researched and acquiring non-direct relations to Jonson or Marlowe is less obvious. The adaptations into movies using original scripts are more common when it comes to non-Shakespearian performing art. The movie “Volpone” from 2003 was celebrated as a masterpiece in movie history, and was originally written by Ben Jonson in 1605 (Nicole, 1990-2018). The difference between adaptations of Jonson, Marlow, Massinger and Rowley and those of Shakespeare is that the direct link between original scripts is often vague when it comes to Shakespeare (Loewenstein & Mueller, 2003).

Edmund Spenser lighted the spark of English Renaissance literature with the allegorical tale of private and public virtue called “The Faerie Queene”. Published for the first time in 1590, became a success for its directness and open-minded access to the Royal family. It is widely discussed if this poem, which is one of the longest in English history, is a praise or a criticism of Queen Elizabeth the first. “The Faerie Queene” has captured and inspired the imagination of writers and creative minds since and is the bases for series and movies all around the world. The idea of adding emotions like pleasure, desire and love in one poem was groundbreaking, especially when the main character was the ruling monarch. The combination has captured the minds of audiences since, being that in movies like “The Scorpion King” or in a variety of TV-series (McCabe, 2010).

Let us focus on the adaptations of Shakespeare as he has become a global phenomenon, movies from Sweden to India have chosen at its core the ideas of Shakespeare. The works of Shakespeare has withstood the merits of time and can to this day engage the masses to a degree that no one has been able to second.

2.1 Examples of Shakespeare in modern entertainment

Shakespeare's plays are to this day a foundation for dreamers. When we look at some of the most popular series on TV and the most viewed movie of today we find that a large percentage of these are adaptations of Shakespeare:

1. House of Cards, which first aired on Netflix on February 1, 2013 and Shakespeare's Richard III.
2. Slings and Arrows a Canadian series where each episode was inspired by a different play: Hamlet, Macbeth and King Lear.
3. King of Texas a TNT series made as a TV series of King Lear on a Texas ranch.
4. Sons of Anarchy that leans close to the play of Hamlet.
5. Motocrossed a Disney series original placed the gender flick of Twelfth Night in the world of competitive racing.

The list is endless and when it comes to popular movies, the list is even longer:

1. Warm Bodies (2013) - Based on Romeo and Juliet
2. Were The World Mine (2008) - Based on A Midsummer Night's Dream
3. Scotland, PA (2001) - Based on Macbeth
4. 10 Things I Hate About You (1999) - Based on The Taming Of The Shrew
5. The Lion King (1994) - Based on Hamlet

The list of Shakespeare play adapted into movies using the original scripts is also long, the fascination of these plays have to an extent stayed relevant since they were first performed (Nelson, 2017).

3. Conclusion

In order to understand why literature more than 500 years old is still used to delight and entertain people we need to look at the beginning. Renaissance literature can be pinpointed as the beginning of English literature and as the first outlet to produce in a language, it manifested the national heritage as we know it today (Arbor, 2003).

With the Renaissance came early modern English, a language developed as a rebellious tongue against the Normans who for centuries had occupied the British isles and forced the Anglo-Saxon and Norman settlers to adapt French as the spoken language. As the Franks over took the Norman lands the idea of speaking the tongue of the enemy became unbearable to the Brits (Butler, 2006). Renaissance, which means re-birth, became the starting point for British independence and hope, a time for people to celebrate their heritage, but to do so they needed a language they could call their own. Scholars of linguistics and language began scrutinizing the spoken language and with the great vowel change modern English was born (Bacon, 1605).

Having the brightest minds developing language in pompous universities, would not have had a very large impact on the general population if it were not for the invention of the printed press. With the printed press came the possibility to reach every corner of the country, and as the nation developed into a colonial power, cities were filling up with people with hopes and dreams for a brighter future. A cocktail that opened the chiefs of dreams the writers and artists (Dilon, 2006).

The way of life has change since the English Renaissance, our way of feeling fulfilled and entertained has also changed, so what is it that makes the writers of the English Renaissance relevant today? When taking a close look at the plays and it content we find that they all have their message rooted in the basic human needs. The search for love and companionship has not changed even if the way we do it has. The need to laugh and what we laugh is also the same. The part that sets the era aside is its origin. As the very source of the English language, these plays bear with them the very beginning of the spoken language (Blair, 2016).

When we look at the previous periods of the English language, we are faced with endless versions and translation issues that makes it difficult to determine if there is an origin to the stories. With the Renaissance came the printed press and for the first time nations could enjoy the writing of great creatures. The time before the Renaissance had withheld the lighter side of life from the masses. As it was, only the aristocracy that could read and write the idea of rebellious thinking was unspeakable but with the freedom of the printed press, everybody now had the possibility to speak to a whole nation (Rahn, 2011).

Looking at the adaptations, we must though recognize that in most cases there have been alteration to the original overall backdrop in the case of the movie *Romeo and Juliet* from 1996 the scene is set in a modern world where swords are replaced by pistols and the young couple take drugs before going to parties. The language though is not changed and the basic plot stays true to the original. If it works must be judged by the viewers but it is clear by the statue of the movie how powerful the impact was. The very idea that a 400-year play can still be relevant in today's setting is what makes the Renaissance plays so powerful and immortal, there is not a time where there will not be star-crossed lovers and there will never be a time where young people cannot identify with teens in the play (Rahn, 2011).

The results of the combined sources that claims modern entertainment with relation to Shakespeare is endless. Based on the amount of popular entertainment it is clear that Renaissance literature is here to stay and with entertainment, finding new ground there will be new adaptations of the old art coming every year. The Renaissance has a large impact on entertainment at present time, as it is adapted into Hip-Hop culture, theater, and movies. It will continue to evolve and continue to be relevant as it has been for the last 400 years, because its message is timeless and immortal for generations to come.

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The Effect of Gender, Income and Age on Usage of Loyalty Cards in Thailand

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Abstract

One of the most important contemporary topics in the marketing field is the use of loyalty programs as part of companies' attempt to build long-term relationships with customers. Many research studies have been conducted focused on the meaning and use of loyalty cards as part of marketing efforts to increase customer satisfaction and retention, and to establish brand loyalty. More research knowledge on the connection between loyalty cards and demographic characteristics of the users is required for companies to effectively reach their target goals on their loyalty card offerings. This paper investigates the existing literature, attempting to find the relationship between different target groups, segmented by gender, income, and age, and the usage of loyalty cards in Thailand. For this purpose, primary investigatory research was deployed and a sample of both Thai and Internationals, who live and work in Thailand, participated in a questionnaire-based quantitative research, in order to work as a starting point and offer a preliminary guide and a foundation for further studies with a larger sample. The findings showed that there is a very close relationship between the demographic characteristics of the participants and the usage of loyalty cards. This research gives further recommendations to specific industries as to how to approach their loyalty cards systems and what to continue studying to increase brand loyalty.

Key words: Thailand, Demography, Customer Retention, Brand Loyalty, Loyalty Cards

1. Background

All businesses recognize the necessity for customer loyalty. It is always more lucrative for a business to be able to retain the same customers compared to having to attract new ones all the time. (Foster & Cadogan 2000) Customer loyalty is a treasure for all businesses in today's competitive marketplace, where most consumers shop at multiple different outlets. Customer loyalty is regarded as the power of the relationship between an individual's relative approach and repeat purchasing (Dick & Basu, 1994). The focal idea behind customer loyalty programs is to inspire repeat customers with rewards to return and purchase more.

In an effort to increase loyalty, many companies have created loyalty cards and reward programs. A reward is presented to customers who either make consistent purchases or whom the companies wish to pursue. These loyal customers have access to products and promotions before others in the form of special rewards. The loyalty or reward program is a means by companies to entice customers to make purchases and in the process collects valuable data (Berman, 2006). The necessity for such programs exist due to the growth in competition in the market. However, many

companies have started using the same tactics, making it difficult for customers to decide among the many choices. There is evidently a need for more quantitatively-focused empirical research to offer applicable recommendations for companies. Expanding the conclusions of this stream of research that quantifies both customer satisfaction and customer loyalty more wholly, relevant actions can be suggested that will augment the company's venture in improved offerings (Hallowell, 1996).

Whether loyalty cards and rewards programs really affect loyalty among customers in Thailand in the way companies hope is still not clear. Do these programs really increase customer satisfaction, which, in return, increases customer loyalty? In this study, the authors seek to analyze the demographic characteristics that have some influence over the use of loyalty systems. Senior executives of many companies are curious and want their marketing departments to measure the probable impact of these programs established to implement loyalty marketing (Dowling, 1997). The focus of this research will be towards identifying and understanding how differences in gender, age and affects the usage of loyalty cards in retaining customers. The results of this research answer questions about consumers' behavior towards usage of loyalty cards in Thailand and reason to avail rewards offered by companies. The findings provide some relevant insight into consumer motivation in Thailand in specific industries. With this, the researchers postulate the following research topic: *"The potential effects of demographic variables such as age, gender and income on the use of loyalty cards in Bangkok, Thailand."*

The research is structured as follows. In the next segment, the authors review relevant literature and suggest the hypotheses. This is followed by the research approaches used for data collection and analysis of the data. The authors then discourse the findings of the research along with the research implications, limitations, recommendations for further studies and for the industry and conclusions.

2. Literature

Customer Satisfaction and Customer Loyalty

Customer satisfaction is a marketing term that quantifies how products or services provided by an organization meets or exceeds a customer's expectation (Peterson & Wilson, 1992). Customer satisfaction is significant because it offers the market and the businesses a metric to control and develop their business activities. Customer satisfaction has conventionally been seen as an essential element of long-term customer behavior. The more gratified the customers are, the higher is their retention, their proneness to offer endorsements and finally, the profits to the companies who provide for them (Ranaweera & Prabhu, 2003). Being content by itself, however, is not a certainty for sustained customer benefaction. It has now become imperative to compute the monetary effect of customer satisfaction to make business activities more successful (Rust & Zahorik, 1993). Customer satisfaction has a probability to lead to customer loyalty (Hallowell, 1996).

Customer loyalty occurs if individuals select to use a specific brand, purchase only certain products or have a propensity toward shopping at a certain retailer (Dick & Basu, 1994) instead of trying other options or buying products made by other organizations. Customers display customer loyalty when they unswervingly purchase the same product or brand over a prolonged period. In the past, companies could try to win over customers from their competitors to increase market share and profitability. Any business keen on creating customer loyalty needs to approach business tactics differently from that of a business concerned in merely growing their market share. Developing loyalty entails the company to accentuate the value of its products or services and to demonstrate that it is concerned in an association with the customer. The organization must acknowledge that its

main intention is to create a steady customer base instead of temporary sale and market share (Griffin & Herres, 2002).

The market is continues to undergo a growing global competition with swift market entrance of pioneering products. Product maturity too has speeded up which has made the mission of managing loyalty a principal managerial challenge. Customer loyalty needs to be understood in totality to make it effective. One of the manifestations used to generate customer loyalty are the customer loyalty programs or the reward programs.

Relationship between customer loyalty and use of loyalty cards

Customer retention is a focus for all businesses. Obtaining a new customer is between 5 to 25 times more expensive than retaining a current customer (Gallo, 2014). Businesses have reported that increasing customer retention rates by 5% enhances profits by 25% to 95% (Reichheld, 2001). It is also known that existing customers are more willing to purchase and spend higher in relation to new customers. Hence, Thai companies too, make various efforts to retain the current customers through reward and incentive programs.

A customer loyalty program is a similar rewards program offered by the company to the frequent purchasing customers. It may offer some benefits to a customer, such as e.g. discounts, coupons, or access to new products. However, in many product segments, this is still a relatively new concept. People still consider loyalty programs as only airline frequent fliers miles or a hotel awarding points for staying. However, loyalty programs have become more rewarding in this age of technology. Reward program members can now download apps and use it to check the status of their flights, delivery and hotel rooms, without having to leave their couches (Capizzi & Ferguson, 2005). In addition, the whole time they can keep earning points.

The loyalty marketing business has touched a state of maturity that has been referred to as 'ubiquity' (Capizzi & Ferguson, 2005). Every airline has a frequent flyer program that frequent customers can utilize. Most retailers and departmental stores offer similar loyalty cards to accumulate points for coupons and promotions. Hotels, restaurants and cafes are also not far behind in this area. Regrettably, usage of loyalty cards and loyalty towards a brand or product may not be the same thing. (Noordhoff et al., 2004)

Some customers choose to purchase from diverse shops and while using different loyalty cards. Customers are often multi-card holders because every company is offering several discounts and attaining a loyalty card is by design a swift and hassle-free process. Most customers consider shopping around and using a variety of loyalty cards the norm rather than staying with just one, which may not help save money or create better financial advantage. The dire question is to discover a tactic to provide customers something treasured and extraordinary that is difficult to duplicate (Ergin, 2011).

Customer Satisfaction, Customer Loyalty and relationship between Customer Loyalty and use of Loyalty Cards

Research has shown that high customer satisfaction leads to higher retention with the side note that it is imperative to compute the monetary effect of customer satisfaction (Foster & Cadogan, 2000). Hence, organizations must accentuate the value of the products or services instead of focusing on temporary sales metrics and market share. Managing loyalty is becoming a principal managerial challenge, which is broadly addressed by utilizing loyalty or reward programs offering frequent purchasing customers with free products, rewards, vouchers or other promotions and benefits (Möller & Halinen, 1999). In addition, in this age of technology these programs are increasingly

offered via downloadable applications. In addressing which marketing methods to use to enhance loyalty and how to tackle these managerial challenges, an understanding of demographic aspects that influence marketing techniques and understanding of target groups is pivotal. This is underpinned by research that found that certain demographic characteristics correlate with brand loyalties (Snyder, 1991).

The Effect of Age, Income and Gender on Usage of Loyalty Cards

Age and the use of loyalty cards

It has often been suggested that demographic aspects that might affect customer loyalty are age, gender and income (see e.g. Sheth, 1977). Looking at age, Generation Y – defined as children of baby boomers, born between 1977 and 1994, henceforth referred to as Gen Y (Cui, 2003) – are becoming a very important consumer segment in today's market because of their large size, their current significant amount of spending power and their potential for huge amounts of future spending power (Wolburg & Pokrywczynski, 2001). Ignoring this cohort could be risky for companies considering that they are the future dominating segment (Neuborne & Kerwin, 1999). Meanwhile, a more recent generation, the so-called Generation Z – defined as the cohort of citizens who were born between 1995 to 2010 – were in the forefront of the technological revolution and are often referred to as the digital natives and henceforth referred to as Gen Z (Semmler & Grace, 2016). Several research streams have suggested differences in consumer behavior between these two cohorts (e.g. Ting, 2012). Consequently, if there is some difference between these two groups and their use of loyalty cards, there is a need for creating a new system to address customer loyalty. Sebor (2005) and Wood (2004) argued that Gen Y are notoriously disloyal to brands which supports the fact that customers hold multiple loyalty cards and utilize them to shop around for discounts with different providers. Furthermore, when analyzing Gen Z, Martensen (2007), in her research findings that about teenagers and their loyalty toward mobile phone brands, suggested that *"Tweens' loyalty is lower than what is experienced for adults and the relationship between satisfaction and loyalty is very weak"*. Addressing the issue of loyalty cards and marketing techniques, it appears that loyalty cards do seem to work for Gen Y consumers as this generation has significant belongingness needs (Fernandez, 2009). From this, it can be concluded that in utilizing loyalty cards when targeting Gen Y consumers, retailers should not only consider offering special promotions or discounts but should moreover market the loyalty card as being part of an exclusive group with exclusive privileges through membership – e.g. receiving celebrity endorsements that the particular groups feel association with. This aligns with the Gen Z consumers; both groups show less interest in value and choose their brands and purchases in a less analytical manner, often based on referrals or groups of friends (Martensen, 2007). Based on prior research, there appears to be a tendency that members of younger cohorts are less loyal towards brands than their older counterparts. We thus propose that:

H₁: Thai residents belonging to Generation Z are less likely to use loyalty cards than Generation Y.

Income and the use of loyalty cards

Income and the propensity to use loyalty cards have a significant relationship. It has been shown that the higher the income, the lower the effectiveness is in promoting purchase behavior and loyalty and is therefore a significant variable in predicting the effectiveness of the use of loyalty cards in marketing and loyalty (Thamanna, 2015). A study conducted in Thailand shows how effective loyalty cards are in the major grocery chain stores in Thailand (Rittippant et al., 2009). The study was conducted by random sampling questionnaire under 600 respondents. As for income level of the respondents, 70% of the respondents had a monthly income of 30,000 THB or lower. Overall based on this research, this could indicate that higher incomes are less likely to use loyalty cards, and we hence propose that:

H₂: Thai residents of lower income are more likely to use loyalty cards than Thai residents of higher income.

Gender and the use of loyalty cards

From the aforementioned study (Rittippant et al., 2009) it becomes clear that two thirds of self-reported loyalty card users are female and one third is male. This is supported by another study conducted in Israel, which states that “*brand commitment was higher among women than men*” (Tifferet et al., 2012). A study conducted in Pittsburgh, using data from 257 respondents of a questionnaire executed with random sampling at supermarkets in the greater Pittsburgh area found that 63% of loyalty card users were female. This could indicate that female consumers are more likely to use loyalty cards than their male counterparts and hence leading us to propose that:

H₃: Female Thai residents are more likely to use loyalty cards than Thai male residents.

Gender and grocery shopping using loyalty cards

Research conducted at major grocery chains in Thailand states that of two thirds of the loyalty card users are female and one third is male which in probability indicates females are more apt to using loyalty cards than males (Rittippant et al., 2009). This is supported by a further Israeli study in 2004 which found that women use loyalty cards in purchasing groceries more often than men which is in accordance with research in other cultures worldwide (Belizzi & Bristol, 2004). Adding to that the outcome from a survey conducted in Sweden about the effects of customer satisfaction, loyalty cards and shopper characteristics from a sample of 680 households, it was found that 74% of the primary grocery shoppers in these household are female (Mägi, 2003). Empirical research suggests that men and women tend to have different attitudinal and behavioral orientations in their buying behavior (Homburg & Giering, 2001; Noble et al., 2006). This could imply that in marketing for groceries and loyalty cards, targeting female shoppers could prove most effective, hence leading us to propose that:

H₄: Female Thai residents are more likely to use grocery store loyalty cards than male Thai residents.

Gen Z, Credit Card ownership and Low Purchasing Power

As stated earlier in this literature review, Gen Z is defined as the cohort of citizens who were born between 1995 to 2010 and are less brand loyal and have less purchasing power (Semmler & Grace, 2016). Little research has yet been conducted on Gen Z and use of credit cards, however a study done in Malaysia in 2012 under 150 credit card holders found that 44.67% of the respondents fall within the age brackets of 21-30 of which 10% are self-categorized as students (Ming et al. 2012) Therefore from this recent study can be concluded that Gen Z’s purchasing power does not come from owning a credit card. According to a study done in China Gen Z children independent of their age, had notable influence on parental purchases of most household products (Shoham & Dalakas, 2006). Based on a study published by Vision Critical (2016), the greatest influence of generation Z in their purchasing behavior is indirect, via their parents who see the happiness of their children as a reflection of their own success. This has given Generation Z and unparalleled influence over the household purse-strings. (Vision Critical, 2016).

Conceptual Framework

Based on the literature review, Figure 1 exhibits the conceptual framework with the independent variables being: Gen Y & Gen Z, Income, Gender, Gender & Grocery Shopping and the dependent variable being the “Use of Loyalty Card”.

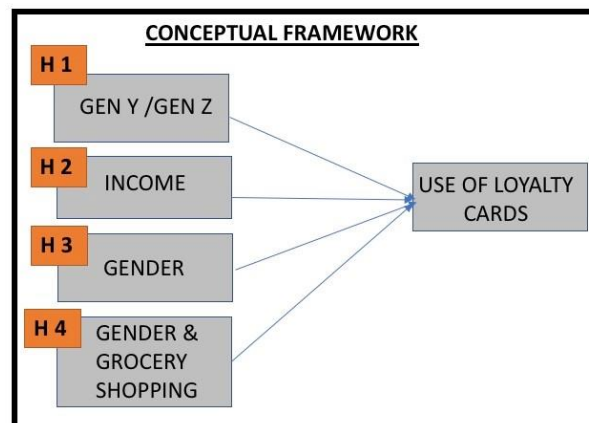


Figure 1: Conceptual Framework

3. Methods

Samples and data collection

The participants in this research study were Thai and expatriate employees of an international organization in Thailand. Convenience sampling was used for sample selection to gather preliminary data and to analyze what the best target group would be for further research. Participants were directly contacted and were given an explanation for the reason for the survey before under consent receiving the link of the questionnaire. In total, 60 people were contacted, with 40 acceptable responses being returned, yielding a 66% response rate. The demographic information of the samples are summarized in Table 1.

Given the limited resources and time, the authors of this paper were only able to obtain a sample size of 40. Even though the sample size is not large enough to quantitatively test our hypotheses, this study serves as a pilot for further research using a larger sample size of over 500 respondents.

Table 1: Demographic and work characteristics of samples

| | |
|--------------------------|--|
| Gender | Male: 19 (52.5%) Female: 21 (47.5%) |
| Age (in year) | Mean: 28.13 Standard deviation: 9.17 |
| Average Household Income | ฿10,000-฿24,999: 9 (22.5%) ฿25,000-฿49,999: 5 (12.5%) ฿50,000-฿74,999: 6 (15%) ฿75,000-฿99,999: 9 (22.5%) ฿100,000-฿124,999: 2(5%) ฿125,000+: 9 (22.5%) |
| Nationality | Thai: 21 (52.5%) Non-Thai: 19 (47.5%) |

Measures

As this research was conducted as an exploratory pilot study, no inferential statistical techniques were being utilized, with the focus instead being on exploring descriptive group differences, with the aim of providing a foundation for a subsequent, larger study using a random sampling technique from the whole population.

The study was conducted on 40 respondents of which 52.5% were male and 47.5% were female. The mean age of the respondents is 28.13 with a standard deviation of 9.17. The average household income of the respondents ranged from ฿10,000-฿24,999: 22.5%, to ฿125,000+: 22.5% with ฿100,000-฿124,999: 5% having the smallest number of respondents. 52.5% of the respondents were Thai and 47.5% from all other nationalities but living and working in Thailand.

The respondents were categorized as being of Generation Z if their self-reported age was lower than 24 at the time of responding to the questionnaire, as Generation Y if they were between 24 – 41 years old, and as Generation X if they were between 42 and 51 years of age. Of the overall respondent sample, there were 16 respondents in Generation Z, 19 respondents in Generation Y, and 5 respondents in Generation X.

Concerning H₂, respondents were assigned to the high-income earning group if their self-reported monthly income was above 50,000 THB and conversely, assigned to the low-income earning group if their self-reported monthly income was below 50,000 THB.

4. Findings

Preliminary hypothesis tests

Hypothesis 1

The first hypothesis postulated that *Thai residents belonging to Generation Z are less likely to use loyalty cards than Generation Y.*

Analyzing the data, we found that 81.3 % of respondents belonging to Gen Z report using loyalty cards; and that 84.2 % of respondents belonging to Gen Y report using loyalty cards.

Hypothesis 1 proposed that Gen Y are more likely to use loyalty cards that make them feel like they 'belong' to a specific brand or organization. While our data suggests slightly higher levels of loyalty card usage among Gen Y respondents, the effect size is very small. Given our limited sample size, we can thus not find strong empirical evidence for H₁.

Hypothesis 2

The second hypothesis suggested that *Thai residents of lower income are more likely to use loyalty cards than Thai residents of higher income.*

The data shows that 80.4 % of respondents in the high-income bracket report using loyalty cards, while a significantly higher 92.3 % of respondents with lower income report using loyalty cards.

Hypothesis 3

The third hypothesis proposed that *Female Thai residents are more likely to use loyalty cards than Thai male residents.*

Segmenting the data sample on gender, we found that 80% of male respondents report using loyalty cards, and 90% of female respondents report using loyalty cards. We can thus find preliminary evidence for hypothesis 3. The preliminary results suggest that female Thai residents are more likely to use loyalty cards.

Hypothesis 4

Finally, we asserted that *Female Thai residents are more likely to use grocery store loyalty cards than male Thai residents*.

The data showed that 41.1% of male respondents indicated that they are users of loyalty cards for grocery shopping are men, and that the same figure for women is 52.9%.

From this, we draw a tentative conclusion that a significantly higher percentage of respondents who indicated using loyalty cards for grocery shopping were female, validating hypothesis 4.

5. Discussion

Hypothesis 1 The assertion that Thai residents belonging to Generation Z are less likely to use loyalty cards than Generation Y was formulated based on research performed in 2007, which concluded that Gen Z consumers are less loyal to brands (Martensen, 2007), and are, therefore, less likely to use loyalty cards. Martensen (2007) argued that “*young consumers are not brand loyal, since they tend to make many different brand choices in response to rapidly changing fads and fashions*”.

The authors of this paper believe that the preliminary results of the survey can be attributed to the fact that, although Gen Y has high ‘belongingness needs’, Gen Z tends to be more curious and explore more options rather than only purchasing from one brand even though they might be satisfied with the brands (Martensen, 2007). On one hand, loyalty cards appear to offer Gen Y the opportunity to gain increased value through price discounts and promotions. On the other hand, the cohort that belongs to Generation Z tend to be more temporary loyal to brands due to fashion trends and how technologically advanced and adapted their marketing initiatives are to reach out to them and to keep up with the new trends.

Hypothesis 2 Lower income respondents are more likely to be using loyalty cards, was formulated based on prior research which concluded that the higher the income, the less the effectiveness of loyalty cards in increasing purchasing behavior and loyalty (Thamanna, 2015). The results of our study gives credence to this hypothesis. 80.4% of respondents with an income of more than 50,000 THB report using loyalty cards (higher income) where as a more significant 92.3 % of respondents with an income of less than 50,000 THB report using loyalty cards (lower income).

The proposed link between income and loyalty card usage in our study is further supported by prior research performed in South Africa and Thailand. The South African study concluded that the higher the income, the lower the effectiveness in increasing purchasing behavior and loyalty and is therefore a significant variable in predicting the effectiveness of the use of loyalty cards in marketing and loyalty (Thamanna, 2015). The study conducted in Thailand, concluded that 70% of all loyalty card users had a monthly income of 30,000 THB or lower (i.e. lower income).

Research performed by the authors of this paper, along with those conducted previously; appear to conclude that lower income consumers are more prone to using loyalty cards. The reasons for this may be attributed to the higher price sensitivity of the lower income consumer (Wakefield & Inman, 2003). Discounts and promotions offered by various loyalty cards represent a larger percentage of the disposal income of the lower income consumer. The lower income consumer is more likely to be price sensitive and is therefore more attracted to the discounts and promotions offered by the loyalty cards. Further research on the mechanism underlying this observation may be needed.

Hypotheses 3 (Females are more likely to use loyalty cards than males) and **4** (Females shopping for groceries are more likely to use loyalty cards than males) were formulated based on several prior studies which concluded that nearly two-thirds of all participants of customer relationship management programs were female (Rittippant et al., 2009) and that women use loyalty cards in purchasing groceries more than men (Belizzi & Bristol, 2004). In this present study, females reported using loyalty cards more than males. 80% of male respondents reported using loyalty cards, whereas 90% of female respondents reported using loyalty cards. In addition, 41.1% of respondents using loyalty cards for grocery shopping were men whereas a more significant 52.9% of respondents using loyalty cards for grocery shopping were female.

Prior research also appears to support the notion that not only are females more likely to use loyalty cards, but they are also more likely to show loyalty to specific brands. An Israeli study indicated that *“brand commitment was higher among women than men”* (Tifferet et al., 2012).

From this and previous research, it appears that a higher portion of females use loyalty cards than men. The results of the loyalty cards used in grocery shopping may be influenced by the fact that females represent a far larger percentage of grocery shoppers. A 2003 study of 680 shoppers in Sweden concluded that 74% of the primary grocery shoppers in these households were female (Mägi, 2003).

6. Recommendations

The present research faces several limitations. The research used a convenience sampling of 60 respondents and was treated as an exploratory pilot, as the authors sought to identify that there is an intrinsic relationship between the characteristics of the target groups and their usage of loyalty cards. It is recommended that a larger sample be used, to further investigate this relationship, in order to provide companies with solid data and information about how to utilize their loyalty programs by making them more targeted to those parts of the market that they want to appeal to.

The focus of this research when it comes to demographic characteristics was on gender, age, and income, as these are often the first ones marketers are considering when constructing the profile of a target group. Now that we have established in this paper the relationship between demography and usage of loyalty cards, other demographic characteristics should be taken into consideration. Race, ethnicity, occupation, education, and marital status are also potentially very important variables that could affect the usage of loyalty cards and offer a more complete vision of the topic. Constructing a full profile of a target group should be including all the relevant segmentation characteristics, including psychographic and behavioral ones.

Furthermore, following a convenience sampling for this research, all the participants selected came from one organization. There is a possibility for people who bestir themselves in the same working environment to show specific common purchasing patterns. Further investigation should expand the sample in more than one organizations, in more than one cities in Thailand. This would offer the opportunity to extract results that can be used by marketers in different industries and different geographical areas of Thailand. It is a recommendation by the authors of this paper that random sample is used for the purposes of the next research.

Discussing about more industries for further studies and trying to gain deeper insight of specific industries' target groups, a distinction could be made between products and services and how loyalty cards affect consumers in each situation. A very good example offered in Thailand could be the supermarkets and the banks, both very big and influential industries for Thai economy. Furthermore, they could be analyzed either separately or vis-à-vis each other, providing a better

understanding for the differences that exist between different industries, which would offer a great insight to marketers about how to be approaching their customers.

Similarly, a distinction could be made between luxury and commodity products. Loyalty cards of commodity products tend to offer monetary benefits like discounts, whereas luxury products focus on different types of rewards. Furthermore, this paper indicated that there is a small difference between what Gen Z and Gen Y require from loyalty cards. Further investigation could reveal the exact preferences of these two specific target segments, offering an invaluable tool to companies and marketers as to how to approach them effectively.

This research took a first step into discussing about the use of loyalty cards and brand loyalty. However, the paper has not done much connecting the two terms together and relating both of them with the financial performance of the companies. New research can be deployed to investigate how unique loyalty programs can perform as a moderating effect towards increasing sales performance.

Moving into 21st century, digital marketing is becoming the most prominent way for companies to communicate their offerings to consumers. Primary research focusing on both companies and consumers could be conducted to investigate whether loyalty cards are outdated and companies should switch to online platforms and mobile applications instead.

Finally, the new challenges being presented with the economic integration between nations provide an ideal opportunity for further investigation of the topic in the ASEAN countries, to reveal any differences between them. Moving forward, a comparative research should take place between ASEAN countries and countries from other economic blocks like European Union and NAFTA.

7. Conclusion

The present paper is an exploratory study on the effect of demographic characteristics on usage of loyalty cards in Thailand. Even though the hypotheses cannot be validated or rejected due to the small sample, the findings are able to provide a foundation for future studies conducted with a larger sample. The findings of this paper may provide valuable information to firms about who is using their loyalty cards and how often. Understanding that Thai Gen Y is more likely to use loyalty cards than Thai Gen Z may provide various brands the opportunity to better tailor loyalty cards to attract Gen Y consumers. Lower income Thai consumers seem to utilize loyalty cards more than higher income consumers, which provides an opportunity for brands to continue using promotional and loyalty campaigns for those people who face more scarcity in their financial resources, but also to create better suited promotional techniques for the higher income consumer. Furthermore, as another demographic characteristic analyzed in this paper, Thai females are more prone to use loyalty cards more than males, which not only provides the opportunity for brands to better design their loyalty cards, discounts and promotions for females, but also, perhaps, to create different promotional opportunities for males by doing further research on what products and services each gender purchases more often. Overall, the presented study gave relevant insight on how target groups can be better identified and satisfied when it comes to the strategy of their loyalty initiatives. From a company's point of view, it is not only about understanding its customers and satisfying their needs, but also about keeping them and achieving loyalty among them, which is something challenging taking all the competition existent in present days into consideration.

8. References

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A Review of Authentic Instructions and Assessments' Impacts on Academic Performance and Motivation of Secondary and Tertiary Learners

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Abstract

The use of authentic instructions and assessments has been heavily researched by educationists and has shifted the traditional classroom into a more contemporary one. However, the impacts of these instructions vary across nations due to various factors. Hence, this paper aimed to analyze the effects of authentic teaching methodologies and assessments on student performance and motivation. This paper focused on project-based, task-based, and problem-solving instructions. Seven recent studies were analyzed applying thematic analysis approach. The results showed that the above-mentioned authentic instructions brought positive consequences on students' motivation. However, there are some conflicting results when it comes to academic performance. It is also found out that the reliability of the impacts should not be reliant on a self-survey measure as it poses self-biases. Experimental studies are also suggested as they might result in outcomes that are more reliable when objective measures are used instead of self-evaluation. Furthermore, objective measures can be supported by qualitative data through journaling or answering open-ended questions. Comparison of objective measures' results and what are stipulated on student journals can be compared and contrasted; thus provide more reliable results. The outcomes of this study may aid in the improvement of student outcomes in any educational institutions and thus results in a well-informed and better-performing workforce.

Keywords: *project-based, task-based, problem-solving, authentic instructions, assessments*

1. Introduction

Educational principles today have slowly shifted to more learner and competence focused vision due to concerns about increasing quality in higher education. The use of authentic teaching methodologies and assessments demonstrate congruency to such principle. Among the andragogy adapted to higher education include project-based, task-based, and problem solving. These instructions are ideally student-centered and hone critical thinking and communications skills, collaboration, integrative, and reflective learning (Lombardi, 2008). Although these authentic instructions are perceived to have brought consequences that are more positive when it comes to student learning, motivation, and overall academic performance, challenges in implementation, assessment alignment with course learning outcomes, and grading biases in adapting these assessments are inevitable (UNSW Australia, 2016).

This paper aims to analyze the impacts of authentic instructions and assessments on students' academic performance and motivation to learn based on previous researches. The authors of this paper share common goals and inclination in adopting authentic assessments in the teaching of academic English courses but questioning regarding its implementation and impacts on teaching and learning. The results of this study might be significant and interesting to other professionals in the field who aspire to step away from conventional learning assessments (Eddy & Lawrence, 2013). This might

also aid in the development of authentic assessments to enrich students' learning experience. This paper aims to answer the following research questions:

1. Do the following authentic instructions and assessments have a positive influence on students' academic performance and motivation based on previous studies?
 - i. *Project-based learning*
 - ii. *Task-based learning*
 - iii. *Problem-solving learning*

2. Background of the Problem

Higher education practitioners are faced with students' passive behavior towards learning, and this is likely caused by the heavy use of traditional teaching methods and assessments. According to Yousapronpaiboon (2014), the higher education's service quality in Thailand was investigated and found that the expectations of the tertiary learners are not met. Majority of the respondents articulated dismay in program delivery and assessments. Pholphirul (2017) also conducted a study quantifying the mismatch of Thailand educational degrees and graduates in the labor market. The findings showed that there is a significant mismatch in labor markets' needs when it comes to skills and degrees, which may have significant impacts on graduates' employability.

Additionally, Herdea, Wutstenberg, and Greiff (2016) conducted a study regarding complex problem-solving skills (CPS). The research focuses on goal-directed cognitive processing, which involves students' working memory capacity (WMC) and includes reasoning based on provided data. In CPS, all information is not directly given to the student but has to be inferred. They found that PISA exams test complex problem solving skills of students. In these exams, reading, mathematics, and science are tested. PISA exams target fifteen-year-old students in its member states. The exam takes place every three years, and over half a million students participate. Out of those students, 11.4% reached the top levels of problem-solving, whereas 21% achieved only the lowest proficiency. Students in countries like Australia, Korea, and the United States performed particularly well in problem-solving. However, the Organization for Economic Co-operation and Development (OECD, 2018) published results based on 6 December 2016 PISA. The results showed that Thai students scored low on problem-solving. The low performers' percentage in collaborative problem-solving is one of the largest in OECD countries at 54.1 %. Thai students also scored low on reading. The percentage of low-performing boys and low-performing girls is 43%, also one of the highest percentages among PISA-participating countries. PISA 2015 placed Thai students below many of their counterparts in other OECD countries. The ratings are the following.

Science literacy: 421 points compared to an average of 493 points in OECD countries.

Mathematics: 415 points in mathematics compared to an average of 490 points in OECD countries.

Reading skills: 409 points compared to an average of 493 points in OECD countries.

Girls outperform boys by a small margin in math and science, and by a more significant margin of 31 points on average in reading.

Moreover, the authors of this paper are facing challenges in engaging learners and in maintaining students' interests towards learning. With the rising popularity of technology, it is inevitable that students do not get distracted when technology offers more interesting activities than the classroom. According to Attia, Baig, Marzouk, and Khan (2017), 68% of 265 college students reported

being distracted by technology such as mobile phone. These are said to be negatively distracting their focus and ability to learn. These distractions are also causing students to become surface learners. However, technology can also be utilized in engaging learners, despite the distractions it brings to learning. Peteranetz, Flanigan, Shell, and Soh (2017) found significant improvement in students' grades and knowledge tests scores by employing technology as it hones critical and creative thinking. Hence, learning becomes more fun and engaging. On the one hand, proper implementations of the use of technology embedded in authentic instructions such as task-based, problem-solving, and project-based learning can also be challenging. Planning, implementation, and evaluation of the effectiveness of these authentic assessments are found to be common issues. Hence, this study was conducted to find out the impacts of authentic teaching and assessments on students learning specifically academic performance and motivation of secondary and tertiary learners.

The significance of the study

The results of this study will not only benefit the authors of this paper in the aspects of planning, implementation, and evaluation of authentic assessments and instructions, it will also be useful to the Thai higher education in general. The authors of this paper might design authentic instruction models based on their findings that are more suitable for Thai students specifically in the teaching of social sciences. Considering the rising popularity of these instructions and how university administrators encourage the use of these instructions, the results of this study will perhaps inspire other tertiary educators to be inclined in designing authentic instructions and assessments to help learners acquire the skills required by the workforce. Cho, Caleon, and Kapur (2015) indicated that the use of authentic instructions especially problem-solving prepares learners to acquire the necessary 21st-century skills. Hence, higher education practitioners today are striving to hone students' problem-solving and creative thinking competence. If tertiary students in Thailand are taught using authentic instructions, this might lessen the issues of mismatches of graduates' skills and industry requirements.

Definitions of terms:

- i. **Project-based learning (PBL)** is learning that is organized around projects. Jones, Rasmussen, and Moffitt (1997) defined PBL to have included complex projects, that have challenging tasks or questions, and engages students in designing, problem-solving, making decisions, and investigating alternative solutions. PBL also include authentic content and assessment and focuses on the teacher's role as a facilitator, as well as an inclusion of educational goals that are explicit. It is also based on inquiry learning using technological tools (Thomas, Mergendendoller, & Michaelson, 1999).
- ii. **Task-based learning (TBL)** is a pedagogical framework that comes from the language pedagogy specifically second language acquisition in which the constructs of tasks informs curricula and syllabus design as well as classroom instruction. To meet the learners' real-world communicative needs outside of the classroom, tasks are identified. The tasks are assumed to improve higher order thinking skills, analytical, and problem-solving skills to gauge learners' ability to comprehend and use language in multitudes of settings (Dudnik et al., 2017).
- iii. **Problem-solving learning (PBL)** is "the synthesis of other rules and concepts into higher-order rules, which can be applied in a constrained set of situations." It is a combination of analysis and synthesis. It is also a teaching method known for its use of patient problems as

a context for learners to acquire problem-solving skills and knowledge. Its basic outline starts with encountering a problem, identifying causes and solutions, evaluating solutions, then making decisions. The students are then asked to assess their decisions and or reflect what could have been done to get better results. It provides more interactions, applying newly-gained knowledge to the problem, and the teacher functions as a facilitator (Gagne, 1985, cited by Jonassen (1997).

The three alternative instructions share the same objectives of providing students with opportunities to acquire critical skills through authentic tasks and assessments. Apart from the knowledge of subject contents, students develop life and job-related skills as well as sense of autonomy and achievements, which often lack in the traditional instruction. However, selection of the methods depends on nature of the course, preference of the teachers and the students, and availability of necessary training.

2. Method

This paper applies Thematic Analysis, an approach that includes the process of identifying themes or patterns within qualitative data (Braun & Clark, 2006). Moreover, this method mainly focused on teaching and learning perspectives and offers flexibilities considering the diverse nature of teaching and learning (Clark & Braun, 2013). Considering this is a literature review paper, it initially aimed at identifying key themes and search terms and key concepts. Among the search terms, include “authentic assessments,” “alternative tasks,” and “non-traditional assessments.” The online databases used in this literature review include Google Scholar, ERIC, JSTOR, EBSCOhost, Wiley Online Library, and other academic search engines. The most recent publications were prioritized in the search, and among the authentic instructions and assessments found include problem-solving, task-based, and project-based assessments. Hence, this paper focuses on the impacts of the three approaches mentioned above. The themes concerning the impacts are then identified which include motivation and academic performance. This paper was produced through a collaborative effort in the aspects of planning, researching, drafting, and redrafting.

4. Related Studies

This section summarizes the results of recent studies related to authentic instructions and assessments’ impacts on academic performance and motivation of secondary and tertiary learners. The studies are thematically organized starting off from *project-based learning*, *task-based learning*, and *problem-solving*.

4.1 Project-Based Learning

Holmes and Hwang (2016) conducted a longitudinal mixed-method study on the impacts of project-based learning in secondary learners. They aimed to find out the effectiveness of project-based learning (PBL) on secondary learners’ development of academic skills and motivation techniques in Math subject. The respondents of the study were eighth and ninth graders consisting of experimental and control groups. During the first year of the study, the total number of respondents was 532, 88 PBL and 444 control groups. On its second year, there were 459 respondents 381 control and 78 PBL groups. To address the disproportionate numbers, the researchers used a stratified random sample approach. To find out whether the PBL approach influences academic skills, the respondents’ overall mathematics scores on all the state standardized tests and Plan Explorer, which is a commercial test were contrasted. The Motivated Strategies for Learning Questionnaire of VanderStoep and Pintrich

(2008) was also adapted to find out students' motivation factors. The results showed that there was no significant difference in the academic skills acquisition between groups. However, the researchers considered the PBL environmental factors to have influenced the results, which include racial minorities and low socioeconomic status (SES). They also claimed that the lower achieving learners in the experimental groups benefited from PBL. When it comes motivation, PBL groups demonstrated a higher inclination of intrinsic motivation through showing higher critical thinking skills and peer learning appreciation. The researchers also emphasized the need for further studies when it comes to the influence of socioeconomic status on learning.

Another project-based study was conducted by Brail (2016) at the University of Toronto Canada. The study focused on service learning pedagogy, which aimed to measure and quantify service-learning outcomes. The data was collected from An Introduction to Urban Studies course at the University of Toronto that was a second-year level course mandatory for all students who declared urban studies as their major, minor, or took Urban Studies for their specialist certificate program. This course could also be taken by economic, political science and sociology students who complete the prerequisite. The course was a year-long in which students attended lectures and tutorial sessions and followed same assessment criteria in the first term. Later, in the second term, the students had an option to pursue a service-learning path or a city-learning path. The students who chose the service-learning path were placed in a various local non-profit organization where they had to volunteer for 10-12 hours and submitted reflective journals for grades. For those who opted for the alternative city-learning path, written research papers were required for assessments. Both groups had to do a poster presentation and sit for a final examination towards the end of the term. During four years of study from the academic year 2008 to 2013 (except the academic year 2011-2012), final grades of the total of 338 students with 192 (57%) service-learning students and 146 (43%) city-learning students were analyzed.

The results showed that prior to the selection and participation in the service-learning path or the city-learning path, there was no statistically significant difference in mean grades of students from both paths at the end of term one. The mean grades were 72.1% and 71.7% for the service-learning students and the city-learning students respectively. However, mean final grades did demonstrate that the service-learning students obtained a statistically higher final grade of average 75.1% while the other group received 73.1% on average. This resulted in a full grade higher for the service-learning students than the city-learning group (B instead of B-). Moreover, by examining all across assessment components (except the final exam) of the course, the service-learning students performed better with smaller standard deviations than the other group, reflecting better achievements at the learning objectives.

In Roberts, Terry, Brown and Ramsey's (2016) study, service learning does not only benefit students in term of higher academic performance but also greater motivation to learn. Roberts, et al. (2016), a team of educators from Oklahoma, USA, designed surveys and collected data from students who participated in the 2013 National Future Farmers of America (FFA) Days of Service to study their motivations, value, and decision to participate. The five-day long event in which students prepared a nutritional meal for homeless shelters all over the USA. Total of 144 participants completed the survey designed based upon Deci and Ryan's (1985 as cited in Roberts et al., 2016) Intrinsic Motivation Inventory (IMI) principle to examine the perceived value/usefulness and interest/enjoyment of the activity through Deci and Ryan's (1985, 2000, 2001a, 2001b, 2002, 2008, 2010 as cited in Roberts, et al., 2016) Self-Determination Theory (SDT) which consists of three components – competence, relatedness, and autonomy. After the participation in the 2013 National FFA Days of Service, the students responded to a survey employing a seven-point Likert-type scale with choices of "Strongly Agree (7), Slightly Agree (6), Agree (5), Neutral (4), Slightly Disagree (3), Disagree (2), and Strongly Disagree (1)" (Deci & Ryan, 1985, p. 191 as cited in Roberts et al., 2016). With a mean score of

interest questions of 5.40 with a standard deviation (SD) of 1.34, the analysis of the survey results demonstrated that students had interest to volunteer in the service-learning activity because they discovered how their coursework connected with real-world situations (Hess, 2011 cited in Roberts et al., 2016). Not only did the students see the link between their education and the world, but the survey result also indicated that they enjoyed volunteering with a modal score of 6 in response to the question if they thought the activity was fun.

Moreover, the mean score on value questions of 5.35 with an SD of 1.20 showed that participating students valued their presence at the activity as an occasion of empowerment, advocacy of the essence of being agricultural education students, and development of capability in term of how to 'live to serve' as motto of FFA (Roberts et al., 2016, p. 195). The majority of students strongly believed the activity was important, had some value, and improved their concentration with modal percentages of 52.1, 50.7 and 45.1 respectively. Attending the activity helped promote students' Service learning sense of citizenship, enhanced self-esteem, and personal image. However, the study argued that participation in service learning should be at students' will be based on a modal score of 4.24 with an SD of 0.95 on student's perceived choice. The lack of independent choice might result in the lower intrinsic motivation of individual students, developing negative feelings towards tasks. Finally, the research found that the demographics of the participants were mostly female (54.9%) and non-Hispanic White (98.6%). The result agreed with recent literature that the vast majority of service-learning participants were Caucasian females. This might negatively be a reflection on the minority racial groups' perception of unmet interests in or needs for service learning regarding the relatedness component of the SDT.

4. 2 Task-Based Learning

Another authentic pedagogy and assessment being researched these days is task-based learning. Purdam (2015) conducted two case studies, which explored the application of task-based learning approach for the development of social science researchers' critical data skills. The research discussed opportunities and challenges in pedagogy in regards to the integration of authentic TBL research in practice with textbook focused learning. The first case study was conducted on a class of 10 first year undergraduate students of social science degree course of University of Manchester, UK. The students were given a task to perform a social science research project. Students were guided to select and analyze certain key search terms posted by the users of social media (Twitter). All the research project tasks and engagement activities facilitated by the teacher focused on gathering authentic data to activate critical thinking and give students the opportunity to understand the further process of data analysis. Working with authentic data collected by students helped them understand and engage in the whole process of conducting a survey. At the end of the study, the feedback from students was positive. Students pointed out that they had an opportunity to apply textbook theories in practice. The second case study was conducted on the group of 30 students of postgraduate MSc Course in Social Science Research Methods and Statistics (University of Manchester, UK). Students were given a task of designing and conducting two surveys (face-to-face and online). The lecturer facilitated the process of creating the surveys, but it was the students who took an active role in planning and managing both projects. Students had to undertake a series of authentic fieldwork activities to be able to discuss and analyze the collected data. Designing and conducting an online survey was a complex task. Therefore the study group was the postgraduate students who would be able to apply their textbook knowledge to authentic activities. Feedback from the students was very positive and mainly pointed out that creating a survey themselves they were more aware of the limitations and how to make a survey questions accurate.

Ozverir, Osam, and Herrington (2017) also investigated the effects of task-based approach on academic performance and linguistic competences of B1 level students of three pre-university EFL classes in Cyprus by application of authentic task-based activities in EFL classrooms. Results of the study were measured by application of CEFR language competency descriptors of can do and Verification of language learning approach (North, 2007). Four stages design-based research (DBR) study method (Reeves, 2006) was applied throughout the time of twelve weeks. Students had to analyze practical problems, collaborate, develop and refine solutions to be able to produce a reflection that would enhance the implementation of the solution. Students were given the task of editors of the City Newsletter with the teacher assuming the role of the editor and the learners were the journalists. Students' use of language was measured by means of their engagement in written interactions in online discussions, the content of written language production (articles) and spoken production (presentations). At the end of the study, students' linguistic competency was measured by usage of B1 level vocabulary and grammar structures to express ideas to produce correct and meaningful sentences in a given context. Overall results of the study indicate that exposure to new vocabulary and application of it in multiple authentic, real-world relevance situations aided the acquisition of the language. Students were able to freely express themselves in the target language both in written and spoken form. Moreover, authentic task-based activities fostered acquisition of language items not used in school. The conclusion of this study pointed out that the application of authentic activities does not only facilitate language acquisition but also is of crucial importance in developing higher order thinking, aids problem-solving skills and critical thinking. Both case studies presented a practical implementation of authentic activities to textbook focused learning. Overall results of two case studies indicate that controlled and balanced application of authentic tasks to learning is beneficial in acquiring knowledge and at the same time helps develop practical experience and life skills.

4.3 Problem Solving Learning

Problem-solving is another authentic instruction and assessment that hones critical thinking skills and motivation toward learning. Kinay and Bağçeci (2016) investigated the effects of authentic instructions on problem-solving skills of sophomore education students at the Dicle University in the Ziya Gokalp Education from 2013-2014 academic terms. The study applied the quasi-experimental method. Two Scientific Method Research classrooms of sophomore education students were randomly assigned as experimental and control groups. The experimental groups were given authentic tasks that involve more problem-solving tasks. The data collection included self-assessment, group assessment, portfolio, peer assessment, weekly performance, and journals. Pre-tests and post-tests were also conducted based on the two subproblems provided. On the one hand, the control group was taught using the conventional curriculum delivery. The results showed that the problem-solving skills of the experimental group increased significantly compared to the conventional group. In the second subproblem of the course, there was also a significant difference in favor of the experimental group through pre-test and post-test scores. The results based on the first and second subproblem tasks both demonstrate positive impacts on learners' problem-solving skills. On the one hand, the conventional assessment did not show an improvement on the learners' problem-solving skills.

Care, Scoular, and Griffin (2016) from the Assessment Research Centre, University of Melbourne and The Brookings Institution described a multinational project devoted to the assessment of collaborative problem-solving. They discussed the benefits of such a form of assessment for the overall development of students. Care, Scoular and Griffin (2016) stated that Cisco, Intel, and Microsoft created an initiative for assessment of collaborative problem-solving in education. This was done in collaboration with six governments. The countries that joined the initiative were Australia,

Singapore, Finland, the United States, the Netherlands, and Costa Rica. The project, called ACT21S, was undertaken because higher-order thinking, interpersonal and teamwork skills, and problem-solving skills are necessary for the modern workforce. The focus was on collaborative problem solving since research demonstrates that workers who collaborate on solving a problem perform better than workers who solve problems on their own. Collaborative problem solving has various advantages regarding student learning and performance (Care, Scoular, and Griffin, 2016). According to Care, Scoular and Griffin (2016), collaborative problem solving involves two domains: the social domain and the cognitive domain. The social domain of collaborative problem solving makes students discuss issues, actively participate in finding solutions to the problem, and analyze the perspectives of other students on the problem. It also forces students to examine and regulate their behavior to achieve results as a group. In this way, collaborative problem-solving assessments are much more involving and aid students' development more comprehensively than traditional assessment forms. In the cognitive domain, students must set goals, analyze the problem itself, build knowledge, make connections between different pieces of information, and test various ideas. Once again, the collaborative problem-solving assessment aids the development of multiple cognitive areas, as opposed to traditional assessments (Care, Scoular, and Griffin, 2016). The limitation here lies in the fact that the ACT21S project is not yet adequately assessed. It has progressed to the pilot stage, but it may be difficult to determine whether implementing such a plan in Thailand would be beneficial. Nevertheless, Thai students could benefit from collaborative problem-solving assessments done on a smaller scale, without the need for cooperation between various governments.

5. Discussion and Conclusion

The studies mentioned above regarding project-based and service learning showed promising results. Homes and Hwang's (2016) findings indicated no significant difference between PBL groups and control groups when it comes to academic performance, which refers to the acquisition of skills. This finding contradicts to Brail's (2016) study of PBL approach focusing on service learning, which resulted in the final mean score of 75.1% on average for PBL group while the control group scored 73.1%. However, the former results could have been influenced by environmental factors as well as the disproportionate number of respondents in both groups, accounting for 381 learners for control groups while 78 learners for PBL. Although the researchers claimed to have addressed this through a stratified random sampling, the significant disproportion might have influenced the results.

Concerning motivation, Homes, and Hwang (2016) also found a significant inclination of PBL learners' motivation shown through peer learning appreciation and critical thinking skills. These were found through an adapted standardized survey questionnaire. They also claimed that the lower achieving learners in the PBL group had benefited from the PBL approach. This finding is consistent with Roberts, Terry, and Brown's (2016) study on the impacts of service learning on students' motivation through a five-day long event in helping out homeless people. They found that students realized the relevance of the activity and its link towards education and real life. However, this study was conducted based on a five-day event and not as an assessment embedded into the course. On the bright side, both showed significant results in motivation to learning. These results are also in accordance with Rodrigo and Tan's (2016) study on the impacts of service learning on course learning outcomes achievement. They found that the service learning groups gained significantly higher mean scores in the assessments, accounting for $M=75.89$ and $M=56.81$ for control groups. They also found a correlation between students' scores in the course assessments and students' motivation through engagement in the project and practical learning experience. However, the above-mentioned researchers shared similar analysis that using self-survey questionnaires might have influenced the

results due the inevitability of biases towards oneself. This is supported by Cello's et al. (2011) claim that objective results might indicate a significant difference in subjective measures due to self-biases. See the summary of the weak and strong points of project-based learning below.

Table 1 Project based learning

| Strong Points | Weak Points |
|--|---|
| <ul style="list-style-type: none"> - Improves academic performance - Hones motivation towards learning - Improves critical thinking skills - Helps students integrate learning in real life situations | <ul style="list-style-type: none"> - Results lack reliability when students are assessed based on self-survey assessments. |

Another authentic instruction researched by Ozverir, Osam, and Herrington (2017) was the use of task-based learning in gauging students' academic performance and linguistic competence in an EFL classroom. They found that the tasks of playing the role as journalists having correspondences with the teachers as the editor of the City newsletter worked well in improving students linguistic competence. The task-based approach helped learners honed high order thinking skills, problem-solving, and critical thinking. However, the study had a minimal number of 10 respondents. Interactions were not clearly monitored, and anti-plagiarism guidance was unclear. Hence, a replication of the study by conducting similar task-based activities for the students of lower CEFR levels (A1 and A2) is suggested. Ozverir, Osam, and Herrington's (2017) findings indicate congruency with Purdam's (2015) findings when it comes to how task-based learning encourages active critical thinking, engagement, and motivation. It is also useful in helping students acquire knowledge through practical experience. On the one hand, the TBL activities in this study were time consuming, which led students to have acquired knowledge in a different pace. The respondents also had different levels of motivation and life experience that directly influenced the role of the instructor in facilitating and balancing TBL and textbook focused instruction. See summary of weak points and strong points of task-based learning based on these studies.

Table 2 Task based learning

| Strong Points | Weak Points |
|--|---|
| Helps improve the following: <ul style="list-style-type: none"> - linguistic competence - high order thinking skills - problem-solving skills - critical thinking skills - engagement - motivation | <ul style="list-style-type: none"> - Difficult to monitor interactions - Effectiveness is dependent on task clarity and precise guidance and guidelines - Time-consuming & knowledge acquisition occurs at a different pace - Efficiency can be dependent on students' life experience and motivation that influence the role of the instructor/teacher in facilitating and balancing TBL and Textbook instructions |

The task-based researchers above demonstrated similar findings with Kinay and Bagcesi (2016). The aforementioned used authentic instructions in developing problem-solving skills of sophomore education students enrolled in Scientific Research Methods courses. The researchers found a significant difference in the improvement of problem-solving skills of the experimental group in the two subproblems or tasks provided compared to the conventional groups. The data analyses were based on the pre-test and post-test scores, group assessment, portfolio, peer assessment, weekly performance,

and journals. These data sounded promising as the authors could have made a triangulation on what the learners stipulated in their journals, their self-assessment scores, and objective measures scores, which are based on the problems or tasks given. However, the authors did not show any triangulation. Instead, the results were based on the quantitative data. Despite the lack of comparison and contrasting of the quantitative and qualitative data based on the students' journals, the results are still promising in favor of the use of authentic instructions and its effectiveness on problem-solving skills. These results demonstrate congruency in the findings of Kaya (2010) and Kocyigit (2011) that authentic approaches to teaching and learning help improve problem-solving skills than of the traditional classroom.

Moreover, the findings of Care, Scoular and Griffin's (2016) study about the assessment of collaborative problem-solving in education indicated an agreement with Hu, Jia, Plucker, and Shan (2016) in the aspects of higher-order thinking and problem-solving skills. The task of collaboration in solving problems allowed students to participate actively in finding alternatives to address the problems, as well as evaluating the solutions. This authentic instruction aids the development of cognitive areas through collaboration and active engagement towards learning. Despite the limitation of the study, which was the use of self-survey, the curriculum was nevertheless considered successful in improving the students' motivation and other abilities. A similar strategy could be potentially useful in the Thai educational context. Motivation is not the only reason why assessing critical thinking skills and problem-solving skills is essential. Problem-solving skills are necessary for the modern workforce. Assessments of problem-solving lead to the growth and development of other areas needed for adult life. See the summary of the strong and weak points below.

Table 3 Problem Solving learning

| Strong Points | Weak Points |
|---|--|
| <ul style="list-style-type: none"> - Helps improve problem solving skills - Helps improve higher order thinking skills - Promotes collaboration and interactions - Promotes active engagement towards learning - Improves motivation | <ul style="list-style-type: none"> - Effectiveness is dependent on clarity of objective measures. - Effectiveness can lack reliability if based on self-assessment measures. |

From the results above, the shared limitation was the reliance on self-survey measurement. However, the results show consistencies when it comes motivation towards learning. Learner motivations are demonstrated through their engagement in learning, collaboration, and the effort to apply critical and higher order thinking skills. Although one of the studies did not show significant difference in academic performance, the results are still promising that alternative instruction and assessment aid students' acquisition of skills needed for success in academic and essential to real-world situations. Evidently, students acquire better critical thinking skills, problem-solving skills, and teamwork skills. Students also develop a higher intrinsic motivation and engagement with learning through a connection of lessons and real-life situations, enabling them to apply learning outcomes into practice. They find authentic learning tasks highly related, meaningful and beneficial, and provide them with an opportunity to learn knowledge or skills not covered or achieved in traditional instruction.

The research conducted here has some specific limitations. This paper presents data from the literature review and secondary research only. According to Johnston (2014), authors of secondary research papers do not take a direct part in gathering the data, and therefore may not be fully certain of

its accuracy. Also, the data reviewed were gathered for different purposes than those of the authors of secondary research may have had in mind. These limitations do apply to this particular research paper as well. The authors were not present when the data were collected, and they may not be certain of the exact purpose of the studies they reviewed. For future research, it would be necessary to analyze each assessment method reviewed above in a Thai educational setting with a control group and a study group. Primary research may provide more specific data regarding the project-based assessment, task-based assessment and problem-solving assessment in the Thai educational setting. Additionally, to make the results more reliable, student performance should be evaluated directly through objective measures in comparison to control groups instead of self-survey measures. Qualitative data can also be collected through journals or open-ended questionnaire for point of comparison. Primary research conducted in this manner may help devise plans on how to intergrade these forms of assessments in Thai post-secondary educational institutions. Ultimately, it may lead to the improvement of student outcomes in Thai educational institutions and thus lead to a better informed, well-performing workforce.

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Embracing English as a Global Language: A Big Leap Forward for Thailand's Sustainable Development

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Abstract

This paper suggests a language-driven way for the development of Thailand in a more sustainable fashion. It provocatively calls for Thailand to embrace English, not as a foreign language, but as a truly global one, and Thai teachers and the Thai public to 'voice their soil and soul' more in English. In the sphere of education, it outlines the role English plays in the Thai context, the roles of English teachers and learners as text producers. In particular, the author explains why and how he has used English to express his concerns for the degradation of the environment and the destruction of local ways of life. In the paper, the author calls for the conception and appreciation of English as a means to represent Thailand on the world stage. The assumption proposed here is that if a practice or idea is not articulated and/or represented in English, it will not get enough attention to stay alive and prosper on a global level. The author proposes that one way to improve Thailand's English language ranking and a way to preserve Thai culture is to do it through creative writing activities. It would be a big leap for Thailand. With proper content and process, it would be a factor contributing to the development of Thailand's education and Thailand's sustainable development.

1. Introduction

*You'll find it hard to change the world,
though in the process, you won't be alone...*

Anne Edgeworth, a Canberra poet

The back cover of Bob Brown's book, *Memo for a Saner World* (2004), urged some readers not to avoid the dark side of reality: 'If you're someone who avoids reading about the world because you think it's too depressing, here's the good news: it's worse if you don't know.' Even though we may not be able to prove the second law of thermodynamics wrong, with a tiny bit of hope in the sky, humans' dreams and inspiration must continue. We all like to have a lot of happiness and as little as suffering as possible. But happiness is not easy to define. For Victor Hugo, 'the supreme happiness of life is the conviction that we are loved.' Recently, Alain de Botton, in his latest book *Status Anxiety* (2004), argues that adults seek love from the world. Opinions on happiness and how to obtain it may differ from one ideology to another.

When we refer to happiness, we mean human life. We often argue that only humans are capable of self-consciousness, hence happiness. If we look around us, one thing is obvious --- humans are not the only life form in this planet. Upon reflection, it seems the human-centered perspective many of us currently hold may be narrowed and may not be helpful for other lives, including those of humans and nature in many respects. At the philosophical level, the position of this paper is this: we humans should try to gradually move from the human-centered perspective toward the life-centered one. As teachers, we

have already embraced this approach. Cooperative learning, for example, has been used as a means to make students better communicators and develop their team skills (Jacobs, Gilbert, Lopriore, Goldstein, and Thiragarajali, 1997).

Cooperation between humans and nature is posited in this paper as a new perspective. Writing, like thinking or consciousness, at the mundane level, needs content. You have to write about something. In short, you tell a story or explain something to someone; maybe, you convince someone about something. If you have stories to tell, you would normally do it in your first language.

When a story is written in English, it has a special voice as English is a global language, this paper would like to suggest that you consider voice your soil and soul within the spirit of cooperation between humans and nature. This worldview could also be translated to how we treat other human beings, including our students. One may say: Wait a minute, isn't English a foreign voice? To which I would say: With the cooperative worldview, given that English has become a global language, you can effectively have your voice in English. English as a global language has become everybody's voice; it is a means for global cooperation. English is a language that may empower your voice. It is also an additional voice.

English is a powerful voice for nature. A helpful means for cooperation between humans and nature (animals, plants, and water, soil, and so on) should be based on an equal footing. It makes a difference if we truly regard nature as 'a partner to be cherished rather than as a captive to be raped' (Passmore, 1974, p. 4). How we treat nature may reflect how we treat other humans. Some refer to this perspective being a new ethics, an ethic of conservation (Leopold, 1966, quoted in Passmore, 1974). This new relationship may be called an ecological approach to education where life or rather nature, rather than humans, is placed at the center of the biosphere. English has a role to reflect and save the local natural environment.

Like other professions, English teachers have both pedagogical and social responsibilities and they should contribute and respond to the call for global environmental awareness. And English is their decisive tool. In 1976 the Belgrade Charter called for the development of environmental awareness and the relevant knowledge, values and skills which lead to a feeling of responsibility and urgency concerning environmental problems. In 1992 the Earth Summit in Rio de Janeiro demanded a system of education based on principles of sustainability. In 2002, the World Summit on Sustainable Development confirmed this goal by emphasizing the need to refocus many existing education programs and practices.

Maley and Peachey (2017) have called for English language teachers to creatively integrate global issues into English language classrooms. They reason that it is a way to help make language learning more interesting and engaging for the students. The call is in line with a move to attain the UN sustainable development goals.

Since environmental crises are in its various local, regional, and global manifestations, ultimately, it is a cultural crisis, and since the development and practice of an environmentally benign ethical stance relies strongly on the cognitive and motivational forces of culturally formative texts, the field of language teaching, literary and cultural studies can make important contributions to the process of shaping a system of education based on principles of sustainability. This paper suggests cooperation as a theme in education.

One major question is how teachers in the fields of language, literature and culture are to produce and present environmentally relevant issues and make students into responsible and active citizens of the 21st century. This call is in line with what the sixth caucus of TESOL is calling, and that is that the field be accountable for social-related problems. The concern for the environment is one of these issues. This study argues that a concern for the environment should be taken seriously, not as ‘a thin excuse’ to practice language.

In this paper, I shall explain why and how to use English to express our concern about the degradation of the environment and the destruction of local ways of life. Writing about local settings and their physical and cultural environment, about your soul and soil, can serve as a means to make both teachers and students become socially responsible citizens, which is in line with the call from the sixth caucus of TESOL, TESOLers for Social Responsibility or TSR. On top of that, reflecting on my role as an English teacher, I feel that, in terms of language acquisition, texts carefully planned and written by English language teachers, be they native speakers or non-native speakers, can serve as input that best promotes language learning.

In this paper, I shall talk about the genesis of one of my published short stories, *The Intruder*, the story of a university student and an old woman facing the darker side of capitalism. I will also discuss another story I am writing at the moment, *A Thousand Miles for Gold*, the story of an Issan construction worker in Singapore. Preyed upon by unscrupulous operators, traders of human misery, the man, the sole provider of his family, tormented by his past and his health, has become cynical about human life.

On this occasion, I would like to tell the audience how, as a non-native speaker, I have been assisted in my writing. I emphasize the crucial role of support for budding writers, because to write anything seriously, even in L1, is always a very difficult task. Above all, it is passion that makes many writers continue pouring out their ideas and feeling, their souls, into words. From my experience, in the process of voicing your ‘soil and soul’ as Alastair McIntosh, a Scottish writer and campaigner, puts it, reality often reveals its darkness in front of you. As an aspiring writer, and as a non-native speaker, your English proficiency is far from perfect, and occasionally you are bound to feel helpless and discouraged. Sometimes, your own writing may drive you to despair. The final thought for this paper will be: When you are in doubt about what you are doing, ask yourself the three questions suggested by Alastair McIntosh:

- Does it help the poor? Is it useful for other people?
- Does it restore the broken in nature? Can it help the society?
- Does it bring music to the soul? Do you have joy in doing it?

Of course, different people are motivated by different expressions or reasons. For me, these three areas are inspirational. So, in short, English as a global language should be promoted, and one way to do it is to use it more as a means to represent one’s cultural values. Thai teachers, especially English teachers, should produce their own texts, which will be useful for their teaching as well as society.

2. Why should you voice your ‘soul and soil’ through English?

In this section, I would like to urge teachers to use English to express their concerns about the relationship between humans and the environment, and also the imbalanced relationship that influences how humans treat each other. I provocatively borrowed the term ‘soil and soul’ from a Scottish activist

and poet, Alastair McIntosh. McIntosh. Soil is a symbol representing your physical reality like town, temples, or markets. And ‘soul’ represents your values and belief systems.

Often you will hear people telling you that ‘you’ve got to have your own voice’. If you don’t tell your stories, somebody else will. When you have your stories, written in a global language, they will be better preserved and they will belong to the world. The same logic goes to an effort to preserve a dying language. You need to let the world know and seek help or attempt to make it a global issue. As a global language, English can do this duty.

2.1 English Teachers and Social Responsibility

Writing about the local setting and its physical and cultural environment, about your soul and soil, can serve as a means to make both teachers and students become more socially responsible citizens, both as local citizens and global ones. This enterprise is in line with the call from the sixth caucus of TESOL, TESOLers for Social Responsibility or TSR. TSR aims to promote a number of things, the description of TSR from its home page is as follows:

“TSR, comprises TESOL members who are actively engaged in integrating language teaching with social responsibility, world citizenship and an awareness of global issues such as peace, human rights and the environment. The caucus aims to promote social responsibility within the TESOL profession and to advance social equity, respect for differences, and multicultural understanding through education”¹.

ELT in many aspects is a political undertaking. The selection of methods and contents often reflect certain ideologies and beliefs. Johnston (2003) has proposed that teachers, especially English language ones, are moral agents. They deal with moral and ethical issues, not just training students a set of skills. Skills are empty and needed to be filled with content. The content can be anything, and the desirable one should be good and useful for individuals and society at large. Similarly, Sinlarat (2017), in the Thai educational context, has proposed a CCPR model to prepare Thai students for the 21st century. CCPR refers to the four competencies, namely, critical thinking skills, creativity, productive-oriented skills, and responsibility.

2.2 Elaborated Texts as Input

Writing, like thinking, needs content because you just can’t write. You have to write about something. So, you need to know something or at least have some ideas about something. At first, such ideas do not have to be vivid. As you start writing and rewriting that thing, you will begin to see its shape, structure, etc. I am suggesting this: write about your soul and soil. The use of English in Thailand, I would argue, should go beyond merely direct communication. Thai teachers should put their stories in English. Short stories and novels in Thailand would enable learners to perceive it as a language closer to their heart.

Reflecting on my role as an English teacher, I feel that, in terms of language acquisition, texts carefully planned and written by English language teachers, be they native speakers or non-native speakers, can serve as an input that best promotes language learning. My feeling is not without any grounds. Long

¹ Source: <http://www.tesol.org/docs/interest-sections/sris.pdf?sfvrsn=2> (2 August 2018)

(2002) declared that of the three kinds of texts: simplified, elaborated, an authentic, the elaborated one is best for learners to acquire both form and content.

To write well, you need to do a lot of reading and researching. Travel to exotic places may also help you to come up with plots and stories. The remaining task is to put it into a story.

As mentioned in the abstract, what you really need is passion. I mean you need to have your passion for something. If you haven't found your passion, you may need to show your compassion towards animals and other human beings.

- Does it help the poor? You show your compassion by helping the poor.
- Does it restore the broken in nature? You may need to do something about it.
- Does it bring music to the soul? Does it bring you joy in life?

Some people may find the questions too abstract. For me, it is a bit difficult, like trying to refute the second law of thermodynamics. We are doomed, at the end of the day. It is certainly difficult to, and the best way to do it is to suggest a ray of hope, the blossom of wild flowers.

As a writer, you can, to some extent, control words and the language. You know their effects and purposes. You create the discourse and the discourse in turn affects the society. According to Tab Bee Tin (2013), language teachers should engage their students in creative tasks, not only functional use and grammar.

2.3 English as a Global language

We learn to write. We write to learn. We learn to read and you read to learn. We learn English. We use English to learn. Writing is moving from a dependent text consumer to an independent text consumer, from a knowledge consumer to a knowledge producer, from a captive to a free being. Hang on a minute, you may say. Why English? Don't you realize that English is a colonial language? Why not voice your soil and soul with your mother tongue? To which I would say: English is a tool to communicate with each other. English belongs to no one. This is not to suggest that we not voice or soil and soul through our L1. English is a global language and does not belong to anyone. Rather, it is for everyone. It has slowly detached itself from its historical roots.

Thailand still considers English a foreign language and Thai a national language. The reality is that English is not a foreign language in the sense that we encounter it many times a day. We use it when we go online. We listen to it on the radio or on the television. When we walk out of the house, we see English words and signs. English is almost always with us. It is a universal language.

2.4. Writing as a Means for Professional Development

As English teachers, there are many ways to develop your career or profession. Some say you need to further your education, but one way is to produce academic works. Writing stories or materials is one of those ways. Obviously, if you don't voice your soul and soil, somebody else will and they will do it based on their understanding and perception. You may not like what they do.

Writing can be cooperative. I would like to stress here that writing is not a lonely enterprise; it can be collaborative. There is a myth about the weird and crazy things done by writers. Writing is acting out

your ideas and feeling. It is an expression of your soul, your imagination. Yet, writing is always difficult. However, with technology, now it can be done anytime and anywhere.

I would like to stress it again that writing has many benefits. Writing is a way to develop yourself professionally and intellectually. Nobody can argue that writing is highly valued in any fields or education. Some say that to write is to think. You can see yourself through your writing. Have you ever listen to your own voice? Jot it down on a paper and you will make what is hard to see like your sub consciousness. Indeed, writing down what you know, what you think you know, can serve as a tool to organize your thought. It is a very effective tool. As you write and rewrite your story, your thought becomes clearer, you begin to understand yourself.

2.5 Writing as self-examination

For many people, writing is a way to relax, to take refuge from the real world, such as with reading or art. You have more freedom when you write --- freedom to create, construct, deconstruct, or to manufacture meaning and create realities. If you are not rich, you may wish to write a story about yourself as a billionaire, richer than Bill Gates. You have some control over your thinking when you write. The real world is starring in front of you.

You write for the benefits of your students. Remember, people learn from observing others. Needless to say, you are their models. Here's a motto: If you write well, you can help others, including your friends and colleagues. Like it or not, we are in changing world. Money is not necessarily a bad thing. Often we hear some complaints from the business sector like this: "Graduates can't write a decent sentence. They don't have critical thinking skills." One way to deal with this is writing. Writing well is an indicator of a competent person, a sign of intellectual maturity.

3. The Intruder and A Thousand Miles for Gold

In this section, I plan to talk about the genesis of one of my published short stories, *The Intruder*, the story of a university student and an old woman facing the darker side of capitalism. I will also discuss another story I wrote many years ago called *A Thousand Miles for Gold*. It is a story of an Issan (Northeasterner) construction worker in Singapore. Preyed upon by unscrupulous operators, traders of human misery, the man, the sole provider of his family, tormented by his past and his health, has become cynical about human life.

I tried very hard not to make them dull and preachy. To keep the beauty of the language and the utility, and the whole thing is not easy to achieve, when you are dealing with social realism.

3.1 *The Intruder*

The idea came from my life experience. In creative writing, you are writing about people and their land, their broken nature. You want to tell the world about it. You want it to be heard to be addressed. You want it to be fixed. When I wrote the *Intruder*, I did not have a road map for my story. It's my own reflection. The idea came from my observation of what happened to the locals who used to be the owners of the land. Many years ago, I was visiting my family. Our house was not far from a river. While walking back to my house, I saw two old women resting under the shadow of the bamboo grove. They looked exhausted. Each was carrying a bamboo basket. In it, were just a few bamboo shoots. The areas where there were plenty of bamboo groves were protected by barbed wires with the signs reminding locals to stay away from the plots of land. Those were the swamps. My sisters and I used to enjoy ourselves swimming and canoeing. A few months after my visit, the place where my sisters and I used to happily row our canoe and swam were gone. What happened really hurt my soul.

3.2 *A Thousand Miles for Gold*

I went to Singapore and went to a place where many Thai workers came to meet and did their social activities. Many of them were from the northeastern part of Thailand, coming to Singapore to look for better opportunities in life. It was like they were there for gold.

A month before my first visit to Singapore, there were news headlines in Thailand about some mysterious deaths of Thai workers in Singapore. Experts said they used plastic tubes or PVC to cook sticky rice. Some said they worked too hard without time to relax. I followed the news with concerns for my compatriots. In Singapore I had opportunities to talk to some of them and observed, learned, and listened to their stories. I hoped the stories would draw attention to their plight and somehow their quality of life would be improved.

4. Challenges and Support

What are texts? Are they just ink on paper or marks on a monitor? Texts are more than that. They have their own lives, once created. On this occasion, I would like to tell the audience how, as a non-native speaker, I have been assisted in my writing. I emphasize the crucial role of support for budding writers, because to write anything seriously, even in L1, is always a very difficult task. Above all, it is passion

that makes many writers continue pouring out their ideas and feeling, their souls, into words. From my experience, in the process of voicing your “soil and soul” as Alastair McIntosh, a Scottish writer and campaigner, puts it, reality often reveals its darkness in front of you. As an aspiring writer, and as a non-native speaker, your English proficiency is far from perfect, and occasionally you are bound to feel helpless and discouraged. Sometimes, your own writing may drive you to despair.

The only thing that exists is the story you are telling yourself. Story writing in the context of ELT should keep in mind three aspects:

1. Is it an interesting story? Does it bring music to the soul? Ask yourself how interesting the story will be for yourself and your audiences. You may need to read other people’s stories, what critics say about them. Sometimes, what is original is not good; what is good is not original. Balance the two.
2. Are the stories suitable for English language learning? Remember that as English teachers, one of the tasks / responsibilities is to help learners master the language. Teachers who write stories are good examples. Action, as they say, speaks louder than words. Other considerations should include difficulties of words and levels of grammaticality.
3. Do the stories reflect realities or what’s going on in the society? Stories should be oriented in such ways that reflect moralities and social realities for the betterment of mankind and other beings.

Suggested Ideas

The following are some suggestions for writing. Often, we find it hard to start the first sentence.

The definition of writing itself can give us some clues. According to *Longman*, you will see that the first definition of writing is: ‘words that have been written or printed’. Fair enough, but it does not tell you why people write. Common sense tells us that humans write or draw, using signs, to record something. As a teacher, we have been recording many things: students’ names, their addresses, their grades and our activities. Think of yourself as being a scribe, the one who records. This I would refer to as **the Shopping List Method**. If you don’t know where to begin, use the shopping list method. People make their shopping list because they know that they will probably forget.

How to begin? If you have not been inspired or motivated, you may wish to start by recording something in writing. For example, cutting newspaper clips will do. In short, if you don’t know what or how to start, get to the basic: Record or achieve something meaningful to you. If you love birds, record what and how many of them you can find in your area.

While waiting in a coffee shop at the National Library of Australia, I noticed a middle-aged man, wearing black. On his table was a cup of coffee, probably a long black. His eagerness to note down his ideas that popped up in his mind caught my attention. On reflection, I was thinking of one person’s advice --- Peter Craven, who was an editor.

His advice is this: You must train your eyes for problems, and details. You have to learn to observe.

Alan Maley, a professor of English creative writing, has urged his budding creative writers to observe – observe phenomena a bit deeper than you normally do.

Talking about records and recording, you do not just record everything. You record only what you prefer and what can be used in the future. One way to narrow down your story collecting activity is to set a theme.

Themes of your record will help. Here are some examples:

1. My Words of Wisdom
2. My Favorite News and Articles
3. The Green Words (Words and Expressions about the environmental conservation)
4. Ginninderra (It's the name of the lake, not far from the university. I describe the ecology and animals, e.g. ducks and geese, their habitats, and ways of lives)
5. Words & Expressions about the Olympics (the latest one)

Begin with 'How to' then move to 'Why.' For example, after writing many ways people can prepare for their death, How to Prepare for Death, you may want to rationalize your methods. "Why do humans need to prepare for death?" People prepare for their marriage, career, etc. But as everybody will die, sooner or latter, it's a wise thing to get ready for death. The list continues.

The example above may be too vivid, but it can give you some idea of how to start. You may begin with *How to*. Then follow that with *Why* or vice versa. Here is the list of examples:

How to lose weight in 7 days [Why do people want to lose weight?]
How to have more friends [Why having more friends is a good thing? What is good?]
How to grow a mango tree
How to talk to a baby
How to clone a human
How to build a rocket to Mars
How to build a time machine (With respect to Paul Davies)
How to cook Tom Yum Koong
How to speak Malay
How to meditate
How to train your dog
How to be happy/happier
How to improve your pronunciation
How to teach English better
How to improve your test scores
How to make more money
How to grow grasses
How to be successful in your relationship
How to live longer and happier
How to build a website
How to write a short story
How to invest your money
How to read faster
How to write a thesis
How to write a better thesis
How to pass exams easily
How to ride a horse/ a buffalo
How to study English better

How to be (more) creative
How to improve your thinking/think critically
How to make your bed
How to play golf/piano/guitar
How to remember your students' names
How to make people love you
How to live in peace
How to manage your life
How to take notes
How to teach pronunciation
How to manage your money
How to run faster
How to improve your memory
How to forget your past
How to make people feel good, and so on.

Don't forget to follow the how with the why. How to build a website should be followed by Why do people build websites?

Try *What*. And follow by Why.

What the elders have said [Why did they say that?]
What my father used to tell me [When and why did he tell me that thing?]
What the villagers want to have [Why do they want them?]
What I would like to see happen in my town
What the students want to tell me about their learning
What I have told my students
What I did last summer
What I intend to achieve this month
What the students have eaten for lunch
What the students want to read
What my parents do when I'm in school, and so on.

Another technique is to begin with numbers. There are many examples of this on the Internet.

10 things I would do if I were the president
10 ways to improve our soil
100 useful hints for TOEFL/IELTS
100 ways to say I love you
50 ways to say thank you
50 things to do before I turn 50
10 things my students never told their parents
10 things my town people should do in order to make our town a better place to live
10 books I must own
500 ways to lose weight
100 things you can do with used newspapers
500 words my students should know
100 cities I want to visit
10 people I want to meet

100 lies the politicians tell you
10 habits of the Olympics' gold medal holders

I find it delightful to work with others. In fact cooperative writing or working with others brings joy in life. Such an experience would also enable one to learn from more and less capable peers. You can also put it down on your notes. Places and time affect your writing. Creativity can occur anytime. Over coffee or tea, you may come up with novel ideas for writing.

Often, when you write in English, you will feel small. The language may scare you off. My advice is to move on. You may sabotage yourself by trying to justify something or thinking too much about your competencies. Excuses like 'I'm not doing it good enough.' Or 'Somebody else has already done it. I can't compete with that.' The best way to overcome that sort of thinking is to keep on writing. It's part of your journey.

The Role Support

'We English teachers can learn and should learn to write better' is another assumption of this paper. This realization is very important. We are not going to be a bunch of wackos who do crazy things. There are many myths and misconceptions about writing and about writers. The whole orientation is important because the target audience is the students, so the intention is not only to teach, but to make them learn both forms, contents, and to raise their awareness. Yet, support is crucial for this kind of endeavor. In addition to language support, time is also very important. No doubt about it, we need time to sit down and write down our ideas and feelings.

You need time to reflect and time to write, and rewrite. If your institution is supportive, it is also wonderful. If not, do something about it. Imagination has no limit. Come to think about it, time is something each of us has in equality. Often, we blame everything on time. Time should not become an excuse for not writing.

Use technology wisely. The Internet is neutral, so its value lies in its use. Word processor software has features and functions that help with spelling and basic grammar. Read other works online and study them. Stories we wrote needs a medium to carry its contents. Many have turned to online publishing and it looks promising. This new option is well-suited to today's computer literate and internet-savvy younger generations.

With today digital technologies, we can present our writings on the Internet e.g. through Wordpress blogs for sharing and reflection. Opportunities seem endless. With the Internet, publication has become easier. Online communities can flourish. For example, you can go to www.poetry.com and submit your haiku and poems.

Join and participate in communities. Brain research has suggested that brains are social organisms, needing social stimuli (Kagan, Gardner, & Sylwester, 2002). We need support for others, who may possess higher or lower qualities than us. This is what Lev Vygotsky has proposed as being a condition for learning. We learn from each other, from those who are different from us. In language learning, the mantra of talking to people is what really matters. *Talk to People* entered my consciousness three years ago when I was trying to find a better way to make people learn English. I read books, articles, and so on. What struck me was Carl R Rogers' idea of having a healthy learning context: "...if the *context* for learning is properly created, then human beings will, in fact, learn everything they need to" (Brown, 1994, p. 86). In this regard, *context of learning* seems to be the key. I also feel that somehow you have to create a healthy learning context for yourself. My concept of 'talk to people' stamped into my mind

when my Bangladeshi friend, Moin, and I were browsing at a shopping mall in Canberra about three years ago. I wanted to improve my English so I applied the context of learning by creating opportunities for me to practice my English. At that time we had different opinions. Moin's idea was to talk to yourself. That's what my teacher told me and it worked for me,' he said. . The ideas of self-talking goes something like this: 'I'm now in the room and I'm walking to the door. I have opened it. What I can see outside is wonderful. There are trees and flowers, and so on.' Another idea is to 'talk to people'. Upon reflection, talking to people allows you to access more stimuli. Under the flagship of the Interaction Hypothesis, one way to create learning opportunities is to interact with other people, in as many ways as possible.

5. Conclusion

English is a language that can bring and give us power. Beyond communication, it gives us 'voice'. When properly perceived and utilized, it has power to develop a country. Thailand should approach English as a global language and really use it in their society. The author has called for Thailand to seriously embrace English, not as a foreign language, but a truly global one, and Thai teachers and the Thai public to 'voice their soil and soul' in English. This does not mean or suggest that Thailand's national language, Thai, is ill-equipped to voice Thai cultural values and identities. Narratives expressed in English would help make Thailand locally and internationally strong and sustainable.

The author has proposed that one way to look after Thai culture is to do it through creative writing activities. This would be a big leap for Thailand. With proper content and process, it would be a factor contributing to Thailand's sustainable development, giving voice to the voiceless . The author has stated some reasons why English teachers should tell their stories through writing. The author has also used two short stories as examples. It is suggested that support and right mindset are crucial for this endeavor.

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Heutogogy as a 21st Century Model for English-language Teacher Professional Development at University: Gauging Readiness for Self-determined Learning through Online Communities of Practice

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Abstract

Within the context of an evolving 21st Century learning landscape and increasing interest in social learning, educational institutions have tried to imitate and harness the valuable learning that takes place within naturally arising communities of practice (CoPs). This has often taken the form of online professional development (PD) courses designed to promote collaborative learning. However, such ‘artificially created’ CoPs often defeat the inherent nature of learning that takes place within them, that of informal self-determination. *Heutogogy*, or the study of self-determined learning (Hase & Kenyon, 2000), suggests that learners take complete charge of their learning by both setting their own learning objectives and electing their proper paths towards achieving those objectives. Are English-language teachers ready to apply principles of *heutogogy* towards their own professional development? This exploratory study looked at a cohort of Mexican teachers studying online and attempted to gauge interest in participating in an informal CoP through an online social network (OSN). Specifically, participants were asked to select and comment on the most and least desirable aspects of a recently completed online course and indicate their future preferences and motivational incentives for online PD. Findings revealed that although most teachers did not yet possess the will for fully self-determined PD, certain design features of an OSN including strong input from experts, instructors and stakeholders as well as extrinsic motivational tools to encourage participation may tip the odds in its favor.

Keywords: Communities of practice, heutogogy, online learning, professional development, social networks

1. Background

We now understand the important role that society and culture play in learning as individuals actively co-construct meaning through their social interactions mediated by historical and socio-cultural artifacts: language, tools, technology (Clark, Dodd, & Coll, 2008). Lave and Wenger (1991) developed the concept of community of practice (CoP) to describe the naturally arising social learning systems occurring as groups pursue a shared enterprise, or practice. Through varying modes of participation, individuals develop their identity and help shape the community’s shared meanings or culture (Wenger, 1998). When newcomers join the community and engage with its members, their increased participation or enculturation constitute a salient learning trajectory, that of *legitimate peripheral participation* (Lave & Wenger, 1991). As communities evolve and elders leave, they leave behind their legacy through their influence on the historical artifacts (tools, tales, traditions) of the group (Reil & Polin, 2004). Thus, CoPs endow organizations with a natural self-perpetuating form of knowledge management and professional development (PD).

Our increasingly connected world has now created new conditions under which individuals can interact and collaborate meaningfully (Nunes & McPherson, 2007). In fact, such is the learning landscape evolving that it has led some (Downes, 2005; Siemens, 2005) to suggest that we transcend

contemporary constructivist thought by proposing *connectivism* as a new learning theory stemming from an ever more distributed knowledge environment. Kligyte (2009) used Downes and Siemens' term *connectivism* to describe a new learning paradigm where learners can access endless sources of information and collaborate to co-construct knowledge. In such environments, "knowledge is actuated through the process of a learner connecting to and feeding information into a learning community" (Kop & Hill, 2008, p. 2). Normally localized and 'on site' CoPs now find themselves operating online with Web 2.0 tools allowing for ease of interaction between members of a shared practice (DeSchryver, Mishra, Koehler, & Francis, 2009). Never has it been easier for geographically dispersed practitioners to create a sense of community online.

However, our new global information society provides an important set of challenges for learners. The stakes are higher as organizations require an ever more capable workforce (Fischer & Sugimoto, 2006; Hase & Kenyon, 2003; Kibrick, Es, & Warschauer, 2010). The constantly changing information landscape forces learners to adopt new lifelong learning practices as learning to know becomes more important than simply 'knowing' (Siemens, 2005). In the wake of information hyper-abundance communicated through a proliferation of multimodal and hybrid media types, learners require new forms of literacy to 'cope' with the 21st Century learning landscape (Potter & McDougall, 2017). And teachers are certainly no exception. As they educate others, they themselves must be the first to embark on this journey of lifelong learning and new literacies. Thus, never before has it been so urgent to use the affordances of the 21st Century landscape to assist in teacher PD. How then do we accommodate teachers as they carve their paths through this rugged landscape?

It is not surprising that educational institutions have tried to imitate and harness the valuable learning that takes place within naturally arising CoPs to provide PD opportunities for their teachers and remain competitive (Laferriere, Tremblay, Allaire, & Hamel, 2007; Monaghan, 2011; Thompson, 2005). These initiatives have often taken the form of Web-supported community learning through formal courses (Mackey & Evans, 2011; Monaghan, 2011). Course administration is mostly done through a learning management system (LMS), which provides institutions with the software necessary to effectively manage courses while giving learners affordances conducive to community learning, such as asynchronous discussion forums or collaborative wikis (Gulati, 2008). However, it has been argued that the use of the LMS has often centered too heavily on simply providing content (Blackall, 2005) and that course developers too-often resort to traditional pedagogies in their design of online learning environments (Nunes & McPherson, 2007).

Furthermore, such 'artificially created' CoPs often defeat the inherent nature of learning that takes place within them, that of informal self-determination. In its strictest sense, CoPs arise on their own (Thompson, 2005) through naturally formed social relationships (Hildreth, Kimble, & Wright, 2000) that develop and mature over time (Reil & Polin, 2004). Although the sense of spontaneity, freedom and self-perpetuation evoked by such characteristics may not well represent a cohort of teachers participating in online PD courses, examples of formal PD operating under CoP principles have been well documented (Andersson & Hellberg, 2009; Hartnell-Young, 2006; Monaghan, 2011; Waltonen-Moore, Stuart, Newton, Oswald, & Varonis, 2006). However, Mackey and Evans (2011) found a great dissonance between the type of participation found in informal CoPs and formal online courses: members "were focused on their own learning needs and were not looking for social engagement or sustained connections with others in the online environment" (p. 8). Gulati (2008) has also argued that the type of forced participation common in current online courses overshadows "important elements necessary for learning embedded in the constructivist philosophy" (p. 189). Laferrière *et al.* (2007) concluded that, "[i]nstitution-based virtual communities provide resources and structure for participation [but] educational institutions' dominant organizational culture continue to act as deterrent" (p. 1028). And finally, Thompson (2005) made an interesting conjecture: "If communities of

practice [...] are best understood as fluid social relations, enacted among a self-selected group of participants, then are they best left alone, free from ‘interference’ by organizational managers and policymakers?” (p. 151).

This situates our dilemma: How can educational institutions take advantage of informal learning while still maintaining some form of control over their employees’ professional development? Can we give university teachers full control over their own learning? The rationale for conducting this study revolved around making informed decisions as a large global network of higher educational institutions looked ahead and wished to provide a more flexible PD framework for its globally distributed English-language teachers.

2. Literature

In 1970, Malcom Knowles established a set of educational principles and conditions intended to assist adult learners by taking their autonomy into account, a concept he named *andragogy* (Burge, 1988). As a notion transcending traditional pedagogy, this theory of self-directed learning has found value in informing PD practices as it advocates meeting the immediate, real-life needs of learners through non-threatening, developmental training. Andragogy also draws significant attention in distance e-Learning because it provides a rationale for its self-directed demands (Burge, 1988). *Heutogogy*, or the study of self-determined learning (Hase & Kenyon, 2000, 2003), takes androgogy one step further and suggests that learners be able to take complete charge of their learning by both setting their own learning objectives and electing their proper paths towards achieving them. As a theory based around developing capable people in the workplace, heutagogy “recognizes that people learn when they are ready and that this is most likely to occur quite randomly, chaotically and in the face of ambiguity and need” (Hase & Kenyon, 2003, para. 6).

Although heutogogy as an emerging paradigm has yet to proliferate in the literature, we can see that its principles are not new as it strikes an uncanny resemblance to the concept of CoPs. In the same way that heutogogy is framed around flexible learning practices by recognizing that learning can happen at any time provided the right conditions, CoPs advocate learning through informal collaboration in a meaningful, supportive setting where “students make all the decisions about what they are going to learn and how they are going to learn it” (Monaghan, 2011, p. 432). It is not difficult then to imagine the ideal PD framework as an informal community where members are fully self-determined. Principles of heutogogy then offer salient possibilities for institutions wishing to develop a sense of CoP within their PD structures. Hase and Kenyon (2000) have advocated that in vocational education, such as teacher PD, heutagogy may provide the solution to hitherto failures, and they have gone as far as suggesting that heutogogy “may well provide the optimal approach to learning in the twenty-first century” (para. 1).

As Fischer & Sugimoto suggested, when considering technologies and learning tools through which to implement teacher PD, we should develop media and environments that “support ‘new’ frameworks for lifelong learning, such as integration of working and learning, learning on demand, self-directed learning, information contextualized to the task at hand, (intrinsic) motivation, collaborative learning, and organizational learning” (2006, p. 35). Unfortunately, as explained earlier, traditional use of LMS technologies as vehicles to implement and deliver formal PD course content has often failed to promote community building and collaborative learning. Online social networks (OSNs), on the other hand, provide compelling alternatives (Chuang & Ku, 2010; DeSchryver et al., 2009; Ozkan & McKenzie, 2008; Yuen & Yuen, 2008). The development of online CoPs through social networking sites in professional education provides a salient opportunity for the merging of formal and informal learning practices in the workplace (Karam & Majumder, 2010). Typically, OSNs allow for ease of interaction

through synchronous and asynchronous discussion facilities (live chats, video calls, messaging); increased collaborative facilities through file, photo and video sharing; ease of community building and networking through access to databases of users and friends with similar interests; broadcasting facilities; and the creation of personalized profiles (Ozkan and McKenzie, 2008). Online SNs may provide all of the necessary ingredients for a truly collaborative learning environment (Caudill, 2011).

Although OSNs may provide institutions with the type of environment opportune to apply principles of heutogogy, as Chu and Tsai (2009) mention: “to understand the preference of an adult in a constructivist online learning environment means not only providing adult learners with opportunities to experience a student-centered and more controllable learning setting, but also retaining and motivating adult learners in lifelong learning” (p. 490). Thompson (2005) argued that organizational efforts to build and nurture structural components of CoPs within their organization may prove much easier than actually “persuading people to interact around these structures” (p. 151). People must identify with and feel motivated to participate in CoPs for them to work. And by considering heutogogy as a strategy to empower mature learners, Canning (2010) concisely concluded:

To emerge as meaning-makers and agents of change, students have to possess the desire to share and reflect on their practice. To sustain a paradigm of heutogogy students have to embrace this and feel confident and empowered through their own motivation to create learning opportunities, and they have also to embrace a learning culture of openness to exchange with others. Only then will students become their own regulators of reflection, developing new meaning for their own understanding and empowerment. (p. 70)

The fact remains that regardless of the educational model we adopt, learner motivation will always be the determining factor for success and thus the never-ending challenge of all educators. However, educational practices that better lend themselves to professionals’ habitual practices may provide solutions. OSNs are applications that learners frequently access by choice and voluntarily spend a great deal of time using (Caudill, 2011; Karabulut, Braet, Lindstrom, & Niederhauser, 2009; Ozkan & McKenzie, 2008). However, although commercial platforms like Facebook may provide wide arenas for community learning, their distractive nature can be a hindrance (Vivian, 2011). There is a need then for educational institutions to develop their own social networking sites (Ozkan & McKenzie, 2008). What if we then provided teachers with a custom-made online platform with social networking affordances for them to build their own CoP as part of their PD practices? The rationale for doing so must first be explored in terms of potential motivation to participate in such self-determined, community learning. This inquiry drives our research: if given an interactive platform where teachers can build their own virtual CoP and determine their own professional development needs, will they participate? This study used principles of heutogogy as a theoretical framework to *gauge interest in informal self-determined community learning with a group of English-language teachers who had recently completed a formal online professional development course*.

3. Methods

The participants in this study were a purposefully sampled group of eighty English teachers in a large Mexican university with campuses widely distributed across the country. All participants had experienced formal online PD by taking an institutional training course delivered through an LMS. The course included multi-media content and various mandatory collaborative tasks, typical of traditional online pedagogy (Gulati, 2008). Of the cohort, just over a third (N = 31) voluntarily participated in this study.

Through an anonymous and secure online survey, data were collected to discover the most and least desirable aspects of the institution’s current PD structure and to gauge potential interest and

motivational incentives for informal self-determined learning. The survey allowed participants to select what they thought were the most and least useful aspects of the course and add qualitative comments through systematic elicitation (Guest, MacQueen, & Namey, 2012) to elaborate on the reasons behind their choices and enhance our analysis. Participants were also asked to select and comment on their future preferences for formal or informal learning, as well as preferred time commitments for self-determined learning. Finally, participants were asked to select or provide their valued incentives for participating in informal, self-determined online community learning. Basic descriptive statistics were used to analyze participants' responses to pre-determined categories in the survey, and textual data responses were examined for themes consistent with our theoretical framework.

4. Findings and Discussion

Data collected provided useful insights into this cohort's learning preferences and can assist in making informed decisions in designing an OSN for teacher PD. One striking discovery was that although a fair number of contributors saw the value of online discussions (35.5%), almost half (45.2%) saw the collaborative aspects of the course as being of the *least* useful activities. The reason for this may be due to what Gulati (2008) has referred to as the "normalising influence of participatory requirements" (p. 186) in which forced participation in online discussion forums contradicts the actual constructivist learning the activity is meant to promote. Social networks where members participate 'at will' may provide solutions to such problems. However, it is also apparent from a few contributors' comments that they are much more interested in interacting with an expert (i.e. course tutors) than they are with their peers: *"I do not like to read opinions of people that do not have the experience [...] I'd rather learn from the experts."* This confirms research by Norton and Hathaway (2011), which concludes that collaborative learning environments necessitate more than peer-to-peer type conversations, but also significant interaction with mentors or experts to be of value to learners. This also aligns well with the CoP model when considering learning through legitimate peripheral participation at the boundaries of communities (Lave & Wenger, 1991).

While some participants did respond positively to discussion forums (*"colleagues expose very interesting opinions"*), results have shown a greater overall response towards reflective practices (blogging) and the provision of content (through online multimedia). In the former, only one contributor rated reflective practices negatively while 39% saw these amongst the most beneficial activities, thus allowing learners to *"analyze the extent to which the course was having an effect on [them]"* and engage in practices seen as *"necessary in order to be a professional teacher."* The latter popularity of online lesson activities contradicts speculations by Blackall (2005) that traditional LMS courses focus too highly on providing content. In this study, 64.5% of contributors saw learning through structured online activities designed to provide content (i.e. lessons) as one of the most useful parts of their course, while 28.5% thought the contrary. As one participant put it, *"they provide meaningful learning and practice."* This may, on the one hand, provide some insights on the rather traditional learning styles in Mexico (*"learning online really complement what we all know as formal education"*) but more importantly help platform developers make informed decisions in the design of platforms used to support virtual CoPs. There will be a need to provide rich resources and content – e.g. Chua & Bernardo (2011) suggest integrating access to scholarly articles – while providing affordances for self-reflection.

The markedly varied reactions to the distinct aspects of the formal online courses provide evidence for differences in learning styles and processes. Although continuous PD through an informal online CoP proved to be the least desirable form of study for respondents (preferred by only 6.5%), the affordances of an OSN may still provide an arena for participants to explore learning processes that best suit them without, as Gulati (2008) puts it, "objective control over the learning processes [that] limits the

opportunities for democratic knowledge construction” (p. 187). However, as this study and others have shown, some form of control will be necessary: “the success of e-learning programs may depend on the successful matching of trainees’ preferences for learner control with the actual level of control provided by the e-learning program” (Kraiger & Jerden, as cited in Orvis, Brusso, Wasserman, & Fisher, 2010, p. 61). There is plenty of evidence to concur that the self-directed/-determined readiness of online learners may not be at the level adequate for totally independent learning and that significant scaffolding from instructors may be necessary (Ashton & Elliott, 2007; Beetham, Littlejohn, & McGill, 2010; Fischer & Sugimoto, 2006; Kicken, Brand-Gruwel, & van Merriënboer, 2008; Langemeyer, 2006; Waltonen-Moore et al., 2006; Wang, Peng, Huang, Hou, & Wang, 2008). The findings in this study confirm this as contributors themselves see the need for structure: “*studying formally through online DM [Developmental Modules] instills discipline [...] it’s quite important to specify when and how to work.*” This informs the need to populate an online SN with experts who engage members and provide the basic content and framework around which online activities revolve, all the while allowing and supporting the emergence of any novel learning artifacts members may create.

Attempts at gauging possible time commitments and incentives for informal learning indicated that respondents would be willing to spend on average two hours per week on such practices for both intrinsic and extrinsic motivational gains. However, as informal online CoPs proved to be the least favored PD style, questions arise as to whether an OSN would be successful for PD purposes, but through this study, it was possible to determine certain design features that will tip the odds in its favor. One such feature may be the provision of gaming-type credits in the form of tokens or points that may be traded in for more formal or “*recognized proof of learning*” (as one respondent put it).

There were a number of limitations to this study (e.g. small sample size and no opportunities to probe deeper into participant responses), and although useful information was gathered about this specific cohort, results cannot be used to make general claims about online learners’ PD preferences in other contexts.

5. Recommendations

This study attempted to gauge readiness for English-language teachers to form an online CoP as their institution prepared to develop a custom-made platform to support their PD needs. Assuming that English-language teachers are all self-determined and motivated to participate in informal, self-determined learning through an OSN is most likely a utopian aspiration. Generally, within the cohort under investigation, interest in self-determined learning was very low. Although most have a desire to reflect on their own practice, the sentiment is not distributed equally in relation to the sharing of ideas and collaboration. It is also apparent that respondents’ feelings of confidence and empowerment to create, as Canning (2010) described, “their own [...] learning opportunities” (p. 70) are not sufficient to sustain a paradigm of absolute heutogogy within a PD framework. Despite the fact that the results of this study are not extendable to other contexts, we can gather from the literature that the process of building online CoPs as part of teacher PD generally requires significant support on the part of administrators, thus making it difficult to fully replicate the informal learning naturally occurring in such communities.

However, the results of the study have provided useful insights into the design features of our OSN that would tip the odds in its favor. In order to be successful, a custom-built OSN would need to provide not only venues for discussion and collaboration *with experts*, but also rich content, affordances for self-reflection, and a variety of motivational incentives for participation that extend beyond purely intrinsic desires for learning. When designing an online learning platform for teacher PD, it is unwise to assume

that social learning through CoPs will arise spontaneously and informally without significant contribution and input from instructors and stakeholders.

6. References

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Do female and male ethical leaders and employees perform differently on job?

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Abstract

Current study explores gender differences / similarities in terms of ethical leadership behavior of leaders and employees' in-role performance and extra-role performances. Purposive sampling technique was used to collect data for present study. The participants involved principals / vice-principals, headmasters / deputy headmasters from one hundred seven different public schools. Of total 300 distributed questionnaires, 237 received back participation rate 79%. Finally, 220 questionnaires were selected as per present research criteria. The findings of present study depicted some gender differences between female and male ethical leaders. Moreover, male leaders were less ethical than female counterparts. Additionally, results of the study have indicated similarities between both female and male employees' in in-role and extra-role performances (OCB, CWB). Therefore, it is recommended that no discrimination should be kept when it comes to selection of female and male employees with equal qualifications. The women will benefit from this study in selection and promotion. The recruiting agencies may use findings of present study in candidates' selection.

Key words: Ethical leadership, In-role performance, Organizational citizenship behavior, Extra-role performance, Counterproductive work behavior

Introduction

In the world of competitiveness, it has become necessary for leaders to understand people from diverse cultures and gender. They should understand their differences and similarities. Employees in an organization are considered as an asset, pro-active and such employees are considered to improve organizational effectiveness. This kind of pro-active behavior is informal in nature. The aspect of organizational citizenship behavior has been studied to explain efficiency of organizations, and organizations are supposed to promote such behavior. On the other hand, globalization has caused increased competition for survival and market shares, which has in turn mounted pressure on employees. Growing pressure increases aggression within the organization, making violence among workers more frequent. In recent years, occupational stress has taken the form of epidemic, affecting employees across most of the sectors and industries. The cost of such behaviors can be harmful for organizations. These deviant behaviors might affect productivity, decision-making, and financial costs at all levels of the organization.

The role of females in industrialize countries is continuously changing due to changes in social and economic conditions (Stedham & Yamamura, 2004). Pakistan now has higher percentage of females employed than in the past; therefore, it is essential to deepen our understanding about leadership behavior and performances. The trends have shown that females and males behave similarly in their leadership (Diekmann & Eagly, 2000). Moreover, Kanokorn, Wallapha and Ngang (2013) suggested that age, gender and experience should be discussed when considering ethical leadership. So it is necessary for us to look for differences and similarities in both sexes for the sake of reducing negative behaviors and increasing the frequency of positive behaviors.

Purpose

Major aim of current research is to investigate gender differences in leaders' behavior and gender similarities of in-role and extra-role employees' performances in public educational institutions.

Research questions

Present study attempts to answer two research questions:

1. Do ethical leaders behave similarly or differently as gender?
2. Do employees perform similarly or differently as gender?

Contributions

Firstly, Present study has its contributions as it explores whether gender differences or similarities exists in ethical leadership behavior.

Secondly, this study contributes by investigating relationship of gender in in-role and extra-role performances in neutral-type job.

Thirdly, this research is conducted in the context of government sector educational institutions in Islamabad, Pakistan, a collectivistic and non-western culture. This context has been relatively rarely been attempted in previous researches.

Theoretical frame work

Ethical leadership and Gender

There have been considerable changes in leadership theories over the last few decades, from their center of axis from managerial functions and economic based leader-follower exchanges toward more stress on the interpersonal dynamics taking place in the leadership process (Hannah et al., 2014). Literature to date includes many theoretical conceptualizations of ethical leadership and its functions. Ethical leadership has normally been defined in terms of normative business ethics. A normative approach to various subjects in business ethics is concerned with defining how individuals ought to behave in the workplace (Brown, 2007). They coined widely shared explanation of ethical leadership as "*The demonstration of normatively appropriate conduct through personal actions and interpersonal relationships, and the promotion of such conduct to followers through two-way communication, reinforcement, and decision-making*". Researchers like Detert et al. (2007); Walumbwa and Schaubroeck (2009); Piccolo et al. (2010) have used this definition in their studies. This definition, as mentioned above, has been considered as most suitable approach in academic literature in ethics and leadership. Majority of researchers have developed their work on this conception.

Ethical leadership has two dimensions as discussed by (Brown et al., 2005; Trevino et al., 2000a) in their researches. First dimension has been recognized as *moral person* and second dimension has been recognized as *moral manager*. Trevino and his colleagues interviewed many executives for their ethical leaders, according to their view, being a moral person is who does right things, make good

decisions and cares for others. The moral person dimension provides the base for ethical leadership and is vital in the development of a positive reputation for ethical leadership as decisions, traits and behaviors are characteristics of the leader. He is a leader who priorities ethics in his activities.

In a man dominated culture, gendered choices and expectation have placed men as effective and powerful defenders while impeding the efficiency of women (De Vries, 2015). These normatively male and female styles of management may be culture specific (Ladegaard, 2012). Additionally, Schuh et al. (2013) indicated in their four studies that males consistently showed higher power motivation than females. However, Hovden (2010) pointed out that certain types of stereotyped and masculinity perceptions of gender are an essential part of the prevailing leadership dialogue in the organizations. On the other hand, people think that roles of gender have become highly equitable and specifically have seen greater agentic attributes in the gender role of females. Transformational leadership behavior was weakly displayed by female leaders which were conforming to their current gender role (Bark, Escartín & van Dick, 2014). Similarly, Brescoll (2016) pointed out that gender and emotions do not only directly hurt the opportunities of female leaders success but cause damage to organizations through stereotyped and biased female leaders recruitment too, therefore, incompetently utilizing complete talent pool.

Usually, men leaders display more challenging behavior while women leaders display more enabling behavior (Brandt & Laiho, 2013). Moreover, Johnson, Murphy, Zewdie, and Reichard (2008) suggested that feminine leaders required displaying together strength and sensitivity to be efficient while male leaders only needed to display strength. However, in a worldwide study by Emmerik, Wendt and Euwema (2010) female leaders used both initiating structure and consideration behaviors more than male counterparts. Barbuto, Fritz, Matkin, and Marx (2007) Showed that leadership behavior was slightly influenced by gender of the leader. The interaction of education and gender showed constant difference in behaviors regarding leadership. Similarly, McCann and Holt (2009) indicated that no gender differences existed in the rating of supervisors as ethical. On the other hand, Holtbrügge, Baron and Friedmann (2015) suggested that personal attributes of follower such as age, gender, and big five personality traits have more influence on ethical attitude than organizational conditions such as organizational culture in the workplace (Mulki, et al., 2009). In contrast, some researchers suggest small number of differences or no differences in leadership behavior of females and males. Dobbins and Platz (1986) pointed that there were no differences in females and males task-oriented and relationship styles. Present study proposes that

Hypothesis1: There exist no gender differences in ethical leadership of females and males

In-role performance and Gender

Performance may be classified into in-role performance and extra-role performance. In-role performance may be clarified as “*Necessary and expected behavior, and is the basis of regular and ongoing job performance*” (Van Dyne and LePine 1998). Employee’s performance on job is his / her single most important product to the organization (Hunter, 1986) and it contains various elements (Wallace & De Chernatony, 2009), and relationships between employee and organization are important for improving constructive attitude and employees’ performance (Koh & Yer, 2000). As the success of an organization commended upon commitment of employees, creativity, and innovation, therefore, organizations needs employees with high performance (Ramlall, 2008). Griffin et al. (1981) suggested the need for research on individual employee performance in general is essential to society.

Gender differences have been confirmed in various fields (Neumark, 1996), and various factors influence job performance (cf. Daft, 2003). Dhani and Sharma (2017) noted differences in job performance of females and males with females performing better than men. Gender differences are alarming for females when it comes to selection of equally qualified females and males. Burleson et al. (2006) suggested that gender is an important indicator in some specific jobs. However, present study proposes that

Hypothesis2: There exist no gender differences in job performance of females and males

Extra-role performance and Gender

Performance may be identified as in-role performance and extra-role performance. Extra-role performance may be clarified as “*performance that is not identified in advance, not formally rewarded and not disciplined if the tasks are not performed*” (Van Dyne and LePine 1998). Additionally, researchers, MacKenzie, Podsakoff and Ahearne (1998) pointed out that both in-role performance and extra-role performance are interwoven. Where, in-role performance anticipated job satisfaction, organizational commitment and extra-role performance served as an outcome of these two factors.

1. Organizational Citizenship behavior

Organizational citizenship behavior is intrinsically moral in that organization member choose to perform a behavior that benefits another individual, usually considered as virtuous, over one that is not (Graham 1995). As cited in the work of Organ (1988), who theorized organizational citizenship behavior as “*the discretionary behavior of organization member that transcends the formal requirements of the job and reward systems which strengthens the effective functioning of the organization*”. Bolino et al. (2010) added that organizational citizenship behavior has been conceptualized as a good thing for both employees and their organizations. However, both positive and negative influences of organizational citizenship behavior should be carefully evaluated.

Current research has indicated to the category of employee’s behavior that as a whole should advantage the business, and that may be unrelated to specific employee’s job description. Constructs such as pro-social organizational behavior (Brief & Motowidlo, 1986), organizational citizenship behavior (Organ, 1977, 1988), extra-role behavior (Van Dyne, et al., 1995; Graham, 1991), and currently, contextual performance (Organ, 1997; Borman & Motowidlo, 1993) explain such category of behavior theoretically. There may be agreement on the being of such behaviors but still there persists disagreement among the theorists regarding best suitable term for such behaviors and their definite dimensionality.

Researchers have found the evidence that relationship between gender and organizational citizenship behavior exists. Moreover, these gender differences may vary depending upon type of job (Farrell & Finkelstein, 2007). Researchers, Allen & Rush (2001) suggested that females were performing more organizational citizenship behavior as compare to males in in male-typed and gender-neutral jobs. However, contrarily, little evidence of gender differences was found in performance of organizational citizenship behavior (Podsakoff et al., 2000). Similarly, Ehrhart and Godfrey (2003) indicated that females and males showed similar extent of organizational citizenship behaviors. Present study proposes that

Hypothesis3: There exist no gender differences in organizational citizenship behavior of females and males

2. Counterproductive Work behavior

Due to rising of various corporate scandals, majority of employers are looking into counterproductive work behavior of their employees (Appelbaum, Deguire & Lay, 2005). Ethical leaders should prioritize to minimize such negative behaviors of employees that set a distinct threat to image and organizational functioning. Organizations are confronted with difficulty between eliminating unethical behaviors and promoting positive organization behaviors of employees.

Counterproductive work behavior may be clarified as “*Voluntary behavior that violates organizational norms and threatens the well-being of its members and/or organization*” (Robinson & Bennett, 1995). This statement focuses on violation of workplace norms intentionally performed by the employee with the intentions to harm other persons or business or both. Such behaviors are naturally volunteered as employee either has motivational deficiencies to follow the normative beliefs of social environment or they become motivated for violation of normative beliefs (Robinson & Bennett, 1995). Various researchers have differently named such negative behaviors over the decades, such as misbehavior in organizations (Sagie et al., 2003), organizational misbehavior (Vardi & Wiener, 1996), , Organizational aggression (Spector, 1978), dark side of organizational behavior (Griffin & O’ Leary-Kelly, 2004), antisocial behavior (Robinson & O’ Leary-Kelly, 1998), Dysfunctional behavior (Griffin & Lopez, 2005) and counterproductive work behavior (Spector et al., 2006).

Gender and race are the most important demographic factors in relation to finding individual differences (Zhu et al., 2014). Researchers, Spector and Zhou (2014) found smaller differences in counterproductive work behavior between females and males, with males involving additionally than females due to specific personality features or perceived great level of stress at work place. Present study proposes that

Hypothesis 4: There exist no gender differences in counterproductive work behavior of females and males

Method

Sampling and data collection

Total of 120 Federal Government Institutions in Islamabad, Pakistan were selected for data collection where principals / vice-principals, headmasters / deputy headmasters were thought to be working for at least one year. Data were collected through purposive sampling technique. Condition of one year working in the same institution was imposed by the researchers for the participants to fill in the survey questionnaires. As duration of one year in an organization is fair enough for the leader and the employees to get to know each other

Of total 120 schools, principals / vice-principals, headmasters / deputy headmasters from one hundred seven Institutions who were working for more than one year volunteered for providing data on four research variables. Out of which primary schools were 43, middle schools were 06, and secondary schools were 47 and higher secondary schools were 11. The questionnaires were personally administered. The responses were kept strictly confidential. The researchers got back 237 questionnaires with participation rate approximately 79% and punched them in SPSS data file. Out of which 17 records were deleted due to their incompleteness and invalidity. Finally, researchers had 220 survey questionnaires at his disposal for further statistical investigation. Of these 220, male were 90 and female were 130.

Measures

For measuring ethical leadership, Yukl et al., (2011) ethical leadership Questionnaire (ELQ) with 15-items was used. The participants self-reported their own ethical leadership behavior. Organizational Citizenship Behavior Scale developed by (Smith, et al., 1983) with 10-items was used to measure Organizational Citizenship Behavior. Counterproductive work behavior was measured using Bennet and Robinson's (2000) scale of Workplace Deviance with 19-items. Employee performance was measured using 11-items measure from task performance measure by (Tsui et al., 1997). Participant in the research rated their subordinates.

Results

Analysis of differences

T-test has been performed to find differences between categories of gender on ethical leadership, employees' in-role performance and extra-role performance.

Table 1: Female vs. Male (Ethical leadership)

| | |
|------------------------------|-------|
| <i>EL-Female</i> | |
| Size of sample | 124 |
| Mean of sample | 4.355 |
| Standard deviation of sample | 0.478 |
| <i>EL-Male</i> | |
| Size of sample | 96 |
| Mean of sample | 4.132 |
| Standard deviation of sample | 0.605 |
| t test | 3.061 |
| p value | 0.002 |

Table 1 displays results of Independent Sample t-test, $t(218) = 3.06$, $p < 0.05$, Means = 4.4 and 4.1. In relation to ethical leadership, as shown from t-test for differences in two mean, at 0.05 level of significance, hypothesis H1 is not supported because calculated t value (-3.061) did fall within the critical values. Also, because the p value (0.002) is smaller than $\alpha = 0.5$, there is significant confirmation to reject the hypothesis H1. Hence, differences between ethical leadership of females and males existed. Additionally, it was found that leadership of females was more ethical than males.

Table 2: Female vs. Male (Job Performance)

| | |
|------------------------------|--------|
| <i>EP-Female</i> | |
| Size of sample | 124 |
| Mean of sample | 3.744 |
| Standard deviation of sample | 0.6007 |
| <i>EP-Male</i> | |
| Size of sample | 96 |
| Mean of sample | 3.599 |
| Standard deviation of sample | 0.696 |
| t test | 1.996 |
| p value | 0.047 |

Table 2 displays results of Independent Sample t-test, $t(218) = 2.00$, $p > 0.05$, Means = 3.7 and 3.6. In relation to job performance, as shown from t-test for differences in two mean, at 0.05 level of significance, hypothesis H2 is supported because calculated t value (-1.996) does fall within the critical values. Further, because the p-value (0.876) is larger than $\alpha = 0.5$, there is significant confirmation to support the hypothesis H2. Therefore, no differences between job performance of female and male employees were found. Hence, female and male employees behave similarly in relation to in-role performance (job performance).

Table 3: Female vs. Male (OCB)

| | |
|------------------------------|-------|
| <i>OCB-Female</i> | |
| Size of sample | 124 |
| Mean of sample | 3.652 |
| Standard deviation of sample | 0.650 |
| <i>OCB-Male</i> | |
| Size of sample | 96 |
| Mean of sample | 3.566 |
| Standard deviation of sample | 0.625 |
| t test | 0.990 |
| p value | 0.323 |

Table 3 displays results of Independent Sample t-test, $t(218) = 0.99$, $p > 0.05$, Means = 3.5 and 3.7. In relation to organizational citizenship behavior, as shown from t-test for differences in two mean, at 0.05 level of significance, hypothesis H3 is supported because calculated t value (-.990) does fall within the critical values. Further, because the p-value (.323) is larger than $\alpha = 0.5$, there is significant confirmation to support the hypothesis H3. Hence, similarities between organizational citizenship behavior of female and male employees were found.

Table 4: Female vs. Male (CWB)

| | |
|------------------------------|-------|
| <i>CWB-Female</i> | |
| Size of sample | 124 |
| Mean of sample | 1.682 |
| Standard deviation of sample | 0.661 |
| <i>CWB-Male</i> | |
| Size of sample | 96 |
| Mean of sample | 1.806 |
| Standard deviation of sample | 0.657 |
| t test | 1.383 |
| p value | 0.168 |

Table 4 displays results of Independent Sample t-test, $t(218) = 1.38$, $p > 0.05$, Means = 1.7 and 1.8. In relation to counterproductive work behavior, as shown from t-test for differences in two means, at a 0.05 level of significance, hypothesis H4 is supported because calculated t value (1.383) does fall within the critical values. Further, because the p-value (0.168) is larger than $\alpha = 0.5$, there is significant confirmation to support the hypothesis H4. Hence, similarities between counterproductive work behavior of female and male employees were found.

Discussion

Due to collectivistic nature of Pakistani society and man-dominated culture, the females are supposed to be performing lower than their men colleagues. In contradiction to this gender based stereotyping, the outcomes of present study have indicated that for majority of respondents, gender similarities existed in relation to in-role performance (job performance). It means when it comes to job

performance, females are as productive as males. Similarly, for majority of respondent employees, similarities have been found in extra-role performance (OCB, CWB). It means the behavioral factor is same for both the sexes for extra-role performance. These results are in accordance to study by Nyarko, Ansah-Nyarko and Sempah (2014) who indicated that gender similarities existed with regard to counterproductive work behavior. Therefore, the organization managers should not get involved in gender based stereotyping when making hiring decisions. The managers and supervisors should treat employees of both sexes indifferently for better productivity and growth.

The outcomes of present study suggested that some differences in gender were found in relation to ethical leadership behavior. It means respondents' ethical leadership behavior was not similar. These results are in accordance with study by Koenig, Eagly, Mitchell and Ristikari (2011) who suggested that women and men behave differently to various perspectives of social relationships. Females were found to be more ethical leaders than their male counterparts. These results are supported by Eagly (2009), according to him, women scored higher on a apprehension for the wellbeing of others (i.e. sympathetic, nurturing, and friendly) than men. It may be due to the fact that females are more caring and also, tend to perform their jobs and duties in accordance to rules and regulations. Additionally, the differences in ethical leadership behavior in both sexes may be due to ethical leadership orientation.

Conclusion and recommendations

In collectivist society such as ours the females and males are considered to behave differently in an organization. The results of current study of school administrators of 107 different government schools indicated that some gender difference existed when considering their ethical leadership behavior. These differences may be due to their ethical leadership orientation. Surprisingly, both female and male employees behave similarly with regard to in-role performance (job performance) and extra-role performance (OCB, CWB).

It is recommended on the basis of present study that women of Pakistan should be given equal opportunities in employment as they are performing not less than their counterparts. However, study results have shown some gender differences in ethical leadership behavior of principals / vice-principals, headmasters / deputy headmasters. These differences may due to their ethical leadership orientation. Therefore, the trainers should focus on the orientation of school principals / vice-principals, headmasters / deputy headmasters to remove these ethical leadership behavior differences. Data for present study was collected from public schools; data may be collected from private schools also for a comparative study in future.

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INDIAN INCENTIVE TRAVEL MARKET

AND SITE SELECTION DECISION: WHY NOT TAIWAN?

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Abstract

The research objective of this paper is to explore the various site selection factors in the incentive travel context as well as identifying how incentive travel is arranged in India. This paper contains results from exploratory qualitative research, obtained by methodology of semi-structural and in-depth interviews with five incentive travel organizers, one public relations professional, as well as companies and employees who have experience with incentive travel. There are two main data collecting methods: snowball sampling and purposive sampling.

In this paper, ten site selection factors that influence incentive travel were examined: accommodation, accessibility of the destination, innovation (novelty), perceived risk, currency, local support, destination image, and tourist activities (shopping, entertainment, sightseeing). The findings suggest that these factors either strongly or slightly influenced tour operators on their decision making when deciding on an incentive destination. In addition, food and budget are also very important factors for the Indian market, which stands out compared to other markets. The discussion proposed that related departments within the government and organizations affiliated with MICE (Meetings, incentives, conferencing, exhibitions) need to be more prepared for cross-cultural incentive travelers and be more accommodating to Indian culture. The recommendation is that extra effort should be put into the promotion of the destination's image, as this is a factor that trip planners consider when selecting a site for an incentive program. Due to the fact that incentive planners in India are not familiar enough with Taiwan, local DMC's should connect with public relations professionals from India and place more emphasis on India as a potential market.

Keywords: incentive travel, India, site selection

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1. Background

The definition for incentive travel, or IT as abbreviation, is a global management tool that uses an exceptional travel experience to motivate and/or recognize participants for increased levels of performance in support of the organizational goals (Swarbrooke & Horner, 2012). In other words, incentive travel is designed to improve employee engagement by using special travel experiences in order to recognize participants who exceed the performance expectation ("Society of Incentive Travel Executives.," 2013). Also, incentive travel is the area in which not only attractive sites and locations are playing a key role, but it is also possible to organize the parallel training events and conferences around the incentive activities (Celuch, 2014). The incentive travel as a business event term (Deery, Jago, & Fredline, 2012; Deery, Jago, Fredline, & Dwyer, 2005; Jago, Mair, Deery, & Bergin-Seers, 2008) is an academic research field that still has no strong theoretical basis, but at the same time the economic importance of the meetings, incentives, conferences, and exhibitions (MICE) industry is significant to the economies of many destinations, and it has huge potential (Mair, 2015). As it can be seen in the statistical data from Incentive Federation where it is suggested that U.S. businesses using non-cash rewards has raised vividly from just 26% in 1996 to 84% of all U.S. businesses in 2016. Additionally, the United States remains the main destination for 82% of U.S. planners selecting the U.S. in 2017 ("Incentive Research Foundation ", 2017). Another popular incentive destination is Australia that is also seen as one of the perfect destinations for incentive travel. Tourism Australia in 2008 indicated that 34% of incentive travelers were from China, 12% from New Zealand, and 10% from Japan (Australia, 2014).

In Taiwan, tourism represents a main sector of the economy, and the government of Taiwan is presently concentrating on developing the country as a major tourist destination in Asia (Sung, Chang, & Sung, 2016). However, MICE in Taiwan and the Incentive travel market situation in particular, can be improved upon. Giving the report of 2016, the International Congress & Conference Association (ICCA, 2017) declared that Taipei City has held 83 international conferences, which makes it one of the top 10 destinations in Asia for The Best Stop to Meet Asia. Meanwhile, in India, the number of MICE outbound tourists has been more than 1.5 million and the volume of Luxury travel tourists has been up to 3.6 million. Also, India should generate 6.5 million outbound incentive tourists by 2030. That information was declared at the 5th MICE and Luxury Travel Conference. ("India Infoline Housing Finance Limited. ," 2017). Taiwan received over 10 million travelers from abroad in 2016. However, tourists from India traveling to Taiwan only consisted of 33,000 passengers. Nevertheless, the question here is: Can Taiwan be a suitable incentive travel destination for India? Even with an incomplete amount of information on

expenditure and the number of incentive programs, numerous gaps remain in understanding this sector of business events and cross-culture marketing. Including the question of how incentive travel organizers in India select their travel destination? And how does this process possibly differ in source markets? This exploratory study aims to examine these site selection factors in the incentive travel context and identify any similarities and differences in how incentive travel is conceptualized, planned, and organized in India.

2. Literature

Incentive Travel Background

As it was mentioned (Mair, 2015), even with the all financial importance of the meetings, incentives, conferences, and exhibitions (MICE) industry, it remains a relatively underdeveloped academic field of knowledge. MICE Industry key segments includes by event type: Meetings, Incentives, Conventions and Exhibitions; and by region there are: 1) North America (U.S., Canada, Mexico); 2) Europe: (Germany, Spain, UK, Italy, France and the rest of Europe); 3) Asia-Pacific (China, South Korea, Japan, Australia, Thailand, Singapore, Taiwan and the rest of Asia-Pacific); and 4) LAMEA (Latin America, Middle East and Africa). The area of incentive travel is particularly lacking in academic research and remains without a strong theoretical foundation. Especially this topic is existent in the Asia region, where (McCartney, 2014) Macao's global dominance in gaming incomes is in contrast to Macao's meetings, incentive travel, conventions, and exhibitions (MICE) industry. Researchers are trying to understand why Macao's MICE industry has not advanced in tandem with Macao's casino expansion. Also, there is the research work that presents an introductory conceptual framework for understanding the relationship between incentive travel and employee motivations and acts as a foundation for future research in this area (Deery et al., 2012; Deery et al., 2005; Jago et al., 2008). Some countries even started to see incentive travel as an opportunity like Poland. (Celuch, 2014) In this research work it is said that Poland and India have the potential to become an important player in this incentive travel field. The purpose of the aforementioned research paper was to focus on incentive travel as a new part of the meetings industry in which Poland and India have started to operate. But there is very limited academic research on India as a donor or “giver” for incentive travel opportunities for other countries.

The issue of that incentive market has been rarely profoundly investigated, but still this problem started to be studied quite a time ago, when even in 1983 incentive travel was a large and growing market (Lewis, 1983). This paper advocated for hotels to boost their bookings, saying that incentive travel represents a sizable market segment for hotel companies in many destination areas.

In other research work, it was suggested that travel was regarded as a motivating reward or incentive among America's Fortune 100 companies, and that travel incentives were mostly used by

companies in the service sector (Sheldon, 1995). (Shinew & Backman, 1995) identified the “trophy value” of travel incentives, and proposed that incentive travel allows long-lasting positive engagement in staffs’ job performance. (Xiang & Formica, 2007) applied cognitive mapping to recognize in how incentive travel managers view the business environment, concluding with fast-pacing of incentive travel market, and global structural changes presenting challenges to incentive planners. Budget and cost, uniqueness of the destination, and availability of suitable facilities were thought to be factors influencing the choice of destination for incentive travel (Mair, 2005); however, this has not yet been demonstrated in empirical research (Mair, 2015).

Convention Site Selection

According to (Crouch & Brent Ritchie, 1997) “the choice of destination can make or break the convention”. The first research by (Fortin & Ritchie, 1977) was considered the process undertaken by meeting planners when deciding on which location to choose for an annual meeting or convention. The nine factors identified by (Crouch & Brent Ritchie, 1997) are accessibility, local support, extra-conference opportunities, accommodation, meeting facilities, information, site environment and other criteria.

Despite knowledge of the convention site selection process, very little research has considered how different types of meetings choose their destinations. In one of the few studies to consider the site selection process of incentive planners, (Del ChiAPPA, 2012) suggests a certain degree of “destination inaccessibility” could make an incentive location into being more extraordinary and exclusive. (Mair, Jin, & Yoo, 2016) indicated that incentive travel planners across three market-China, Australia, and America, shared similar perceptions on what characterizes incentive trips but differ slightly in the planning and operational phase pertinent to varying company characteristics and requirements. However, little is known about the cultural differences in incentive programs from one nation to the next (Mair et al., 2016).

3. Methods

This is an exploratory qualitative research, using in-depth interviews with incentive travel organizers, public relations professionals, company and staff who had previously participated in incentive travel to Taiwan and other Asian countries. Eight in-depth interviews (between 30 and 60 minutes) were carried out in India. The data collection method is snowball sampling and 11 interviewees were invited by incentive organizers’ recommendations, while a list of qualified tour operators/specialists authorized by national tourism bureaus and organization (e.g., Ministry of Tourism Government of India or Travel Agents Association of India Active Member) were consulted as a sample frame. Further, all interviewees are senior managers in their companies. For in-depth interviews, the researcher traveled to Mumbai, New Delhi and Jamshedpur in India

between 12th and 26th Jan, 2018. Interviewees were asked to give some background on their incentive business. They were also asked to give information on how their incentive programs were structured and how they cooperate both with their incentive clients and with local suppliers of their incentive trips. Finally, they were asked in open-ended questions about their views on site selection, with eight site selection factors identified by (Crouch & Brent Ritchie, 1997) and the outline designed by (Mair et al., 2016).

4. Findings

From Table 1, it can be seen that there are three key factors, specifically as follows: 1 – Accessibility with 27 responses, 3 - Destination Image with 21 responses and 5 – Local Support also with 21 responses. These are three key factors upon which our respondents did their judgment when it comes to selecting destinations for incentive travel. Furthermore, there were three main sourced focus groups that were interviewed: A) Indian travel agencies that organize incentive travel B) Tourism marketing company C) Participated in incentive travel program Indian companies and employees.

Table 1. The ten factors of site selection – *overall table*

| ID | Factor | Type | Number | Total |
|-------|----------------------|--------------------------------|--------|-------|
| 1 | Accessibility | 1-1 VISA | 11 | 27 |
| | | 1-2 Direct Flight | 16 | |
| | | 2-1 Quality | 2 | |
| 2 | Accommodation | 2-2 Cost | 1 | 13 |
| | | 2-3 Service | 6 | |
| | | 2-4 Accommodate Capacity | 4 | |
| | | 3-1 WOW Factor | 3 | |
| 3 | Destination Image | 3-2 Uniqueness | 1 | 21 |
| | | 3-3 Exotic | 5 | |
| | | 3-4 Well-Known | 7 | |
| | | 3-5 Language | 5 | |
| | | 4-1 Sightseeing | 4 | |
| 4 | Tourist Activities | 4-2 Shopping | 7 | 20 |
| | | 4-3 Recreation | 3 | |
| | | 4-4 Entertainment | 6 | |
| | | 5-1 DMC | 7 | |
| 5 | Local Support | 5-2 Government | 13 | 21 |
| | | 5-3 Local Provider | 1 | |
| | | 6-1 Indian cuisine | 15 | 19 |
| 6 | Food | 6-2 Vegetarian Food | 4 | |
| 7 | Budget | 7-1 Budget | 18 | 18 |
| 8 | Currency | 8-1 Currency | 5 | 5 |
| | | 9-1 New Destinations | 5 | |
| | | 9-2 Innovation (Novelty) | 3 | |
| | | 10-1 Weather Conditions | 2 | |
| 9 | Innovation (Novelty) | 10-2 Risk of Terrorist Attacks | 1 | 6 |
| | | 10-3 Political Situation | 3 | |
| | | | | |
| 10 | Perceived Risk | | | |
| Total | | | | 158 |

Interview Feedback

- A) Indian travel agencies that organize incentive travel.
- B) Tourism marketing company.
- C) Participated in incentive travel program Indian companies and employees.

1 – Accessibility 1-1 VISA issue with 11 responses:

- A) “The requirement to set group getting visa, should be good connectivity to the destination; People that have been to Sanya are more often Indians, but not to Taiwan, because of visa problem.”
- B) “Visa is not a problem. It’s easily available to other markets that are moving much more faster using technology, e-VISA.”
- C) “Visa is not problem at all because they sent letters to consultant to the tourism bureau, and passport and we got that.”

1 – Accessibility 1-2 Direct Flight issue with 16 responses:

- A) “However, it might cost more if they want to go to Taiwan. Three nights is not enough for the transportation since there are not many direct flight from India to Taiwan; The timing of flight has to be convenient. Because they are going for a limited period of three days, three nights and four days, so we defiantly want people to arrive in the morning so that they get that full day.”
- B) “But as connectivity is concerned, Taiwan suffers with connectivity for sure; There are 700 flights a week from Singapore, which is crazy, nobody can beat them; Thailand have flights from all across India. Connectivity is great.”
- C) “You need to tell your tourism bureau for many flights from India.”

Accessibility factor summary: As mentioned above, compared to other tourist sites such as Thailand and Singapore, Taiwan remains relatively inaccessible which makes it difficult to become a top choice for incentive travelers and incentive destination program organizers. In order to compete, Taiwan would need to significantly increase its number of direct flights to India. In comparison, Singapore to India has around 700 flights a week. Even for flights from Thailand, they fly to different cities all across India.

3 - Destination Image 3-1 WOW Factor issue with 3 responses:

- A) “The other department of the same cooperation destination is good, they will tell them Taiwan is good.”
- C) “We had some positive feedback from other people have already visited Taiwan, they said is a good country with like Taipei is very developed and we can also have countryside.”

3 - Destination Image 3-2 Uniqueness issue with 1 response:

- A) "I personally like the destination, a lot of things are unique about the destination, your tourism bureau is doing great job for India."

3 - Destination Image 3-3 Exotic issue with 5 responses:

- A) "They won't be excited about Taiwanese history and culture."
- C) "The Korea culture is very far from India."

3 - Destination Image 3-4 Well-Known issue with 7 responses:

- A) "Taipei gives the feeling that is more of a business place, is more of the business place with a little bit of tourism."
- B) "Image of Thailand is always as a leisure destination."
- C) "If you want tourism from India, to increase the visibility of the country, the destination, in India, very few people know. People know more about Cambodia than Taiwan."

3 - Destination Image 3-5 Language issue with 5 responses:

- A) "Language won't be a problem in Thailand; In Taiwan what I felt is that most of the local people don't speak English at all."

Destination Image factor summary: To outside countries, Taiwan is not currently known as a relaxing haven compared to favored locations such as Thailand. Besides these misconceptions, language, and well-known issues are main factors why Taiwan is not a popular site destination. Respondents noted that Taiwan seems to be more of a business location rather than tourist spot, and Indian travelers do not know much about Taiwan except the political situation with China.

5 – Local Support 5-1 DMC issue with 5 responses:

- A) "If there is a problem, you know in most of the country, we have JTB offices. So we approach them, apart from that, we have preferred partner and preferred suppliers who we deal with. We don't go to random people, we have our own selective people."
- B) "I collected these five problems and made a fist and punched in the face, that's what the tour consultant does."
- C) "Apple Tour was very supportive. There was one lady Emily, she was very hard working and she ensured that everything is going on as properly."

5 – Local Support 5-2 Government issue with 10 responses:

- A) "And then of course Taiwan tourism bureau is very very helpful, that's the reason. Because the government was very proactive that was another reason why we decided on Taiwan. Thailand Government gives marketing support; they give you financial support."

B) “We received a small moment from Taiwan Tourism.”

5 – Local Support 5-3 Local Provider issue with 1 response:

A) “Use good offices to get things done with suppliers. Maybe the trip maybe the hotel, may complementary provided the group comes back to that.”

Local Support factor summary: Based on all feedback collected, the local support factor was very important due to that it made a pleasant experience for the Indian agencies that were working with the Taiwan counterparts. One of the suggestions from an Indian tour group was that Taiwan should have an Indian representative to handle the communication within the government. Similar to the government in Thailand, the Taiwan government should also have marketing support in order to get more Indian tourists.

5. Recommendations and Discussion

Indian travel agencies that organized incentive travel, and tourism marketing companies, and Indian companies and employees that participated in incentive travel programs were interviewed in order to study how incentive travel is conceptualized, planned, and organized in India. From an academic perspective, this research suggests that accessibility, destination image, and local support are the three key factors upon which our respondents do their judgment when it comes to selecting destination for the incentive travel. However, the results for food and budget were different compared to the literature review materials found. The factors that the India market take into consideration are vastly different from the China, Australia, and USA markets. Based on the limited results from the study, we can know that Taiwan’s familiarity with the Indian market can be improved. Further research is suggested on how we can improve Indian market awareness about Taiwan. Government and bureaus relating to MICE should be more familiarized with incentive travelers from the Indian market and their culture.

From a practical perspective, Taiwan’s travel industry and relevant government departments can use the results of this research to explore and identify methods on understanding the current Indian incentive travel market operation methods, and the needs of Indian tourists. India business travelers can apply for an e-visa through recommendation from an associate in the Taiwan External Trade Development Council. This convenience has saved lots of time for those coming to Taiwan for business purposes and for participating in international conferences. Currently, the Ministry of Foreign Affairs opened four new representative offices in Indian cities: New Delhi, Mumbai, Kolkata and Chennai. Despite these efforts, there are still limits to the amount of marketing that can be done for Taiwan tourism. One of the travel agencies in India reported that they only heard about Taiwan through a paper advertisement. If there was a larger scale forum where Taiwan

representatives could provide more detailed information at once, it would be very useful to these local agencies. As incentive planners in India are not aware with Taiwan, local support/ DMC could look for public relations professionals from India as a connection, and put more focus on India as a potential market.

Starting from December 2016, China Airlines started providing direct flights from Taipei to India, 3 days a week. In the near future, China Airlines hopes to increase the number of direct flights to bring more Indian tourists to Taiwan. Further studies are required to know more about this topic and there are several limitations noting to this research:

1. Respondents may not be completely objective and fair in self-reporting, because they are worried about the researchers' concerns.
2. The research market is narrow and focused only on the incentive travel market. When selecting samples, there were few to choose from. Enterprises can explore the differences in the location of incentive destinations for companies of different sizes.
3. This research was qualitative, it is proposed to do further quantitative research to gather more data and obtain objective evidence supporting this research conclusion.
4. Due to the vast territory of India, additional research can increase the number of travel agencies in major cities in India as sample regions, such as Bangalore, Chennai, Kanpur, etc. In addition, research in Taiwan can also be carried out to extend the research through all aspects.

6. Recommendations for further research

Further study should also explore the site selection in different countries, and marketing strategies. Preliminary assumptions from this research propose that, while the site selection factors identified in other markets provide a beneficial starting point, all incentive travel organizers do not base decisions on the same factors. The findings from this project will provide a basis for future research in the area of incentive travel, and useful information for incentive planners/organizers in Taiwan and throughout the world. Since incentive planners in India are not familiar with Taiwan, local support/ DMC could look for public relations professionals from India as a connection, and put more focus on India as a potential market.

7. References

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Measuring Student Course Evaluations: A Case Study in Thailand

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Abstract

This study was conducted to compare, contrast and validate an instrument intended to measure student satisfaction developed by a private university with two undergraduate campuses in Thailand: one in the central region and one in the southern region. Unlike most purely academic studies of this nature, there were practical concerns that required accommodation. For example, during the developmental phase, both information and reporting requirements of the university and an evaluation of the base-scale instrument, developed in a Spanish context, were considered (Moreno-Murcia, Silveira Torregrosa, & Belando Pedreño, 2015). Based on this evaluation some localizations and modifications to the instrument to fit a Thai context were made. These changes are discussed in the methodology section. A more complex issue, the high levels of variety in the student body, required the instrument to maintain equivalent meaning in Thai, Chinese and English, which required additional adjustments, and in some cases simplification of item descriptors. The resulting instrument has been used to collect student satisfaction data since July 2016. Analysis has shown that the Thai localized instrument maintained a higher Cronbach's Alpha over all constructs while reducing overall dimensionality from 28 to 23 items. In the conclusion a discussion of findings and recommendations is provided along with possible avenues of future research.

Keywords: measurement, satisfaction, university teaching, teaching evaluation, midpoint response

1. Introduction

Nearly every tertiary educational institution, public or private, measures the overall satisfaction of its students. It would be foolish to do otherwise. This style of ascertaining student satisfaction has seen little real change since the mid 1980's and generally focuses on three to nine scale factor models believed to measure student satisfaction holistically against their entire university experience. This is an on-going concern. Instruments will get stale, students will exhibit "survey fatigue" and administration will begin to question the accuracy and usefulness of the results. When this begins to occur universities will usually "refresh" their instruments with the belief that fundamental changes have occurred that make the previous instrument either inaccurate or the results undesirable in some other way. Acknowledging that collecting accurate, relevant data on student satisfaction with course content, instructors' performance, and delivery methods is vital to the processes of quality control and improvement, the administration allocated time and other resources for planning and developing a proper measurement instrument. Realizing that only when data is properly collected and analyzed, may it be used to make better academic and business decisions which gives a competitive advantage in an increasingly competitive higher education landscape (Douglas, McClelland, & Davies, 2008).

In late 2015 the decision was made to review and revise the end of term student satisfaction instrument, which had not been adjusted in many years. After a thorough review of existing literature, a validated and reliable instrument developed in Spain was selected as the starting point for a new student course evaluation instrument. This research developed instrument was chosen because it was recent and academically rigorous. The objectives of the researchers also closely aligned with those in this research project. The *Evaluation of Teaching Performance* instrument

(CEID), developed in Spain by the team of Moreno-Murcia, Silveira Torregrosa, & Belando Pedreño in 2015, developed a conceptual model of student satisfaction of their *overall* Higher Education Experience (Moreno-Murcia et al., 2015).

Every university has slightly different needs, issues and requirements both internal and external. In this case the information retention requirements required by Thai law were paramount, along with localization concerns. This university has a dynamic, diverse, student body, comprised of a Thai-bilingual program, Chinese-bilingual program, and many international students from over 80 countries. To address this unique set of circumstances and achieve face validity, the instrument was professionally translated and back translated from English to Thai and Chinese, the resulting proto-instrument was administered as a pilot in one class from each main program (Thai-bilingual program, Chinese-bilingual program and International).

The research objectives in this study are threefold. First, to verify the validity and reliability of the instrument after two years in use. Second, to review the results to identify ways to address any weaknesses in the instrument. Finally, to prepare for an update adding items for targeted information that can be used to assure, and improve, academic quality. This paper will describe the process and results of the localization and adaptation of the instrument from a Spanish to a Thai context and compare relevant statistics against existing models. The researchers involved in this study feel that the process description and results may be used by both institutions of higher learning and general business concerns to facilitate good research, improving data collection methods and accelerating business decision processes.

2. Literature Review

Measuring student satisfaction has been an important and intensely studied part of university operations. One of the most influential researchers in the field was H.W. Marsh from the University of Western Sydney who developed the Students' Evaluations of Educational Quality (SEEQ) instrument in the late 1970s. It was first published, and the instrument made publicly available, in the British Journal of Educational Psychology in 1982. In the years that followed, responses from about one million students in 50,000 courses confirmed that the instrument was both valid and reliable (Marsh, 1987a; Marsh & Hocevar, 1991; Marsh & Roche, 1997).

The SEEQ provides a comprehensive 9 factor model with 35 measured items in the instrument. Many scholars at universities around the world have developed instruments tailored to meet their individual needs, each with differing numbers of dimensions and items based on Marsh's seminal SEEQ.

Some of Marsh's main conclusions are summarized in the following quote:

... findings indicate that class-average student ratings are:

- 1) multidimensional;
- 2) reliable and stable;
- 3) primarily a function of the instructor who teaches a course rather than of the course that is taught;
- 4) relatively valid against a variety of indicators of effective teaching;
- 5) relatively unaffected by a variety of variables hypothesized as potential biases; and
- 6) seen to be useful by faculty as feedback about their teaching, by students for use in course selection, and by administrators for use in personnel decisions (Marsh, 1987b).

All the effort and research by universities into measuring and analyzing student satisfaction serves a variety of institutional needs. One of the most important is quality assurance and

improvement(Richardson, 1998). Janet Leckey and Neville Neill conducted a large-scale review of universities across the UK for the government Quality Assurance Agency. The approaches varied widely among universities in what, when, and how they collected student satisfaction feedback. Out of the six quality areas assessed, the two weakest were quality management and enhancement, and seeking and implementing student views (Leckey & Neill, 2001). Universities wanting to improve in both areas depend on better and more timely information from students. While student satisfaction and feedback are not the only relevant measures of quality, universities ignore it at their peril. Students and quality assurance agencies in every country want to make sure their invested resources return value for money.

Adapting to the evolution in what students need to know and how to teach them requires universities to change, and teachers to change. The meaning of quality is changing. Universities need to develop ways to promote innovation in teaching pedagogies based on industry, student, and academic insights (Marques, Noivo, & Veríssimo, 2008).

Finding ways to enhance academic performance and engagement in both the learning materials and the subject matter in a more student-centered way guides innovations in teaching. Improving quality in teaching increasingly means courses that motivate students by offering challenging and novel situations that relate to professional skills they are likely to need in the real world (Vansteenkiste, Sierens, Soenens, Luyckx, & Lens, 2009).

There is broad agreement on what skills are in demand now and forecasted to be in high demand as students mature into their careers. While there is still some uncertainty about what works best in any given situation, many of the best practices that universities can use to develop these in demand skills in graduates have been identified (Voogt & Roblin, 2012). Universities worldwide now have an imperative to deliver “Twenty First Century Competencies” using innovations in pedagogy that focus on identifying what these skills will be, and what teaching methods are most effective to develop them (J. P.-L. Tan, Choo, Kang, & Liem, 2017). Measuring student satisfaction and responding to their feedback is a key part of the process for universities to keep up with changing students, and a changing higher education environment.

As mentioned in the introduction, the model chosen as the basis for the new instrument was Moreno’s CEID. The Moreno model was validated by CFA at three factors, planning (4 items), development (17 items) and, result (7 items). During the planning and development cycle all items on the CEID instrument were considered for inclusion by the faculty and administration committee. Seventeen items were added directly from the CEID instrument. An additional six items were included to gather specific information both for practical and information retention requirements. Following the consideration and review of a 2004 Singaporean study, the intended number of dimensions was adjusted to five: Student Centered Learning (8 items), Planning Course Structure (4 items), Assessment (3 items), Resources (4 items), and Facilitation (4 items) (K. C. Tan & Kek, 2004). Additionally, a single dependent variable was added, operationalizing overall student satisfaction with their overall higher education experience.

The neutral or mid-point bias is a well-established phenomenon which is particularly problematic in Asian empirical studies and is usually mitigated by the omission of the neutral point to force variation (Si & Cullen, 1998). Students from collectivist cultures like Thailand and China favor a Midpoint Response Style (MRS) if given the option (Johnson, Kulesa, Cho, & Shavitt, 2005). Several studies have investigated the relationship between Hofstede’s cultural dimensions and MRS. Two studies have established a significant negative relationship between Individualism, as opposed to Collectivism, and MRS. This leads one to the obvious conclusion, cultures like Thailand that exhibit lower propensity for individualism and higher propensity for collectivism are likely to favor a midpoint response style (Chen, Lee, & Stevenson, 1995; Harzing, 2006). To

mitigate this issue, the Student Course Evaluation (SCE) instrument uses a six-point Likert scale to measure both the dependent and independent variables, mindfully omitting neutral, unlike the CEID which used a 5-point scale. It is our belief that this change is the keystone needed to localize the instrument to the cultural context of Thailand, increase variability and by extension capture as much student opinion information as possible.

3. Methods

3.1 Participants

The sample consists of 7877 anonymous course evaluation instruments completed by undergraduate university students from two campuses of the same university in Thailand between July 2016, and June 2018. Since one of the objectives was to measure the stability, reliability and validity of the instrument over a two-year time-period for the entire university, a larger sample size was chosen and taken from both campus populations. The surveys are administered in each course at the end of each term by academic support staff. The researchers obtained the response data from the university for this research project. Being that the responses are completely anonymized there is no further demographic information to report. As previously mentioned, the student population is diverse, with students representing over 80 nationalities. University wide the gender split is approximately 60% female and 40% male. The sample includes only academic subjects and not English acquisition. The programs offered allow students to study English acquisition while taking academic subjects in Thai or Chinese in Thai-bilingual or Chinese-bilingual tracks before transitioning to English only instruction. International program students can study English acquisition to prepare for academic subjects offered entirely in English or start academic subjects immediately if their English placement meets minimum requirements. Thai programs offered only at the southern regional campus are delivered completely in Thai.

3.2 Measurement

The dependent variable was adjusted to measure comprehension and was found to be positively correlated ($r = .72$, $n = 86$, $p < .0461$) with the factors as a whole. (Hair, 2010). This result was accepted by committee as proof of concept and the instrument was fully administered the next term starting July 2016. The initial English version of the 24 item SCE instrument was professionally translated and reviewed in committee with native Thai, Chinese and English speakers until consensus. At the request of the appropriate language expert several items were simplified and slightly altered to achieve the highest level of equivalency possible across all three languages.

The final structure comprises 23 questions grouped into five factors: Student Centered Learning (8 items), Planning Course Structure (4 items), Assessment (3 items), Resources (4 items), Facilitation (4 items). The dependent variable overall course satisfaction was added as the 24th question. All items are measured using a 6-point Likert scale ranging from 1 (Strongly disagree) to 6 (Strongly agree). All 23-dimensional items began with “The teacher...” or “The teacher’s...” to begin the statement. The final question measuring the dependent variable was simply and directly posed as “I was satisfied with this course.”

3.3 Data Collection

The SCE is administered at the end of each term in every course offered at the university. Academic support staff enter the classroom to either hand out paper instruments or QR codes students can use with their smart phones that take them to the internet instrument. The instructor leaves the room while the students complete the instrument, which takes under 10 minutes. All instrument responses collected are voluntary and anonymous. The data collected is reported to the course instructor, academic supervisors, and as part of the national quality assurance and accreditation processes to the Ministry of Education of the Kingdom of Thailand as required by law.

3.4 Analysis

Principle Component Analysis as well as parallel analysis with oblimin rotation was conducted to analyze the dimensional structure and loading of items. The reliability and internal consistency were measured using Cronbach's alpha.

4. Findings

When contrasted with the original Moreno study all relevant scale components have good internal consistency, with Cronbach alpha coefficients reported as $\sim .85$ across all dimensions (Moreno-Murcia et al., 2015). In the current study, the Cronbach alpha coefficients were reported as .950, .929, .904, .884, and .886. Considering all factors together a Cronbach's alpha of .966 was achieved. These results are consistent with previous findings regarding student satisfaction instruments and are presented in Table 1 below.

Table 1: Reliability Statistics

| Dimensions | Cronbach's Alpha | Cronbach's Alpha Standardized Items | N of Items |
|---------------------------------|-------------------------|--|-------------------|
| Student Centered Learning (SCL) | .950 | .950 | 8 |
| Planning Course Structure (PCS) | .929 | .929 | 4 |
| Assessment (ASS) | .904 | .905 | 3 |
| Resources (RES) | .884 | .888 | 4 |
| Facilitation (FAC) | .886 | .887 | 4 |
| All 5 Dimensions | .966 | .967 | 5 |

The 23 items of the Student Course Evaluation instrument were subjected to principal components analysis (PCA) using SPSS version 21. Prior to performing PCA, the suitability of data for factor analysis was assessed by examining the correlations matrix for high factor loadings. In this case no individual factor loading was found to be below .500 with most loading above .700.

Inspection of the correlation matrix revealed the presence of many coefficients of .3 and above. The Kaiser Meyer-Olkin value was .987, exceeding the recommended value of .6 and Bartlett's Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix ((Bartlett, 1954; Kaiser, 1974). Principal components analysis revealed the presence of five components with eigenvalues exceeding 1, explaining 68.4%, 9.5%, 6.1%, 5.5% and 4.1% of the variance respectively. An inspection of the scree plot revealed a moderate tick and break at the fifth component. Using generally accepted methods of interpreting the scree test, it was decided to retain five components for further investigation (Cattell, 1966).

This initial result was further supported by the results of Parallel Analysis, which showed the five components with eigenvalues exceeding the corresponding criterion values for a randomly generated data matrix of the same size (23 variables \times 7877 respondents) (Hair, 2010). The five-component solution explained a total of 79.3% of the variance, with Component 1 contributing 68.3%, Component 2 contributing 9.6%, Component 3 contributing 6.1%, Component 4 contributing 5.4%, and Component 5 contributing 4.1%.

To aid in the interpretation of these components, oblimin rotation was performed. The rotated solution revealed the presence of simple structure with both components showing several strong loadings and all variables loading substantially on only one component when loadings were suppressed at .300. The interpretation of the components was consistent with previous findings, with positive affect items loading strongly on Component 1 and negative affect items loading strongly on Component 3. Correlation analysis exposed a weak to moderate negative correlation between the five factors ($r = -.700, -.387, -.583, -.694$). The results of this analysis support the use of the positive affect items and the negative affect items as separate scales (Thurstone, 1947). Table 2, presented below, shows the survey questions and how they load onto each factor.

Table 2. Pattern Matrix^a for Student Course Evaluation (SCE) instrument

| Items | Factors | | | | |
|---|---------|------|-------|-----|-----|
| | SCL | FAC | PCS | RES | ASS |
| Q4. The teacher made useful links between different courses at Stamford. | .915 | | | | |
| Q5. The teacher included useful tips and practical ideas linked to the workplace. | .887 | | | | |
| Q3. The teacher explained which skills we were developing during the course. | .837 | | | | |
| Q7. The teacher informed me about the learning outcome at the start of each class and reviewed this at the end. | .691 | | | | |
| Q6. The teacher helped me to understand how the course links to my future career. | .671 | | | | |
| Q2. The teacher's classes were at the right level for me to understand the subject. | .666 | | | | |
| Q8. The teacher's examples helped me understand course concepts. | .628 | | | | |
| Q1. The teacher gave extra help during classes when students had problems understanding. | .598 | | | | |
| Q9. The teacher gave me clear information about the course outcomes, syllabus and assessment. | .469 | | | | |
| Q22. The teacher treated each student with respect and encouraged equal participation during classes. | | .661 | | | |
| Q20. The teacher was on time for classes. | | .551 | | | |
| Q21. The teacher was regularly available, and I could make contact easily (through office hours, email and Blackboard). | | .476 | | | |
| Q11. The teacher explained course content clearly. | | | -.502 | | |

| | | | | | |
|---|--|--|-------|------|------|
| Q10. The teacher's classes helped me to develop a good knowledge of the subject. | | | -.356 | | |
| Q12. The teacher's lessons helped me to develop my critical thinking skills. | | | -.351 | | |
| Q23. The teacher engaged my interests and motivated me to learn. | | | -.347 | | |
| Q17. The teacher used technology during lessons to help us understand the course content. | | | | .818 | |
| Q18. The teacher's course materials were useful and helped me to understand the subject. | | | | .634 | |
| Q16. The teacher regularly used Blackboard to communicate course information and announcements. | | | | .412 | |
| Q19. The teacher had good knowledge of the subject and explained concepts clearly. | | | | .326 | |
| Q14. The teacher gave assignments at the right level for me to show my learning. | | | | | .887 |
| Q13. The teacher's assessments tested what we learned during the lessons. | | | | | .582 |
| Q15. The teacher gave me enough support and instructions to complete the course assignments. | | | | | .447 |
| a. Rotation converged in 17 iterations. | | | | | |

The relationship between perceived student satisfaction as measured by the dependent variable, OverSat and the five identified dimensions of student satisfaction as measured by SCL, PCS, ASS, RES, and FAC were investigated using Pearson product-moment correlation coefficient. Preliminary analyses were performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity. Table 3, shown below, reports that there was a clear, strong correlation between the five variables with all r values reporting above .80, $n = \sim 7800$, $p < .0000$, with high levels of overall satisfaction associated with high perceptions of the five identified factors (Hair, 2010).

Table 3. Student Course Evaluation (SCE) correlations

| | | SCL | PCS | ASS | RES | FAC |
|-----|---------------------|--------|--------|--------|--------|--------|
| SCL | Pearson Correlation | 1 | .907** | .863** | .841** | .828** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 7829 | 7825 | 7800 | 7783 | 7733 |
| PCS | Pearson Correlation | .907** | 1 | .877** | .852** | .824** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 7825 | 7827 | 7801 | 7784 | 7734 |
| ASS | Pearson Correlation | .863** | .877** | 1 | .852** | .834** |

| | | | | | | |
|-----|---------------------|--------|--------|--------|--------|--------|
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 7800 | 7801 | 7801 | 7784 | 7734 |
| RES | Pearson Correlation | .841** | .852** | .852** | 1 | .855** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 7783 | 7784 | 7784 | 7784 | 7734 |
| FAC | Pearson Correlation | .828** | .824** | .834** | .855** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 7733 | 7734 | 7734 | 7734 | 7734 |

**. Correlation is significant at the 0.01 level (2-tailed).

5. Discussions

The findings of this study are consistent with prior research on student satisfaction (Marsh, 1987b; Moreno-Murcia et al., 2015). While a practical necessity for the university, the results obtained regarding the Student Course Evaluation (SCE) instrument have also produced reliable and valid academic results. Most importantly, it has been shown that localization, changes in scale and dimension, and language adjustments did not reduce the overall reliability or validity of the instrument. These metrics were, in fact, significantly increased.

While the findings are mostly in line with expectations, the analysis of the factor loadings on two items are contrary to expectation and design parameters. The most concerning example is Question 23, “The teacher engaged my interests and motivated me to learn”, which was intended to measure Facilitation (FAC), but instead loaded on Planning Course Structure (PCS). This is difficult to explain, especially since it also had a negative directionality. Additionally, Question 9, “The teacher gave me clear information about the course outcomes, syllabus and assessment”, was intended to measure Planning Course Structure (PCS) and instead loaded on Student Centered Learning (SCL). A possible explanation is that students did not perceive this as planning, but simply as part of good teaching.

6. Recommendations

Improving the SCE is an ongoing process for the university. The two factor loading issues should be investigated and ultimately rectified. It could be argued that the student-centered learning factor has too many items. Three of these items were shown in analysis to be removable from the scale while only losing ~1% of content reliability. Due to constraints imposed by administration and reporting requirements this may or may not be possible. Still, it would be a mathematically sound response to the sample-space overload exposed in the PCA. Finally, there is an ongoing initiative to include more client-based projects and experiential learning opportunities into courses university wide. These researchers recommend that a preliminary comparative analysis be conducted with the goal of ascertaining whether client-based projects show an effect on overall student satisfaction. Administration has shown tentative support for such an endeavor and has indicated it would be desirable to gather more information on student perceptions and attitudes regarding these activities.

For other universities and researchers, collecting and responding to student feedback to improve the quality of higher education has been identified as both a weakness and pressing need (Leckey & Neill, 2001; J. P.-L. Tan et al., 2017). The localization changes to remove the neutral response and simplify the items while maintaining reliability and validity could be used by other universities to improve instruments in similar cultural contexts. While the main conclusions about student evaluations and their uses has remained stable over time, there is still room to improve and adapt the what, when and how of student evaluation feedback to guide innovation in higher education. Recommendations for future research include how to measure evaluations and gather feedback from students on innovations to pedagogy related to “21st century skills”, industry client,

experiential or novelty-based approaches. The student course evaluation process needs to keep up with changes in the education landscape.

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GOAL-EFFICACY STRUCTURE: A STUDY OF THAI AND NON-THAI MATHEMATICS STUDENTS' ACADEMIC PERFORMANCE

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Abstract

This research is to explore goal efficacy structure by studying students' academic performance in mathematics between Thai and Non-Thai students in an international university, Bangkok, Thailand. The key objectives of this research are as follows: 1) to study the academic ability, goal orientation and self-efficacy contribution to academic performance in mathematics, and 2) to study the differences in academic ability, goal orientation, self-efficacy, and academic performance between Thai and Non-Thai students in mathematics. Sample used in this study was 85 Thai and 53 Non-Thai students who enrolled in Basic Mathematics course in the first and second terms of the 2017 academic year. The instrument used in collecting data is a 5-point Likert scale questionnaire. The statistical techniques used are percentage, standard deviation, t- test, Pearson correlation analysis and \bar{X} , using SPSS software in data analysis.

The study found that academic ability, self-efficacy and goal orientation contribute significantly positive to academic performance in mathematics. There are differences in academic ability, goal orientation, self-efficacy, and academic performance between Thai and Non-Thai students in mathematics. Teachers can develop student academic performance by considering differentiate teaching to Thai and Non-Thai students.

Keywords: Goal Efficacy, Academic Performance, goal orientation, self-efficacy, Mathematics Students, Attrition

1. INTRODUCTION

1.1 Background

Academic performance is important for all students in encouraging students to continue studying and enabling students to be successful in studying. Students who enroll the repeated subject will be disappointed and hopeless. This resulted the students in giving up and stopping enrollment. If the grade point averages (GPAs) are less than the standard, students will not graduate from the university. This will affect the plan on finding job or other plans for lives. Moreover, some businesses have focused on high grade point averages when scanning potential new hires (New York Times, 2006). Carroll & Garavalia, (2004) found that high-achieving students can be differentiated from their low-achieving counterparts through ability measurement such as chemistry and science/math grade point average. From the above studies, we can see how important the academic performance is.

The Organization for Economic Co-operation and Development (OECD) released the results of its 2015 global rankings on student performance in mathematics on the Program for International Student Assessment, or PISA from 72 countries worldwide as follows. The top three mathematics score are students from Singapore ($564/600 = 94.00$ percentage), Hongkong ($548/600 = 91.33$ percentage), and Macao ($544/600 = 90.44$ percentage), while OECD average is ($490/600 = 81.66$ percentage), and Thailand is the 57th ($415/600 = 69.16$ percentage). (Jackson & Kiersz, 2016). Later, Panpruek, (2018), Director of The National Institute of Educational Testing Service, gave more comments that the average scores of Mathayomsueksa 6 students for mathematics is 24.53, less than a half of the 100-mark score. Panpruek (2018) insisted that the quizzes that were used in the ONET examination were within the curriculum and that the test was up to the standard. These scores showed that Thai students' mathematics scores are rather low.

1.2 Research Problem

It is noticeable that the Bachelor of Business students' scores on mathematics course in an international university in Bangkok, Thailand, are rather low as well. In the first term of 2016 academic year, there were 40 business students who enrolled in the Basic Mathematics course (MAT 101), and the average score of the group is 69.65 from 100, while the average score of 26 Thai students is 72.58, and the average score of 14 Non-Thai students is 65.07, which is lower than the PISA's mathematics score of international students in Thailand (69.16).

Saritas & Akdemir (2009) studied the factors affecting the mathematics achievement of students through collecting the opinions of math department students. Results revealed that instructional strategies and methods, teacher competency in math education, and motivation or concentration were the three most influential factors that should be considered in the design decisions. Wachikwu, T., et al. (2017) studied the psychological factors and students' academic achievement in mathematics and found that self-concept, study habit and motivation significantly relate to students' academic achievement in mathematics, while attitude does not significantly related. Some of the recommendations of the study are: Psychologists, counsellors, parents and teachers should encourage good study habits, positive self-concept and attitude in students and should also motivate students. On the contrary, Mokhtar, Yusof, & Misiran (2012) studied four different categories which are Attitude, Role of teacher, Peers and Interest. Primary data were collected by distributing questionnaire to students enrolled in the Business Mathematics course in a university in Malaysia. A factor analysis yielded four factors which are interest, role of the teacher, peers and attitude. This means that psychological factors may affect the mathematics achievement as well. Therefore, the researcher wanted to know if the psychological factors influence mathematics academic performance of business students in Thailand.

Research question

There are some differences between the scores of the two groups of students in an international university. Although, we believe that the GPA is an indicator of the academic performance. There is only a little work undertaken to explore students' academic performance in psychological perspective, (Phang, 2014). Since the researcher wanted to know if the psychological factors influence mathematics performance of business students in Thailand, the researcher had a question as follows: Do the psychological factors influence mathematics performance of business students at this international

university in Bangkok, Thailand? The question concerns especially on finding out the psychological factors of Thai and Non-Thai students in mathematics.

1.3 Definition

1.3.1 The academic performance is students' reports of past semester CGPA/GPA and their expected GPA for the current semester. The grade point average or GPA provides a greater insight into the relative level of performance of individuals and different group of students. (IGI Global, 2018). Academic performance describes how well you perform in school courses (Sharrock, D., 2018). Therefore, academic performance are courses that are graded and retained for school records and can be measured by collecting data on student performance on actual classroom tasks and assignments (Pintrich & De Groot, 1990).

1.3.2 Self-efficacy is the belief we have in our own abilities, specifically our ability to meet the challenges ahead of us and complete a task successfully. General self-efficacy refers to our overall belief in our ability to succeed, but there are many more specific forms of self-efficacy as well (e.g., academic, parenting, sports) (Ackerman, 2018)

1.4 Purpose of the study

The researcher aims to study the key factors of academic ability, self-efficacy and goal orientation on academic performance and the academic ability, self-efficacy and goal orientation on nationality by using a goal-efficacy framework which was developed and expanded from Latham and Locke's, (Latham and Locke's (1991), ref. in Phang, 2014). Latham and Locke's state that these four factors are either directly or indirectly influence the performance. The academic ability is an ability utilizes on academic performance. It effects on students' effort on their studies and their academic performance (Carroll and Garavalia, 2004). The indirect influence of ability on academic performance is realized through its effects on self-efficacy and personal goals. The purposes of this study are as follows:

- 1.4.1 To study if the academic ability, goal orientation and self-efficacy contribute positively to academic performance in mathematics.
- 1.4.2 To study if there are differences in academic ability, goal orientation, self-efficacy, and academic performance between Thai and Non-Thai students in mathematics.

This study will be useful for management team and investors in forecasting the budget and managing the facilities, teachers in cross-cultural learning technique design, students in better learning process. In addition, complying with the nationality factors, teachers will have new ideas to develop teaching strategies to help students getting better scores for higher academic performance.

2. LITERATURE REVIEW AND HYPOTHESES

2.1 Academic Performance

Academic performance is important for all students in helping students to be more successful in studying, following by being more successful in finding jobs. Since some businesses have focused on high grade point averages (GPAs) when scanning potential new hires, therefore, students should focus on their GPAs within the major or junior and senior years (New York Times, 2006). McKenzie, K & Schweitzer, R. D. (2001) investigate factors predicting academic performance by studying academic, psychosocial, cognitive, and demographic predictors of academic performance of first year Australian University students and found that previous academic performance was the most significant predictor of university performance. Self-efficacy and employment responsibilities were also predictive of university grades. Kolo, A.G. et al. (2017) examined the influence of psychosocial factors on student's academic performance and found that there was a positive and significant correlation among the four variables: students' attitudes towards lecturers, academic self-efficacy, students'-lecturers' interaction and academic performance. Nisachon & Kannat (2016) studied factors which impacted on academic performance and found that they consist of social, economic and demographic factors. There are many factors related to GPAs or academic performance. Likewise, Wise (1975) found that academic achievement and ability used in the selection and certification process in higher education are not only related to the productivity of college graduates, but the results also suggest that college education contributed to their productive ability. Even in distance education, Liu & Cavanaugh (2012) found that these factors include students' utilization of the LMS (Learning Management System), teacher comments, and students' demographic information. Moreover, (Lazear, 1977) found that when applying for jobs, employers will pay higher wages to the more educated because they recognize that ability and attained level of education are positively correlated. From the above studies, we can see how importance the academic performance is.

2.2 Academic Ability

Academic ability, goal orientation and self-efficacy, are psychological factors that affect academic performance. There are lots of works done on surveying students' academic performance based on gender, age, prior knowledge, language skills and numeracy ability, but little research explored psychological perspective (Phang, 2014). However, the psychological perspective still exists. Honken & Ralston (2013) found that academic ability, as measured by ACT scores, had a positive relationship with college GPA. Wang (2012) said that in Taiwan, based on a nationally representative data set of 12,246 college students, students in education programs are academically more outstanding than their non-education counterparts. Furthermore, among education majors, those who aspire to be future teachers have even higher academic quality than their non-teaching counterparts.

Hypothesis 1: Academic ability is positively related to self-efficacy.

Hypothesis 2: Academic ability contributes positively to academic performance.

Hypothesis 3: Academic ability is positively related to goal orientation.

2.3 Self-Efficacy

Self-efficacy is the second factor affected academic performance. Metofe, Gardiner, Walker & Wedlow (2014) indicated that psychological factors were inter-related, but not significant predictors of academic performance for African-American students; except for self-efficacy, and some other factors. Furthermore, Carroll & Garavalia, (2004) found that high-achieving students can be differentiated from their low-achieving counterparts through ability measures such as self-efficacy via achievement calibration and recall ability.

Hypothesis 4: Self-efficacy contributes positively to academic performance.

2.4 Goal Orientation

Goal orientation is the third factor affected academic performance. Kesici & Erdugan (2009) studied goal orientation, task value, self-efficacy for learning and performance. It was determined that college students' test anxiety and self-efficacy and performance are significant predictors of college students' mathematics anxiety. In addition, college students' rehearsal and elaboration of cognitive learning strategies were found to be significant predictors for their mathematics anxiety. However, Kennedy & Tuckman (2013) found that there was also a statistically significant negative total effect of procrastination on performance-approach and mastery-approach goal orientation and end-of-term grade point average (GPA). Statistically significant positive total effects of performance-approach and mastery approach achievement goal orientations on GPA were found. Therefore, it is interesting to find out if psychological factors affect academic performance for students in Thailand.

It is noticeable that the Bachelor of Business students' scores on mathematics course in an international university in Bangkok, Thailand, is not as good as the teacher's expectation. In the first term of 2017 academic year, there were 40 business students enrolled in the Basic Mathematics course (MAT101). The average score of the group including both Thai and Non-Thai students is 69.65 from 100. The information on psychological factors affecting Mathematics academic performance will be useful for the teacher to help her students for better performance. This study tries to study psychological factors influencing mathematics academic performance of business students at an international university in Bangkok, Thailand. The study explores the academic performance from a psychological perspective using Latham and Locke's (1991) goal-efficacy model as a base model ((Latham and Locke's (1991), ref. in Phang, 2014), which adapted a little bit. This research does not study the influence between factors, but study only direct impact of all factors to the academic performance. The study concerns especially on finding out the psychological factors of Thai and Non-Thai students.

Hypothesis 5: Goal orientation contributes positively to academic performance.

Hypothesis 6: There are differences in academic ability, self-efficacy and goal orientation between Thai and Non-Thai students in mathematics.

According to the above hypotheses, the researcher presents a conceptual model as follows:

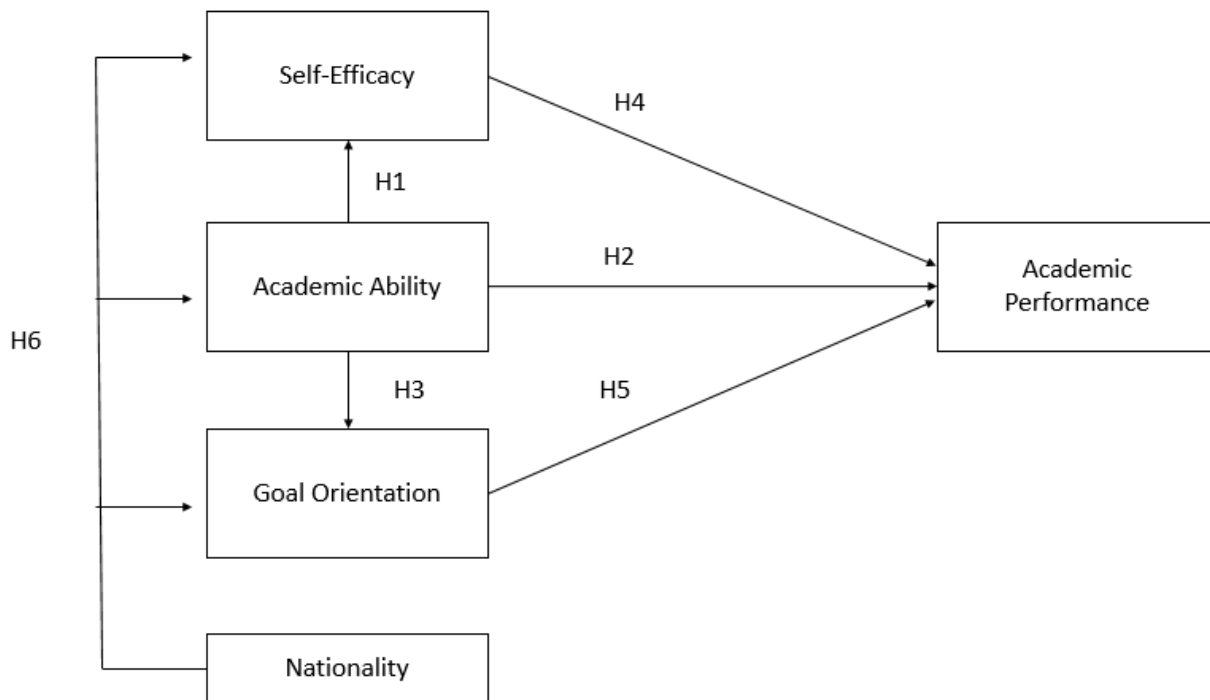


Figure 1: Conceptual Model

3. METHODOLOGY

3.1 Sample and data collection

3.1.1 Population. Since the researcher prepared the study in the 3rd term of 2017 academic year and wanted to study the students' academic performance in the current year, so the target population used in this study are all Thai and Non-Thai students who enrolled in Basic Mathematics course in the first and second terms of the 2017 academic year, in an international university in Bangkok, Thailand. The number of total population is 605.

3.1.2 Sample. The researcher used Yamane's sampling table (Israel, G.D., 2018) to find the sample size and found that the number of sample is 240. Since the researcher also taught the MAT101 Basic Mathematics in the first and second semester of 2017 academic year and has emails of the students taught, the researcher found that the number of students taught in the past 2 terms is 281 students which is enough to be sample. So, the researcher got the purposive sample from 281 students; Thai 206, Non-Thai 75 students.

3.1.3 Instrument. The instrument used in collecting data was a questionnaire adapted from Phang's questionnaire (Phang et al., 2014). The questionnaire is a 5-point Likert scale, consisting of four parts of questions adapted to collect data regarding to the factors, academic ability, goal orientation, self-efficacy, affected to the academic performance on Basic Mathematics course.

3.1.4 Variables.

- Dependent variables: self-efficacy, academic ability, and goal orientation, and nationality.
- Independent variables: academic performance.

3.1.5 Data collection. The researchers sent emails to those sample students to answer the questionnaire by filling out the form on internet, then submit the form.

3.2 Measurement

The questionnaire consists of two Section, Demographic and Factors. There are gender, age, and nationality information in the Demographic section, and there are four parts consist of 6 questions in each part in the Factors section. The first three parts, Academic Ability, Self-Efficacy, and Goal orientation, consists of 6 questions describing their impressions and opinions about each factor using the five-point-Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The last part, Academic Performance, is an impression and opinion about the course. It is also using the five-point-Likert scale ranging from 1 (very poor) to 5 (very good). The average of all individual items is the total score. The higher score reflects the greater sense of academic ability in mathematics.

The questionnaire used was developed by Pintrich et al. (1993). Each concept comes from specific source: a) Academic Ability, measured by using the Self-Description Questionnaire III (Marsh and O’Niell, 1984, ref. in Pintrich et al. (1993), b) Self-Efficacy, measured by using the scale based on the College Self-Efficacy Inventory (Solberg et al., 1993, ref. in Pintrich et al. (1993).) c) Goal Orientation, was measured by using the scale developed in the Motivated Strategies for Learning Questionnaire (MSLQ). The Academic Performance, which is the result of these concepts, was measured by comparing students' skills evaluation before and after taking the course.

Examples of statement asking for measuring variables are as follows:

Section 1: Demographic information ask about Gender, Age, and Nationality.

Section 2 Measure variables:

Part 1: Academic ability, e.g.

1. I enjoy doing work for most mathematics subjects. The questionnaire allows respondents to weigh in 5-point Likert scale from Strongly disagree, Disagree, Neutral, Agree, and Strongly agree.

Part 2: Self-efficacy, e.g.

1. I participate in class discussion. The questionnaire allows respondents to weigh in 5-point Likert scale from Strongly disagree, Disagree, Neutral, Agree, and Strongly agree.

Part 3: Goal orientation, e.g.

2. In a class like this, I prefer unit materials that arouse my curiosity, even if they are difficult to learn. The questionnaire allows respondents to weigh in 5-point Likert scale from Strongly disagree, Disagree, Neutral, Agree, and Strongly agree.

The researcher didn’t ask about nationality because the students were divided in different classes

3.3 Data analysis

The researchers got the reply mails from prospectus students as follows:

Table 1: Percentage of replies

| Nationality | No. of sent questionnaire | | | No of replied questionnaire | | | Percentage received | | |
|-------------|---------------------------|--------|-------|-----------------------------|--------|-------|---------------------|----------|-------|
| | 1/2017 | 2/2017 | Total | 1/2017 | 2/2017 | Total | Sent | Received | Total |
| Thai | 80 | 35 | 115 | 58 | 27 | 85 | 115 | 85 | 73.91 |
| Non-Thai | 41 | 125 | 166 | 19 | 34 | 53 | 166 | 53 | 31.93 |
| Total | 121 | 160 | 281 | 77 | 61 | 138 | 281 | 138 | 49.11 |

From table 1, the number of questionnaires sent to all population is 281; Thai is 115, Non-Thai is 166. The number of questionnaires replied is 138; Thai is 85, Non-Thai is 53. The percentage of replied questionnaire is 49.11; Thai is 73.91, Non-Thai is 31.93

The researcher used the received questionnaire to analyze the data. The statistical technique used in data analysis are percentage, standard deviation, t-test, Pearson Correlation analysis and \bar{X} analysis, analysis of variance (ANOVA), using the Statistical Package for Social Science (SPSS) software in analyzing the data.

2. RESULTS

Demographic statistics of respondents are gender, age, and nationality are shown in table 2. From 138 samples (N = 138), respondents consist of 47 males (34.1%) and 91 females (65.9%). The range age of respondents consists 24 people (17.4%) in the range of age 19 years old and below, 27 people (19.6%) in the range of age 20-21 years old, 44 people (31.9%) in the range of age 22-23 years old, 43 people (31.2%) in the range of age 23 years old and above, whose nationality are 85 Thai (61.6%) and 53 Non-Thai (38.4%).

Table 2: Descriptive statistics of the population

| Demographic factor | Description | Number | Percentage |
|--------------------|--------------|--------|------------|
| Gender | Male | 47 | 34.1 |
| | Female | 91 | 65.9 |
| Age (year): | 19 and below | 24 | 17.4 |
| | 20-21 | 27 | 19.6 |
| | 22-23 | 44 | 31.9 |
| | 23 and above | 43 | 31.2 |
| Nationality | Thai | 85 | 61.6 |
| | Non-Thai | 53 | 38.4 |

The reliability testing from table 2 found that the relationship between academic ability is acceptable between all factors ($\bar{X} = 3.08$, S.D = 0.97). Moreover, the self-efficacy has a good

relationship with academic ability ($\bar{X} = 3.66$, S.D = 0.65) and Goal orientation ($\bar{X} = 3.83$, S.D = 0.98).

Table 3: Questions in reliability testing

| Variables | (\bar{X}) | (S.D) | Reliable Meaning |
|------------------|---------------|-------|------------------|
| Academic ability | 3.08 | 0.97 | Acceptable |
| Self-efficacy | 3.66 | 0.65 | Good |
| Goal orientation | 3.83 | 0.98 | Good |

Hypotheses testing

The researcher tested all hypotheses in the study to verify the relationship among variables and concepts. The results are shown in Table 4 to 8 as follows.

Table 4: Hypotheses testing: H1: Academic ability and self-efficacy

| Relationship Between Academic Ability and Self-Efficacy | | Academic Ability Factors | Self-Efficacy Factors |
|---|---------------------|--------------------------|-----------------------|
| Academic Ability | Pearson Correlation | 1 | .610** |
| | Sig. (2-tailed) | | .000 |
| | N | 138 | 138 |
| Self-Efficacy | Pearson Correlation | .610** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 138 | 138 |

From table 4, academic ability is positively related to self-efficacy. The table shows a positive relationship between academic ability and self-efficacy with the $r = 0.610^{**}$, $p = 0.000$, $n = 138$. It means that the strongest statistically supported at 99.9% confidence level. If students have more academic ability, he or she will gain more self-efficacy in his/her classes.

Table 5: Hypotheses testing: H2: Academic ability and academic performance

| Relationship Between Academic Ability and Academic Performance | | Academic Ability Factors | Academic Performance Factors |
|--|---------------------|--------------------------|------------------------------|
| Academic Ability | Pearson Correlation | 1 | .828** |
| | Sig. (2-tailed) | | .000 |
| | N | 138 | 138 |
| Academic Performance | Pearson Correlation | .828** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 138 | 138 |

From table 5, academic ability contributes positively to academic performance. The table shows a positive relationship between academic ability and academic performance with $r = 0.828^{**}$, $p = 0.000$, $n = 138$. It means the strongly statistically supported at 99.9% confidence level. If students have more academic ability, he or she will perform better in his/her classes.

Table 6: Hypotheses testing: H3: Academic ability and goal orientation

| Relationship Between Academic Ability And Goal Orientation | | Academic Ability Factors | Goal Orientation Factors |
|---|---------------------|-------------------------------------|-------------------------------------|
| Academic Ability | Pearson Correlation | 1 | .676** |
| | Sig. (2-tailed) | | .000 |
| | N | 138 | 138 |
| Goal Orientation | Pearson Correlation | .676** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 138 | 138 |

From table 6, academic ability is positively related to goal orientation. The table shows a positive relationship between academic ability and academic performance with $r = 0.676^{**}$, $p = 0.000$, $n = 138$. It means the strong statistically supported at 99.9% confidence level. If students have more academic ability, he or she will have more ambitious and more ability to succeed in his/her classes.

Table 7: Hypotheses testing: H4: Self-efficacy and academic performance

| Relationship Between Self-Efficacy And Academic Performance | | Self-Efficacy Factors | Academic Performance Factors |
|--|---------------------|----------------------------------|---|
| Self-Efficacy | Pearson Correlation | 1 | .557** |
| | Sig. (2-tailed) | | .000 |
| | N | 138 | 138 |
| Academic Performance | Pearson Correlation | .557** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 138 | 138 |

From table 7, self-efficacy contributes positively to academic performance. The table shows a positive relationship between self-efficacy and academic performance with $r = 0.557^{**}$, $p = 0.000$, $n = 138$. It means the strong statistically supported at 99.9% confidence level. If students have more academic ability, he or she will have more ambitious and more ability to succeed in his/her classes.

Table 8: Hypotheses testing: H5: Goal orientation and academic performance

| Relationship Between Goal Orientation And Academic Performance | | Goal Orientation Factors | Academic Performance Factors |
|---|---------------------|-----------------------------|------------------------------------|
| Goal Orientation | Pearson Correlation | 1 | .594** |
| | Sig. (2-tailed) | | .000 |
| | N | 138 | 138 |
| Academic Performance | Pearson Correlation | .594** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 138 | 138 |

From table 8, goal orientation contributes positively to academic performance. The table shows a positive relationship between goal orientation and academic performance with $r = 0.594^{**}$, $p = 0.000$, $n = 138$. It means the strong statistically supported at 99.9% confidence level. If students have more Goal orientation he or she will have more academic performance and more ability to succeed in his/her classes.

Table 9: Hypotheses testing: H6: Factors: academic ability, self-efficacy and goal orientation between Thai and Non-Thai students

| Factors | Thai students | | Non-Thai students | | t | P |
|------------------|---------------|------|-------------------|------|--------|-------|
| | \bar{X} | S.D. | \bar{X} | S.D. | | |
| Academic Ability | 2.98 | 0.86 | 3.23 | 1.13 | -1.389 | 0.02* |
| Self-Efficacy | 3.72 | 0.55 | 3.57 | 0.79 | 1.191 | 0.01* |
| Goal Orientation | 3.60 | 0.56 | 3.67 | 0.77 | -0.527 | 0.04* |

Table 9 shows the relationship and relevant hypotheses among all variables in this study. All hypotheses are significantly supported the difference relationship between academic ability, self-efficacy, goal orientation between Thai and Non-Thai students.

The relationship testing (Independent Sample t-test) among academic ability between Thai and Non-Thai students in mathematics found that the strong statistically supported at 95% confidence level. There are significantly differences in academic ability between Thai students in mathematics in $p = 0.02^*$, $\bar{X} = 2.98$, S.D = 0.86. Moreover, there are significantly differences in academic ability between Non-Thai students in mathematics in $p = 0.02^*$, $\bar{X} = 3.28$, S.D = 1.13.

The relationship testing (Independent Sample t-test) among self-efficacy between Thai and Non-Thai students in mathematics found that the strong statistically supported at 95% confidence level. There are significantly differences in self-efficacy between Thai students in mathematics in $p = 0.01^*$, $\bar{X} = 3.72$, S.D = 0.55. Moreover, there are significantly differences in self-efficacy between Non-Thai students in mathematics in $p = 0.01^*$, $\bar{X} = 3.57$, S.D = 0.79.

The relationship testing (Independent Sample t-test) among goal orientation between Thai and Non-Thai students in mathematics found that the strong statistically supported at 95% confidence level. There are significantly differences in goal orientation between Thai students in mathematics in $p = 0.04^*$, $\bar{X} = 3.60$, S.D = 0.56. Moreover, there are significantly differences in goal orientation between Non-Thai students in mathematics in $p = 0.04^*$, $\bar{X} = 3.67$, S.D = 0.77.

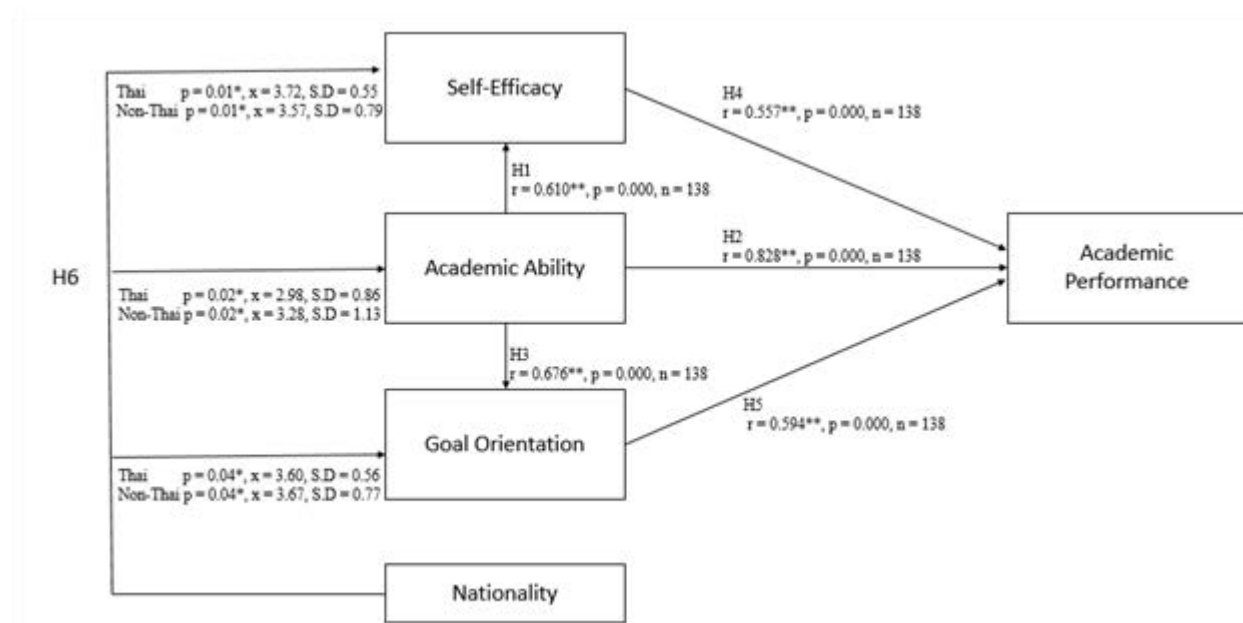


Figure 2: Conceptual model with results

CONCLUSION AND DISCUSSION

5.1 Conclusion

The key objectives of this research are 1) to study the academic ability, goal orientation and self-efficacy contribution to academic performance in mathematics, and 2) to study the differences in academic ability, goal orientation, self-efficacy, and academic performance between Thai and Non-Thai students in mathematics. The result of this research found that academic ability, self-efficacy and goal orientation contribute significantly positive to academic performance in mathematics. Despite some limitations, the study will be useful for 1) Teachers in the university in developing the teaching techniques and understanding the student learning pattern both Thai and Non-Thai students. In addition, complying with the psychological factors, teachers will have new ideas to develop teaching strategies to help students getting better scores for higher academic performance. 2) This study is also useful for university in terms of budget forecast as reduce the attrition numbers and increase the new enrolment numbers. University management team and investors are easier to manage the facilities in the classes, and the value forecast information is happened in this stage. 3) Students will gain more understanding and apply the knowledge with the advance classes or their career. This is one of the cheapest marketing strategies to promote the university by word of mouth from the influence person.

5.2 General Discussion

The study found that academic ability, self-efficacy and goal orientation contribute significantly positive to academic performance in mathematics. This finding support Honken & Ralston (2013) study which found that academic ability had a positive relationship with college GPA. There are differences in academic ability, goal orientation, self-efficacy, and academic performance between Thai and Non-Thai students in mathematics. This finding suggests that students with more academic ability may perform better in the class.

The result of the study is like Phang, (2014) who stated that the GPA is an indicator to prove students' academic performances, as well as Latham and Locke's, ((Latham and Locke's (1991), ref. in Phang, 2014) who mentioned that psychological factors, academic ability, self-efficacy, and goal orientation factors, are either directly or indirectly influence academic performance. However, this study shows that between Thai and Non-Thai students' academic performance in mathematics class, there is a difference between these two groups as shown.

5.3 Limitation and Future Research Directions

There were some limitations in conducting this research. The first psychological factors which may be some others factors that affect the academic performance, so the collected data may not cover all factors. Second, the limited percentage number of population that the researchers can find is quite low (N=138 from 281). Therefore, some variances may happen and may affect the result in interpretation. The last is the selected population that may not really represent the whole population, in an international university in Thailand. As the result, there may be some error. Therefore, the researchers suggested investigating other psychological factors that may affect academic performance in other subjects so that it will be useful for teachers in understanding their students better, both Thai and Non-Thai students, and the researchers also suggested that the further research should spend more time in collecting data, bigger size of population, and the population should be from different places.

5.4 Implications

This research found that academic ability self-efficacy and goal orientation contribute significantly positive to academic performance in mathematics. Teachers can develop student academic performance by studying and understanding each student's nationality which supports the teaching method. The teaching techniques and the environment in the class would also affect to the student academic performance. All four factors are the indirect reason to remain the number of enrolled students and reduce the number of attrition students. To increasing the number of new enrolment, university should study about the cross-cultural learning pattern and apply them to the classes. The word of mouth in teaching behind cultural understanding will be one of the best channel to advertise the university to the public in the fast and the save-cost strategy. University should set up the cross-cultural activities between Thai students and Non-Thai students to blend them into the middle cultural learning pattern. Teachers will be easier to design the teaching techniques. To set up the public events by the senior students or alumni quest speakers are the direct messages from customers to customers. Let them share good learning experience among themselves. University should create more learning communities between teachers and students where teachers can learn more understanding the cross-cultural learning pattern. This also helps students to have more resource or more support center about

their lessons. After students understand and gain more knowledge, the number of attrition have reduced because of the reducing hopeless and disappointed students in academic performance. In terms of student to understand the lessons and be able to apply in their advance classes or their career in the future, it is one way to show the university qualities to the public by direct and trustable resources.

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Tourism Stakeholder Participation in Urban Beach Tourism Management in Thailand: A Case Study of Hua Hin, Prachuap Khiri Khan Province

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Abstract

The popularity of beach destinations in Thailand is well perceived. Beach destinations get affected by negative environmental and social impacts. It requires special attentiveness from stakeholders particularly on the aspect relating the destination management. It is known from the tourism literature that stakeholder participation plays an essential role if a destination is to be developed in a sustainable way. The study proposes the existence of the stakeholder participation in all stages of the destination management and investigates the level of stakeholder participation by using Hua Hin as a place of investigation. Through the quantitative survey of 539 participants of the five stakeholders, namely 1) central government 2) local government 3) business sector 4) civil society and 5) local resident, in the case of Hua Hin, a paired-samples *t*-test indicated that the current level scores were lower than the desired in the future scores in every stage in participating in tourism management approach; every pair comparison was statistically significant different. In addition, this study also revealed that the most recommended participative methods were focus group, training, and workshop. The study benefits future development of Hua Hin, and other urban beach destinations in Thailand particularly on the aspects relating to how stakeholder collaboration should be enhanced.

Keywords: urban beach destination, stakeholder participation, tourism management, tourism stakeholder, Hua Hin

Background

In Thailand, the tourism industry has expanded rapidly in the past few decades. Thailand has been ranked one of the top ten of world's tourism destinations in terms of the number of international tourist arrivals in the past few years. In 2017, Thailand was ranked the 9th with the number of international tourists of 35.4 million arrivals, up from 15.9 million in 2010 (World Tourism Organization, 2018). Beach destinations in Thailand, importantly, are highlighted as preferred destinations in Thailand (Ministry of Tourism and Sports, 2012; Tourism Authority of Thailand, 2012), which is similar to other part of the world that most of world top destinations tend to be beach destinations (Williams & Micallef, 2009). Moreover, the Tourism Authority of Thailand investigated the Thailand destination image from the international tourists point of view and found that "sea-sun-sand" image is on the top of tourist mind when they think about Thailand as a destination image (Tourism Authority of Thailand, 2012).

The popularity of beach destinations comes with its consequences. Given its unique geographical and ecological position, beach destinations and coastal areas are known to be affected both socially and environmentally by tourism and require special attention by key stakeholders. Williams and Micallef (2009) stated that beaches require special consideration in order to preserve and conserve due to its unique geographical and ecological position. The situation is even more complex for urban beach destinations – locating within or adjoining to the urban area – in which large populations both local residents and visitors reside and stay. Smith (1992) mentioned about the urban beach destinations and pinpointed that "much beach resort spontaneously and its growth is unmanaged and unplanned (p.27)" and inevitably affected the environment and social changes.

Smith further emphasized that to control the urbanization of the coastal area requires challenges of urban beach destinations should be taken into consideration in managing destinations.

A numbers of destination management problems have been occurred for years in various urban beach destinations in Thailand, for example, conflict among stakeholders; business sector focus on profit maximization rather than social and environmental care; lack of law enforcement, lack of supports from other parties; and negative impacts resulted from poorly planned and managed tourism development (Jamieson & Mandke, 2000). Hua Hin, as one of the popular urban beach destinations in Thailand, has also experienced several problems in managing the destination, for instance traffic congestion (CyberBiz Online, 2013), parking system solutions (Thai News Agency, 2014), overpricing restaurants (ASTV Manager Online, 2014), beach invasion (ASTV Manager Online, 2014; PostToday, 2014), and environmental degradation (Kasemsuk, 2014). This continuation of unsolved problems has been discussed in both academic arena and the tourism professionals.

Considering number of destination management problems, it has been emphasized by a number of studies that strengthening related and concerned stakeholders in managing a destination is an important factor that could effectively enhance the sustainable development (Dyer, Gursoy, Sharma, and Carter, 2007; Edwards, Griffin, and Hayllar, 2008; Erkuş-Öztürk & Eraydın, 2010; European Commission, 2000; Page and Hall, 2003; Philips and Jones, 2006; World Tourism Organization, 2010). More importantly, World Tourism Organization (2010) encouraged the strong collaborative approach to successfully deliver sustainable tourism management. Many scholars confirmed that it is necessary to have a strong collaboration and association among a wide range of organizations and tourism agents, especially the environmentally sensitive sector (Erkuş-Öztürk & Eraydın, 2010; World Tourism Organization, 2010). Therefore, in order to reduce the negative effect on the destination development, the investigation on the collaborative approach of the stakeholder participation is emphasized in the study.

Given the context of Thailand, the studies on the stakeholder participation on the urban beach destinations are still in rareness, especially in identifying how stakeholders in the urban beach destinations participate in destination management and implement participative approach will make it difficult to start tackling the participative challenge. Therefore, this study aims to

- 1) Examine the level of current participation and the level of desire to participate in the future in tourism management approach
- 2) Investigate the appropriate participative methods for the tourism management approach

Literature Review

Stages in Tourism Management

Number of studies demonstrated different stages in tourism destination management. Some of well-known approaches are, for example, Tourism Management Theory (TMT) which was introduced by Woodside and Martin (2008), indicating a series of tourism destination managing process into five areas namely administering, scanning and sense making, planning, implementing, and activity and impact accessing; Doswell (2009), echoed five stages of destination management approach by introducing the phases of planning, organizing, directing, coordinating, and monitoring. Putting more in the simpler stage, Hill and Jones (2009) suggested three effective key steps of planning, implementing, and feedback loop whilst Moutinho (2011) also proposed a similar three approaches of strategic planning, implementing of strategy, and measuring the performance. Lastly, Mensah and Mensah (2013) suggested slightly different steps on the management elements, but still remained at the core five elements of planning, organizing, directing, controlling, and promoting. From these aforementioned studies, it could be noticed that most of studies on destination management approach always go straightforward to the planning stage of management cycle, yet it is rarely seen in such studies discussing on initiating or indicating key players to be involved in the process. In fact, the participative approach should be at the first starting stage as well as be included

in all stages of destination management. This idea is echoed by World Tourism Organization (2010), the participative approach should be included in every single stage of destination management in order to encourage tourism sustainability. This study, hence, incorporates the participative approach into the stage of tourism management and further elaborate the previous studies and the importance in the following section.

Tourism Stakeholder Participation in Tourism Management

Tourism sector is considered as a multi-sectoral economic activity since it is involved many different sectors and no single organization nor individual operates the tourism sector (Doswell, 2009; Swain & Mishra, 2012). It is more likely to focus on people who work in tourism – such as local residents, communities, tourism business, and government – who are ideally required to work together since they all take responsibilities to ensure that tourism management would be done in sustainable aspects, including social, environmental, and economical aspects rather than exploiting local assets of such destinations (Benckendorff, Sheldon, & Fesenmaier, 2014; Mason, 2016; Page, 2011). World Tourism Organization (2010) proposed the Multi-Stakeholder Process Model to promote the notion of multi-stakeholder collaboration enhancement within the tourism industry. It emphasized that the bottom-up work and commitment are critical success factors; while top-down concepts and resources can provide helpful support. Consequently, this study placed an important on integrating the notion of tourism management with the participative approach in order to enhance the managing of a destination sustainably. Four stages of tourism management were suggested in this study, namely preparation stage, planning stage, implementation stage, and monitoring stage.

Preparation Stage

An exploration of initial opportunities, ideas, concepts, and initial stakeholders should be conducted as the first stage in order to ensure that important issues are addressed and appropriate actors are involved (World Tourism Organization, 2010). A careful analysis and consultation to identify appropriate actors is important in this process since a logical partnership could bring together a better understanding in the situation, a broad knowledge and skills and it could strengthen the engagement in developing and managing the destination (Pomeroy & Douvere, 2008; Waligo et al., 2013; World Tourism Organization, 2010). Encouraging stakeholders to join is one of challenging tasks in this stage, since stakeholders have different level of interest and different level of engagement. Hence, it is necessary to communicate and provide knowledge in a correct way to strengthen the collaboration (Sindecharak & Sangsnit, 2013; Jamal & Getz, 1995; Wilcox, 1994; World Tourism Organization, 2010). Moreover, building understanding and building connection among stakeholders are important success elements in collaboration since it could provide an opportunity to strengthen mutual understanding, to get knowing each other and to encourage them to feel comfortable to share their opinions (Pomeroy & Douvere, 2008; World Tourism Organization, 2010).

Planning Stage

All concerned parties should be included at the planning stage in order to agree priorities, objectives, and purpose of the plan (Mathbor, 2008; Pomeroy & Douvere, 2008). After agreeing on goals, situational analysis, both external and internal conditions, should be taken place to turn the conclusions to an action plan (Wilcox, 1994). The management approach consists of all activities of the overall management function that determine the policy, objectives, responsibilities, and implementation that need to be introduced and clearly set out in order to avoid any subsequent frustration of the expectations of public and private partners and local community (European Commission, 2000). This is an effective way to promote the information exchange and to enhance the understanding among stakeholders throughout the consensus process (Pomeroy & Douvere, 2008). Importantly, it is crucial to secure long-term commitment both to the strategy and implementation at the beginning stage.

Implementation Stage

Implementation is concerned with the mobilization and deployment of resources and technology which provides the groundwork for working towards the objectives and results (Doswell, 2009). The continuous effective communication and stakeholder engagement are essential in order to increase motivation and rejuvenate the process (Waligo et al., 2013). Pomeroy and Douvere (2008) suggested that government needs to ensure the availability of appropriate training, operation, and equipment to concerned parties. Producing materials and hosting activities are conducted in this stage in order to involve a range of interests (Wilcox, 1994).

Monitoring Stage

Monitoring concerns with the control function and performance toward the reporting and analysis of results (Doswell, 2009; Mason, 2016). After implementing the plan, stakeholders should get involved in summarizing and evaluating results and outcomes in order to examine the level of achievement (Pomeroy & Douvere, 2008). This monitoring information would enable the involved parties to determine its ongoing interest and participation in tourism (Canadian Universities Consortium, 1999). Tourism stakeholders should identify and agree on indicators at the early stage of planning to clarify sustainability objective and implement it throughout the process to ensure tourism activities meet sustainable development goals (Canadian Universities Consortium, 1999; World Tourism Organization, 2010).

Stakeholder Participative Methods

Stakeholder participation involves different levels or stances. The wide range of participation could be classified from communication level, which there is no actual participation, following by information, consultation, dialogue, concentration, and up to negotiation level, which different stakeholders could share their decision-making power (Pomeroy & Douvere, 2008). Structures need to be set up for making mutual agreement, having consultation and getting information of the various associates and describing their approaches of operations, such as working groups, surveys in neighborhood meetings, monitoring procedures and evaluating results (European Commission, 2000). Wilcox (1994) purposed a five-levels participation model, namely, information, consultation, deciding together, acting together, and supporting. in managing a participation involvement which has been widely discussed and further studied by scholars.

The first level of participative method can be considered as the *information* (of what we are going to do) should be given to concerned stakeholder in order to inform them what we are going to do. The communication could be categorized into two types, which are one-way communication and two-way communication (Wilcox, 1994). The information presentation and promotion processes can be done through several ways, such as document, printing materials (e.g. leaflets, newsletter, posters), meeting presentation, press releases or press conferences, advertising (e.g. radio, press), and film/video.

In the next level, people should be allowed opportunities to voice their opinions and feedbacks, which would be appropriate when restricted options and role in solutions are available for people to choose (Wilcox, 1994). Consultation, in addition, is considered as a two-way communication since it involves encouraging people to share their views on the proposed actions and letting them be engaged in a discussion and open forum for public to express their opinions on the project (Mathbor, 2008). Consultation could be conducted through several methods, including education, information sharing, negotiation, public hearings, public meetings, informal small group meetings, seminar, workshops, and letter requests for comments (Edwards, Jones, & Nowell, 1997; Mathbor, 2008; Wilcox, 1994). By conducting workshops, it is proved as an effective method to retrieve information and suggestions from stakeholders to the stakeholder capacity (California Department of Fish and Game, 2008). However, it is important to balance involvement of all interests on the organizing committee as well as ensuring the discussion so that everyone has an opportunity to impact the project (Edwards et al., 1997). Key tourism stakeholders should involve in decision-

making process of each function to ensure the objectives achievement in managing tourism (Page, 2011). Some typical methods of this stage are workshops, planning for real, and strategic choice. Not only new ideas but also commitment from participants would be gained from this stage. However, public comments and questions should be paid the attention while developing the final versions which reflect the opinions received in decision made or the reasons of declination (California Department of Fish and Game, 2008).

Research Framework

This study examined the level of participation in four stages of tourism management of different stakeholders in an urban beach tourism destination in Thailand. This study selects Hua Hin as a destination to carry out the research investigation. Given the history and characteristics, Hua Hin is one of Thailand's premier beach resort towns on the Gulf of Thailand since 1920s. It is a rapid expansion and unplanned growth along the coast for recreational purpose has impacted on the evolution of the physical form of the urban beach center and environmental degradation, resulting in pollution and problems in various dimensions (Smith, 1992). By undertaking these research objectives, the study expects to have a better understanding about the current tourism stakeholder participation and the desire to participate in the future in the urban beach destination by using Hua Hin as a place of investigation in order to be an important resource for further participation enhancement.

Research Methods

The quantitative method was applied through the use of questionnaire survey. The questionnaire with measurement scales was developed and modified from previous studies in the context of stakeholder participation and tourism management approach. The questionnaire consists of three sections 1) the demographic profile of respondent; 2) the level of current participation and the level of desire to participate in the future in tourism management approach by focusing on the four stages of management: preparation stage, planning stage, implementation stage, and evaluation stage; and 3) the participative methods for tourism management approach. The Item-Objective Congruence Index (IOC) was applied into a content validity test evaluated by five experts. Reliability results later came from the pilot questionnaire data to reveal errors in the designed questionnaire and to refine the tool before the final test.

Data were collected from May to July 2016 from tourism stakeholders in Hua Hin, Prachuap Khiri Khan Province, Thailand. At the first stage, the quota sampling method was adopted in order to ensure the equality of each segment among tourism stakeholder by dividing the population into five segments equally since the opinions and inputs of each tourism stakeholder are a core of this study and the imbalance of stakeholder was minimized. The five segments of tourism stakeholders in this study are 1) central government; 2) local government; 3) business sector; 4) civil society; and 5) local resident. Purposive sampling technique was, then, applied for the central government, local government, tourism business and civil society in order to get the information from proper key informants, while accidental sampling was applied for the local residents who are willing to give information about the tourism management in Hua Hin. To calculate sample size, the researcher deployed Power Analysis which is the process for determining the sample size. According to UCLA: Statistical Consulting Group (2017), the Power Analysis implements the techniques of statistical power analysis, sample size estimation, and advanced techniques for confidence interval estimation. It has been suggested that performing power analysis and sample size estimation is an important part for study since an appropriate sample size could provide reliable answers to the questions and save resources in doing research. G*Power version 3.1 was conducted to calculate sample size, by using the F-tests – ANOVA: Fixed effects, omnibus, one-way, the required number of sample size for this study is 470. Finally, 539 were collected and computed in the data analysis process.

Findings

Socio-demographic profile of 539 respondents are described under four specific variables, which are gender, age, organization, and education. Of the 539 respondents, 291 (54%) were male and 248 (46%) were female. The majority of respondents fell in the 40-49 age range (39.3%) which is slightly more than the 30-39 age range (33.2%). The remaining groups with minority were less than 30 years old (14.5%) and equal and older than 50 years old (13%) respectively. Regarding to the education background, the vast majority of respondents (72.2%) hold a bachelor degree level, while 17.4% of respondents got graduate degree level and 10.4% were below the bachelor degree. In addition, as described in the quota sampling technique, organization of respondents was controlled to have a similar proportion. Consequently, the number of each sector was accounted between 18.6% - 22.3% (Table 1).

Table 1 Frequency and percentage of respondents classified by socio-demographic profiles

| (n=539) | | |
|------------------------|-----------|------|
| Socio-demographic data | Frequency | (%) |
| Gender | | |
| Male | 291 | 54.0 |
| Female | 248 | 46.0 |
| Age | | |
| Less than 30 | 78 | 14.5 |
| 30-39 | 179 | 33.2 |
| 40-49 | 212 | 39.3 |
| 50 and over | 70 | 13.0 |
| Education | | |
| Below Bachelor degree | 56 | 10.4 |
| Bachelor degree | 389 | 72.2 |
| Graduate degree | 94 | 17.4 |
| Organization | | |
| Central government | 102 | 18.9 |
| Local government | 105 | 19.5 |
| Business sector | 112 | 20.8 |
| Civil society | 100 | 18.6 |
| Local resident | 120 | 22.3 |

The level of participation in tourism management approach was revealed by using twenty-six attributes of four stages in tourism management to collect quantitative data from tourism stakeholders in Hua Hin. By using five levels of participation, level one (1) to five (5) referred to “very low” to “very high”. In addition, the level of current participation and level of desire to participate in the future were compared in order to disclose the differences between the desire in the future versus the current levels (Table 2). A paired-samples *t*-test indicated that the current level scores were lower than the desired in the future scores in every stage in participating in tourism management approach. For the mean scores of paired differences of four stages, the overall of current level in Preparation Stage was lower than the desired in the future ($M = -1.02$, $SD = .72$), $t(538) = -32.62$, $SEM = 0.03$, $p < .001$; Planning Stage ($M = -1.14$, $SD = .64$), $t(538) = -41.41$, $SEM = 0.02$, $p < .001$; Implementation Stage ($M = -1.08$, $SD = .67$), $t(538) = -37.23$, $SEM = 0.02$, $p < .001$; Evaluation Stage ($M = -1.06$, $SD = .72$), $t(538) = -33.82$, $SEM = 0.03$, $p < .001$.

Regarding the results of paired-sample *t*-test, the results showed that every pair comparison was statistically significant different. Among the Preparation Stage, three attributes were rated the highest paired differences scores Building understanding ($M = -1.19$, $SD = .99$, $t(538) = -27.82$, $SEM = 0.04$, $p < .001$), Identifying stakeholder ($M = -1.11$, $SD = .94$, $t(538) = -27.57$, $SEM = 0.04$, $p < .001$), and Analyzing conditions, problems and opportunities ($M = -1.03$, $SD = .88$, $t(538) = -27.09$, $SEM = 0.03$, $p < .001$) respectively. In the Planning Stage, Developing action plan ($M = -1.39$, $SD = .80$, $t(538) = -40.26$, $SEM = 0.03$, $p < .001$), Developing policy and planning ($M = -1.23$, $SD = .87$, $t(538) = -32.52$, $SEM = 0.03$, $p < .001$), and Setting objectives ($M = -1.22$, $SD = .96$, $t(538) = -29.40$,

$SEM = 0.04, p < .001$) were ranked the highest paired differences. In the Implementation Stage, Operating among organization/community ($M = -1.16, SD = 1.02, t(538) = -26.465, SEM = 0.04, p < .001$), Supporting operation indirectly ($M = -1.16, SD = .92, t(538) = -29.067, SEM = 0.03, p < .001$), and Implementing action plan ($M = -1.04, SD = .88, t(538) = -27.286, SEM = 0.03, p < .001$) were placed the highest paired differences. Finally, three highest paired differences in the Evaluation Stage were Consulting and suggesting ($M = -1.46, SD = .98, t(538) = -34.583, SEM = 0.04, p < .001$), Improving and adapting operation ($M = -1.23, SD = .98, t(538) = -29.263, SEM = 0.04, p < .001$), and Communicating and sharing results ($M = -1.20, SD = 1.10, t(538) = -25.297, SEM = 0.04, p < .001$) respectively.

Table 2 Comparison of the level of current participation and the level of desire to participate in the future in tourism management approach

| | Current Participation | | Desire to Participate | | MD | t-value | Sig. |
|---|-----------------------|-----|-----------------------|-----|--------|---------|------|
| | M | SD | M | SD | | | |
| Preparation Stage | | | | | | | |
| Analyzing conditions, problems, and opportunities | 2.78 | .79 | 3.81 | .67 | -1.03* | -27.09 | .000 |
| Identifying stakeholder | 2.80 | .88 | 3.92 | .81 | -1.11* | -27.57 | .000 |
| Encouraging participants to join | 2.95 | .86 | 3.88 | .77 | -.92 | -22.87 | .000 |
| Building understanding among stakeholder | 2.75 | .84 | 3.94 | .75 | -1.19* | -27.82 | .000 |
| Building connection | 3.07 | .94 | 3.96 | .76 | -.88 | -19.61 | .000 |
| Selecting coordinator | 2.93 | .92 | 3.93 | .82 | -1.00 | -23.30 | .000 |
| Average Preparation Stage | 2.88 | .70 | 3.90 | .64 | -1.02 | -32.62 | .000 |
| Planning Stage | | | | | | | |
| Setting objective | 2.75 | .68 | 3.97 | .63 | -1.22* | -29.40 | .000 |
| Analyzing situation | 2.98 | .77 | 4.09 | .57 | -1.10 | -30.28 | .000 |
| Developing policy and planning | 2.99 | .86 | 4.22 | .68 | -1.23* | -32.52 | .000 |
| Developing project/activity | 2.98 | .75 | 4.14 | .52 | -1.15 | -30.85 | .000 |
| Developing action plan | 2.79 | .73 | 4.18 | .56 | -1.39* | -40.26 | .000 |
| Agreeing on role and responsibility | 2.91 | .73 | 4.08 | .59 | -1.17 | -32.32 | .000 |
| Developing finance and accounting plan | 2.93 | .72 | 4.10 | .63 | -1.16 | -30.36 | .000 |
| Identifying monitoring and evaluation process | 3.02 | .81 | 3.96 | .66 | -.940 | -21.87 | .000 |
| Defining success criteria | 2.96 | .84 | 4.16 | .72 | -1.20 | -30.71 | .000 |
| Collecting decision-making | 3.15 | .84 | 3.98 | .72 | -.83 | -18.09 | .000 |
| Average Planning Stage | 2.94 | .57 | 4.08 | .49 | -1.14 | -41.41 | .000 |
| Implementation Stage | | | | | | | |
| Implementing action plan | 3.11 | .70 | 4.15 | .70 | -1.04* | -27.28 | .000 |
| Supporting operation directly | 3.12 | .62 | 4.14 | .72 | -1.02 | -28.58 | .000 |
| Supporting operation indirectly | 3.01 | .72 | 4.17 | .70 | -1.16* | -29.06 | .000 |
| Operating within organization/community | 3.08 | .78 | 4.08 | .70 | -1.00 | -22.90 | .000 |
| Operating among organization/community | 3.15 | .86 | 4.32 | .63 | -1.16* | -26.46 | .000 |
| Average Implementation Stage | 3.09 | .55 | 4.17 | .56 | -1.08 | -37.23 | .000 |

| Evaluation Stage | | | | | | | |
|-----------------------------------|------|-----|------|-----|--------|--------|------|
| Monitoring process | 2.98 | .77 | 3.99 | .64 | -1.01 | -23.83 | .000 |
| Evaluating process | 3.10 | .77 | 4.12 | .71 | -1.02 | -25.18 | .000 |
| Consulting and suggesting | 2.87 | .77 | 4.33 | .62 | -1.46* | -34.58 | .000 |
| Communicating and sharing results | 2.94 | .88 | 4.14 | .74 | -1.20* | -25.29 | .000 |
| Improving and adapting operation | 2.94 | .79 | 4.18 | .64 | -1.23* | -29.26 | .000 |
| Average Evaluation Stage | 2.97 | .58 | 4.15 | .50 | -1.06 | -33.82 | .000 |

This study, moreover, further investigated which participative methods are appropriated for each participation in tourism management approach. The respondents were asked to indicate their opinions on the appropriateness of participative methods in each participation in tourism management approach as shown in Table 3.

In the Preparation Stage, the respondents indicated that public forum (45.1%) was the most appropriate method in the Analyzing conditions, problem, and opportunities, following by workshop (43%), and training (39.3%) respectively. The public forum (46%) was also highest rated in Identifying stakeholder, following by focus group (44.2%) and workshop (42.5%). Next, for the Encouraging participants to join, training (45.3%) is the highest method, then document (39%) and focus group (30.6%). For the Building understanding among stakeholders, document (52.7%), workshop (36.5%) and focus group (35.45%) were the most rated. Focus group (55.3%), training (37.8%), and workshop (29.5%) were highest rated in Building connection, while focus group (51.4%), workshop (38.8%) and public hearing (23.7%) were highest rated in Selecting coordinator.

In the Planning Stage, the respondents rated workshop (49%) as the most appropriate method for the Setting objective, following by focus group (41.4%) and public forum (36.5%). Regarding the Analyzing situation, workshop (49.7%), focus group (45.6%) and training (25.8%) were highly rated. Focus group (60.1%, 59.2%, 54.9%, 43%), workshop (49.9%, 41.1%, 49.2%, 47.7%) and training (28%, 23.2%, 27.6%, 23.7%) were the most rated for Developing policy and planning, Developing project/activity, Agreeing on role and responsibility, Developing finance and accounting plan, respectively. For Identifying monitoring and evaluation process, focus group (49.7%), workshop (40.3%), and public forum (23.6%) were highly rated. The focus group (44%) was also highest rated for Defining success criteria, following by workshop (39%) and document (20.6%).

In Implementation Stage, focus group (54.2%, 41.6%, 32.8%), workshop (46.2%, 41%, 32.1%), and training (32.8%, 36%, 28.9%) were highly rated for Implementing action plan, Supporting operation directly, and Supporting operation indirectly respectively. For Operating within organization/ community and Operating among organization/community, focus group (44%, 50.8%), workshop (41.6%, 37.3%), and document (39.1%, 45.5%) were highly rated respectively.

Lastly, in the Evaluation Stage, focus group (48.2%, 48.1%, 47.5%, 42.7%), workshop (38%, 38.7%, 33.4%, 42.1%) and public forum (30.2%, 18.6%, 33.8%, 30.4%) were highly rated for Monitoring process, Evaluating process, Consulting and suggesting, and Improving and adapting operation, respectively; while document (64.7%) was highest rated for Communicating and sharing results, following by public forum (38.8%) and focus group (30.6%).

Table 3 Number of respondents and percentage of participative method for tourism management

| | Document | g niar arT | p ors kr oW | o uck [†] pnocW | ci lau [†] o rcF | ci lau [†] gni rrrT |
|--|----------|------------|-------------|-----------------------------|------------------------------|---------------------------------|
|--|----------|------------|-------------|-----------------------------|------------------------------|---------------------------------|

| | Document | gniar arT | p onsr oW | o ucl [†] pnocW | ci lau [†] o ncF | ci lau [†] gni r arT |
|---|----------------|----------------|----------------|-----------------------------|------------------------------|----------------------------------|
| Preparation Stage | | | | | | |
| Analyzing conditions, problems, and opportunities | 63 (11.7%) | 212 (39.3%) | 232 (43%) | 194 (36%) | 243 (45.1%) | 70 (13%) |
| Identifying stakeholder | 8 (1.5%) | 132 (24.5%) | 229 (42.5%) | 238 (44.2%) | 248 (46%) | 166 (30.8%) |
| Encouraging participants to join | 210 (39%) | 244 (45.3%) | 153 (28.4%) | 165 (30.6%) | 91 (16.9%) | 10 (1.9%) |
| Building understanding among stakeholder | 284 (52.7%) | 121 (22.4%) | 197 (36.5%) | 191 (35.45%) | 166 (30.8%) | 16 (3%) |
| Building connection | 64 (11.9%) | 204 (37.8%) | 159 (29.5%) | 298 (55.3%) | 109 (20.2%) | 0 |
| Selecting coordinator | 9 (1.7%) | 114 (21.2%) | 209 (38.8%) | 277 (51.4%) | 93 (17.3%) | 128 (23.7%) |
| Planning Stage | | | | | | |
| Setting objective | 7 (1.3%) | 100 (18.6%) | 264 (49%) | 223 (41.4%) | 197 (36.5%) | 53 (9.8%) |
| Analyzing situation | 39 (7.2%) | 139 (25.8%) | 268 (49.7%) | 246 (45.6%) | 90 (16.7%) | 41 (7.6%) |
| Developing policy and planning | 0 | 151 (28%) | 269 (49.9%) | 324 (60.1%) | 100 (18.6%) | 33 (6.1%) |
| Developing project/activity | 62 (11.5%) | 179 (33.2%) | 201 (37.3%) | 324 (60.1%) | 91 (16.9%) | 12 (2.2%) |
| Developing action plan | 61 (11.3%) | 125 (23.2%) | 223 (41.4%) | 319 (59.2%) | 90 (16.7%) | 28 (5.2%) |
| Agreeing on role and responsibility | 17 (3.2%) | 149 (27.6%) | 265 (49.2%) | 296 (54.9%) | 91 (16.9%) | 27 (5%) |
| Developing finance and accounting plan | 26 (4.8%) | 128 (23.7%) | 257 (47.7%) | 232 (43%) | 80 (14.8%) | 28 (5.2%) |
| Identifying monitoring and evaluation process | 58 (10.8%) | 122 (22.6%) | 217 (40.3%) | 268 (49.7%) | 127 (23.6%) | 70 (13%) |
| Defining success criteria | 111 (20.6%) | 97 (18%) | 211 (39.1%) | 237 (44%) | 83 (15.4%) | 83 (15.4%) |
| Collecting decision-making | 22 (4.1%) | 120 (22.3%) | 203 (37.7%) | 239 (44.3%) | 179 (33.2%) | 162 (30.1%) |
| Implementation Stage | | | | | | |
| Implementing action plan | 5 (0.9%) | 142 (26.3%) | 249 (46.2%) | 292 (54.2%) | 132 (24.5%) | 49 (9.1%) |
| Supporting operation directly | 8 (1.5%) | 173 (32.1%) | 221 (41%) | 224 (41.6%) | 111 (20.6%) | 118 (21.9%) |
| Supporting operation indirectly | 23 (4.3%) | 156 (28.9%) | 194 (36%) | 177 (32.8%) | 88 (16.3%) | 147 (27.3%) |
| Operating within organization/community | 211 (39.1%) | 158 (29.3%) | 224 (41.6%) | 237 (44%) | 77 (14.3%) | 98 (18.2%) |
| Operating among organization/community | 245 (45.5%) | 115 (21.3%) | 201 (37.3%) | 274 (50.8%) | 111 (20.6%) | 51 (9.5%) |
| Evaluation | | | | | | |
| Monitoring process | 121 (22.4%) | 56 (10.4%) | 205 (38%) | 260 (48.2%) | 163 (30.2%) | 22 (4.1%) |
| Evaluating process | 67 (12.4%) | 68 (12.6%) | 198 (36.7%) | 259 (48.1%) | 100 (18.6%) | 96 (17.8%) |
| Consulting and suggesting | 26 (4.8%) | 72 (13.4%) | 180 (33.4%) | 256 (47.5%) | 182 (33.8%) | 124 (23%) |
| Communicating and sharing results | 349 (64.7%) | 15 (2.8%) | 133 (24.7%) | 165 (30.6%) | 209 (38.8%) | 47 (8.7%) |
| Improving and adapting operation | 61 (11.3%) | 131 (24.3%) | 227 (42.1%) | 230 (42.7%) | 164 (30.4%) | 90 (16.7%) |

Discussions

Given the first objective of this study, the examination of level of current participation and the level of desire to participate in the future in tourism management in Hua Hin was explored. This study found that the average of level of current participation fell into low to moderate level in every stage, while the average of level of desire to participate in the future fell into high level in every stage. The means of level of current participation and the desire in the future were compared to disclosed the differences between the current level versus the desire in the future. Lack of stakeholder participation, particularly government agencies, was also revealed and discussed by Sooksung, Wanthana, and Jintana (2018), which led to the ineffective beach management in Hua Hin. The results exhibited that the mean score of current level of participation in tourism management were lower than the desire in the future. By conducting a paired-sample *t*-test, the statistical results indicated that all twenty-six pairs of attributes comparing the level of current participation and the level of desire in the future had statistically significant differences. The tourism stakeholders in Hua Hin would prefer to have more opportunity to participate in managing the destination in every stage. The highest difference was the planning stage, while the preparation stage was the lowest difference in the mean score

One of the key findings that this study discloses is the participation of tourism stakeholders in Hua Hin should be enhanced, especially in the beginning stages in order to allow related parties have more engagement and more collaboration in managing the destination. The results of desire to participate in the future could confirm that the Hua Hin tourism stakeholders are eager to participate more in managing the destination. Similar to one of recent studies about beach management in Hua Hin, entrepreneurs were willing and provide a good collaboration to participate in joining force to reorganize beach management since the beginning stage and building understanding on any actions that would occur (Sooksung et al., 2018). The comparison between current level of participation and the desire in the future showed the critical gap between the current situation and the position where the stakeholders would like to participate. The results exhibited that the tourism stakeholders would prefer to participate more in every tourism management process. This could reflect that they still have limited access to participate. However, it could present a positive signal. Thus, the government sector, both central government and local government, should allow or facilitate this process in order to strengthen the participation in the destination, since these are key responsibilities of government sector (Mason, 2008; World Tourism Organization, 2010). These could affect on the effectiveness of the government sector of feasibility in real practices (Lowndes, Pratchett, & Stoker, 2001). Enhancing stakeholder participation and collaboration in Hua Hin was also suggested by several previous studies (Kiawmeesuan, Khamsa-ard, & Siriwong, 2018; Sooksung et al., 2018), which could emphasize the results of this study that it is still essential for sustainable destination management in enhancing tourism stakeholder participation.

This study, moreover, aimed at investigating the appropriate participative methods for the tourism management approach in order to have a better understanding that if Hua Hin would like to enhance the participation among tourism stakeholders which participative methods should be applicable. The misunderstanding or gap of communication problems found in Hua Hin might not be that different from other urban beach destinations. There are number of studies (Dhiradityakul & Hummel, 2013; Longjit & Pearce, 2013; Sindecharak & Sangsnit, 2013) that stated similar communication problems among stakeholders. It could be considered as an ordinary problem in managing a destination and Hua Hin is facing these problems as well.

The participative methods, consequently, are disclosed in this study could be solutions to minimize these continuous problems. The highly rated participative methods, such as training, workshop, focus group, were suggested by tourism stakeholders in Hua Hin. This could be underline that these three methods would be appropriate to this destination. The civil society, especially educators, would be a key supporter to enhance these methods by providing training, being workshop or focus group facilitator. As suggested by Dabphet (2013), the educators could deliver knowledge and training to increase the quality standard of stakeholders. Focus group or small group meeting is a method that was highly rated and it was recommended by qualitative results since this method

would be a bit casual and it could help stakeholders to reduce stress and feel more free to participate and share their idea.

Recommendations

This study has explored the level of participation of tourism stakeholders and the participative methods for urban beach tourism management. This study discloses is that participation of tourism stakeholders in Hua Hin should be enhanced, especially in the beginning stages in order to allow related parties have more engagement and more collaboration in managing the destination. The researcher, consequently, would like to provide recommendations for further development.

First of all, the government sector, both central government and local government, should allow or facilitate the participative tourism management approach in order to strengthen the participation in the destination. Secondly, educators, both high school and university levels, should have more opportunities to provide or to share their knowledge to other stakeholders through organizing training and workshops to other parties. If the educational institutes have participated more in the Preparation and Planning Stages, they will contribute to enhance the skills of concerned stakeholders to have better quality standards and capacity building, especially partnership enhancement (Erkuş-Öztürk & Eraydın, 2010) and planning development (European Commission, 2000). Lastly, this active participation of business sector in the tourism management could be considered as one of important drivers in enhancing the destination management. Considering the profit motivation and business opportunity, the business sector needs to be active and have high involvement in the tourism management approach. The business sector could present a positive signal in sustainable tourism management since it could possibly reduce negative impact and damage on social and environment to the destination. The researcher, hence, believe this accomplishment could be beneficial to urban beach destination to be a model to enhance the participation of tourism stakeholders and to enhance the sustainable destination management.

This study conducts with some limitations despite its key contribution to the stages of destination management literature on the stakeholder participation in the urban beach areas. Even though using Hua Hin as a place of investigation is able to project the overview of participation of stakeholders in each stage, as well as highlight the concerned issues and levels of participation in which other destinations can learn from, it is still not adequate to claim that the result can be fully explained for other urban beach areas in Thailand or elsewhere as other destinations are known to have its unique characteristics. Moreover, the quantitative study poses some limitation on the in-depth explanation behind the results of participative level. Hence, it is recommended that further studies to be conducted at other urban beach destinations and/or complementing the study with qualitative approaches in order to obtain deeper explanation about the urban beach destination development.

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Appendix: Twenty-six attributes of four stages in tourism management and participative method

Stage 1: Preparation Stage

| Variable | Related Studies | | | | | | | | | | | | | | | | |
|--|-----------------|---------------|-----------------------|----------------|-------------------------|----------------------------|---------------|----------------------|--------------|-----------------------|----------------|----------------------------|---------------------------------|--------------|-------------|-----------------------|----------------------|
| | Drake (1991) | Wilcox (1994) | Jamal and Getz (1995) | Ramirez (1999) | Burns and Taylor (2000) | European Commission (2000) | Geerts (2000) | Page and Hall (2003) | Gomes (2005) | UNEP and UNWTO (2005) | Mathbor (2008) | Pomeroy and Douvere (2008) | Erkus-Ozturk and Eraydin (2010) | UNWTO (2010) | Page (2011) | Schmidt et al. (2013) | Waligo et al. (2013) |
| Participating in preparation stage | | ✓ | | | | ✓ | | ✓ | | | ✓ | | | ✓ | | | |
| Analyzing conditions, problems and opportunities | ✓ | ✓ | | | | ✓ | | ✓ | | ✓ | ✓ | ✓ | | ✓ | | | ✓ |
| Identifying stakeholder | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | | | ✓ | | ✓ | ✓ | | ✓ |
| Encouraging participants to join | | | | | | | | ✓ | | | | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Building understanding amongst stakeholder | ✓ | | | | | ✓ | ✓ | ✓ | | | | | | ✓ | | ✓ | |
| Building collaboration | | | | | | | | ✓ | | | | ✓ | ✓ | ✓ | | | ✓ |
| Selecting coordinator | | | | | | | | ✓ | | | | | | ✓ | | | |

Stage 2: Planning Stage

| Variable | Related Studies | | | | | | | | | | | | | | | | | | | | |
|---|-----------------|--------------|---------------|-----------------------|----------------------------|----------------------------|----------------------|------------------------------|--------------|-----------------------|--------------|----------------|----------------------------|---|-----------------------|---------------------------------|--------------|-------------|--------------|----------------|-----------------------|
| | Fayol (1910) | Drake (1991) | Wilcox (1994) | Jamal and Getz (1995) | European Commission (2000) | Jamieson and Mandke (2000) | Page and Hall (2003) | Gursoy and Rutherford (2004) | Gomes (2005) | UNEP and UNWTO (2005) | Mason (2008) | Mathbor (2008) | Woodside and Martin (2008) | Nunkoo, Ramkissoon, Gursoy and Chi (2009) | Edwards et al. (2010) | Erkus-Ozturk and Eraydin (2010) | UNWTO (2010) | Page (2011) | UNWTO (2012) | Dabphet (2013) | Schmidt et al. (2013) |
| Participating in planning stage | ✓ | | | ✓ | ✓ | | ✓ | | | | ✓ | ✓ | ✓ | | | | ✓ | ✓ | | ✓ | |
| Setting objectives/goals | ✓ | | ✓ | | ✓ | | ✓ | | | ✓ | | ✓ | ✓ | | ✓ | | ✓ | ✓ | | | ✓ |
| Analyzing situation | | | ✓ | | ✓ | | | | | | | | | | | | ✓ | | ✓ | | |
| Developing policies and planning | | | ✓ | ✓ | ✓ | | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | | ✓ | ✓ |
| Developing project/activity | | | ✓ | | ✓ | | | ✓ | | ✓ | | ✓ | | ✓ | | | ✓ | | | | |
| Developing action plan | ✓ | ✓ | | | ✓ | | | | | | | | | | | | ✓ | | | | |
| Agreeing on roles and responsibilities | ✓ | | | | ✓ | | ✓ | | ✓ | | | ✓ | | | | ✓ | ✓ | ✓ | | | |
| Developing finance and accounting plan | | | ✓ | | ✓ | | | | | | | | | | | | ✓ | | | | |
| Identifying monitoring and evaluation process | | | | | ✓ | | ✓ | | | | | ✓ | ✓ | | | | ✓ | | | | |
| Defining success criteria | | | | | ✓ | | | | | | | | | | | | ✓ | ✓ | | | |
| Collecting decision-making | | ✓ | ✓ | | ✓ | ✓ | ✓ | | ✓ | | | | | | ✓ | | ✓ | | | | ✓ |

Stage 3: Implementation Stage

| Variable | Related Studies | | | | | | | | | | | | | | |
|--|-----------------|--------------|-----------------------|----------------------------|----------------------|--------------|----------------------------|----------------|-----------------------|--------------|-----------------|-------------|----------------|----------------------|--------------|
| | Fayol (1910) | Drake (1991) | Jamal and Getz (1995) | European Commission (2000) | Page and Hall (2003) | Mason (2008) | Woodside and Martin (2008) | Doswell (2009) | Hill and Jines (2009) | UNWTO (2010) | Moutinho (2011) | Page (2011) | Dabphet (2013) | Waligo et al. (2013) | Beyer (2014) |
| Participating in operation | | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Implementing action plan | ✓ | ✓ | ✓ | ✓ | | | ✓ | | | ✓ | | | | ✓ | |
| Supporting operation directly | | | | ✓ | | | | | | ✓ | | ✓ | | ✓ | ✓ |
| Supporting operation indirectly | | | | ✓ | | | | | | ✓ | | ✓ | | ✓ | ✓ |
| Operating within organization/community | | | | ✓ | | | | | | ✓ | | ✓ | | ✓ | ✓ |
| Operating between organization/community | | | | ✓ | ✓ | | | | | ✓ | | ✓ | | ✓ | ✓ |

Stage 4: Evaluation Stage

| Variable | Related Studies | | | | | | | | | | | |
|-----------------------------------|-----------------|--------------|---|----------------------------|----------------------|----------------|----------------------------|----------------|-----------------------|--------------|-----------------|-------------|
| | Fayol (1910) | Drake (1991) | Canadian Universities Consortium (1999) | European Commission (2000) | Page and Hall (2003) | Mathbor (2008) | Woodside and Martin (2008) | Doswell (2009) | Hill and Jines (2009) | UNWTO (2010) | Moutinho (2011) | Page (2011) |
| Participating in evaluation | | ✓ | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Monitoring progress | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ | | | ✓ | | ✓ |
| Evaluating progress | ✓ | ✓ | | ✓ | ✓ | | ✓ | | | ✓ | | ✓ |
| Discussing and suggesting | | | | ✓ | | | | | | ✓ | | |
| Demonstrating and sharing results | | | | ✓ | | ✓ | | | | ✓ | | |
| Improving and adapting operation | ✓ | | | ✓ | | | | | | ✓ | | |

Participative Method

| Items | Related Studies | | | | | | |
|----------------|-----------------|----------------------------|----------------------------|-------------------------|-----------------------|---------------------------|----------------|
| | Wilcox (1994) | S.D. Edwards et al. (1997) | European Commission (2000) | Fine and Elsbash (2000) | Lowndes et al. (2001) | Pomeroy and Douvère (208) | Mathbor (2008) |
| Document | ✓ | | | ✓ | ✓ | ✓ | |
| Training | ✓ | ✓ | ✓ | | | | ✓ |
| Workshop | ✓ | ✓ | | | ✓ | ✓ | ✓ |
| Focus Group | ✓ | ✓ | | | ✓ | ✓ | ✓ |
| Public Forum | ✓ | ✓ | | | ✓ | | ✓ |
| Public Hearing | ✓ | ✓ | | | ✓ | | ✓ |

Value relevance of government ownership of equity (evidence from Thailand market)

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Abstract

The impact of government ownership of a firm's equity has been a topic of heated debate in finance, economics and politics. There extant literature provide evidence of both positive and negative effect of government ownership on market value of firms with multiple reasons in favor of both effects. There has also been research into how such effects may differ in different markets. This paper aims to explore the value-relevance of such in the financial market of Thailand. We are using a sample of 300 Thai listed companies to identify the relationship between market value and government ownership of equity. Even though the previous studies support a positive relationship between the two variables the evidence from Thai listed firms proves otherwise. We find that the Thailand market does not reward governmental control, however it doesn't penalize it as well. The research connects to the efficient market hypothesis (EMH).

Key words: government ownership, market value, value relevance

2. Introduction

The structure of ownership of firm equity has been widely discussed as a factor generating both positive and negative influences on various aspects of a firm performance. Two main streams of literature exist in this relation, the most popular one being the one exploring various effects government ownership of a firm's equity exerts on its financial performance and the less significant in volume however not least interesting being the stream on the direct market value relevance of the government control. Both literatures hold in common the view that governmental ownership can have both positive and negative effects on either one of the performance indicators. Our research contributes to the latter and dwells upon the efficient market hypothesis (EMH) (Fama, 1998) supporting that the current market value of the firm's equity contains the publicly available data on the equity structure as well as other information, meaning that investors making decisions as to purchase a particular share of stock will keep in mind all this information, thus knowing about the fact and degree of state-control over a firm and expressing their attitude towards it.

We are exploring the relationship between government ownership of a firm's equity on its market value in Thailand with the view of answering the research question of how investors in Thailand perceive the fact and degree of government ownership on equity measured through the market value of equity. Carney and Child (2013) report a growing role of government in equity ownership in East Asian countries between 1996 and 2008. Boubakri, Ghoul, Guedhami and Megginson (2017) report that in emerging markets SOEs account for 28% of the largest companies. However an interesting tendency is transpiring, despite of an active privatization in both developed (mostly Europe) and developing markets (Asian countries) the share of state-controlled companies continues to grow, but a more active phase of this growth has primarily happened in the period after the financial crisis, when the government ownership started to be associated with a bailout strategy and certain references in receiving support (Guedhami, 2012; Nash, 2017).

Another peculiarity is observed now with regard to government ownership of firms' equity, some companies were formed as a result of privatization of SOE's capital and the government held on to a proportion of equity (usually around 50% as reported by Tran, Nonneman & Jorissen, 2014), having

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become a shareholder, in other cases the ownership was obtained by simply purchasing a share of equity in the market, the result being seen in the form of low percentage of government ownership of the firm's equity. Such a form of acquisition was reported by Eckel and Vermaelen (1986) for North American firms. Thus, the trend reported by the extant research shows the proliferation of the latter form of acquisition in the period after the financial crisis in Europe and Asia, apparently in the response to the crisis effects, with some evidence in favor of a more positive perception of such a type by investors, but again the findings differ depending on economy (Huang & Xiao, 2012) and firm size (Truong et al., 2006).

Our research is of exploratory nature and is attempting to explore the nature of relationship between government ownership and market value for Thai listed firms. We are using the evidence from a sample of 300 publicly traded firms listed in SET (Stock exchange of Thailand).

3. Literature review

The extant literature abounds in research on value relevance of various engagements of the firms, including financial and non-financial information with the main theoretical concept being the efficient market hypothesis (EMH) (Fama, 1970; Kendall, 1958; Fama, 1998) stating that share prices contain all publicly available information, including the information on the public ownership of the firm's equity.

However the research on the impact of government ownership on market value doesn't have an extensive history. The object of such a consideration is a mixed enterprise, defined by Spenser (1959) as the one which is owned jointly by public and private management. Such a form of ownership is described to be occurring as the result of either a state-owned enterprise (SOEs) being privatized but government still retains its stake, or the state acquires the shares of a private jointly owned enterprise.

The first comprehensive inquiry into the effect of state ownership on the market value of a firm was made by Eckel and Vermaelen (1986), who reported both negative and positive impact, the positive including expectation of lower risk and access to subsidy, synergistic effects; the negative ones being lower expected profitability capitalizing into share prices. However the authors also connect the research to the conceptual framework of agency problem and Jensen and Meckling's (1976) perception of alignment of agents' interest with the principals' ones, but that depended on the degree of regulation. Since then there has been two parallel streams of literature exploring the effects of public ownership: market value relevance effects and the financial performance effects, however the results of both streams are linked by the overarching concept of EMH. It has to be noted that significantly less studies found purely positive effects of state involvement (Jiang et al., 2008; Liao and Young, 2012), and more studies identified various either negative (Sappington and Stiglitz, 1987; Shleifer and Vishny, 1994; Boycko et al., 1996) or mixed (Wei et al., 2005; Hess et al., 2010; Alfaraih, Alanezi, & Almujaed, 2012) effects. The main reasons for negative effects listed as the agency conflict and the positive impact caused mainly by lower risk perception. It has also been found that in transition economies the effects might be different (Huang & Xiao, 2012).

The most interesting explanation provided by the current literatures is the one contrasting the 'helping hand' with the 'grabbing hand' of the government, which might take advantage of its controlling position and abuse the earnings (Sappington and Stiglitz, 1987).

We will connect to the stream of literature of purely market effects of governmental ownership, examining the latter as an independent variable in market valuation (Alfaraih, Alanezi, & Almujaed, 2012; Razak, Saidi, & Mahat, 2013) in the widely used valuation model by Ohlson (1995), which and become a conventional tool in measuring certain value effects (Ohlson, 1995; Hassel, 2005; Loh et al. 2017).

Our goal is to explore the effect of government ownership of firm equity in Thailand. To reach the goal we have developed two hypotheses.

Hypothesis 1 (H1): Firms that have certain degree of government ownership have lower market values than privately owned firms.

H1 explores the market value relevance of the fact of government control, connecting to the EMH and previous research supporting the expectation of agency conflict (Eckel & Vermaelen, 1986) and the ‘grabbing hand’ effect by the investor (Huang & Xiao, 2012) .

Hypothesis 2 (H2): Firms with higher degree of government ownership have lower market value values than firms with lesser degree of government control.

H2 connects to the concept of ultimate control (Wang & Xiao, 2009) where the degree of government control is ranging between 0 and 100% and the assumption that less state control translates into better performance of firms in terms of profitability and productivity (Tran et al., 2014).

4. Data and Methods

The empirical analysis relies on a sample of 300 firms out of the target population of the 719 corporations listed in the Thailand Stock Exchange. We use the data derived from the Bloomberg database including those on government ownership, market value, and other variables. Data analysis is done with the help of statistical software IBM SPSS and the R.

In this study, we are using a derivation of the seminal Ohlson’s (1995) model of a firm market value relation to accounting data and other information. In finance and accounting research Ohlson’s valuation model is viewed as a conventional tool in determining value-relevance of various data (Hassel, 2005; Loh et al, 2017; Lourenco & Eugenio, 2011).

The model is using a regression tool to determine the nature of relationship between variables and the impact of independent variables on the intercept. We tested our sample for the assumptions of CLMR and discovered that the data is heterogeneous and somewhat non-normal, so we are using the weighted least squares regression method (Tellinghuisen, 2008). Our model derivation is based on the method used by Loh and Thomas (2017) with our modifications in terms of ownership variable. We will test several specifications of the model with the baseline having the following shape:

$$MV_{i,t+4} = \alpha_0 + \alpha_1 BV_{i,t} + \alpha_2 EARN_{i,t} + \alpha_3 EARN_{i,t} \times NEG_{i,t} + \varepsilon_{i,t}, \quad (1)$$

In the model $MV_{i,t+4}$ is the market value four months after financial year-end of company i ; $BV_{i,t}$ is the book value of common equity at the year-end of company i ; $EARN_{i,t}$ is earnings before extraordinary items at the year-end of company i ; $NEG_{i,t}$ is a dummy variable equal to 1 if at the t year end the firm had losses and 0 if otherwise, and $\varepsilon_{i,t}$ is the error term. We are including the book value and earnings, because in line with the previous research (Loh et al. 2017; Hassel, 2005; Ohlson, 1995) book value shows a positive relationship with the market value, earnings, in contrast, can show a negative relationship with the market value, because profit is usually rewarded by the market and loss is usually penalized (V. Brecht et al., 2018).

As the next step we will include the ownership variable first as a dummy variable, with 0 – if the firm had no state ownership and 1 – if there was some degree of it (dummy variable $OWN_{i,t}$), to find the link between the ownership and the market value to accept/reject the hypothesis H1 (Model 2). To test the hypothesis 2 (H2) we explore the relationship between the degree of government ownership and the market value replacing the dummy variable $OWN_{i,t}$ with a continuous variable, the share of equity owned by the government (between 0 and 100%) and produce the model (3). After that

we will generate the model 4, the one containing a control variable, for the control variable we chose to use the firms belonging to the high environmental sector, usually viewed by investors as a risky enterprise prone to new legislation, on the other hand the sector, as reported in previous studies generates larger profit, so we consider variable *ENVit* a control for our model.

Assessing the model specification and predicting power we will examine the R^2 for the three models and the p-values for the significance of the relationships, we are expecting to see a value of determination coefficient of more than 0.5, which would mean that the model can predict 50% of the variance of market value by the change in book value, earnings and profit/loss (model 1), we expect the value of R^2 to remain relatively constant for subsequent model specifications, at the significance level of p below 0.05. Therefore if the association proves to be statistically significant (p -value below 0.05) we will accept that the association did not happen by chance; if otherwise we will accept the null hypothesis (no significant relationship).

5. Findings

Table 1 summarizes the summary statistics of all variable used in this research describing the central tendency and the dispersion of variables used in the model.

Table 1. Summary statistics of variables

| | Minimum | Maximum | Mean | Std. Deviation |
|---|----------------|------------------|-----------------|-----------------|
| <i>EARN_{i,t}</i> | -978837824.000 | 23560550400.000 | 777320507.822 | 2481099704.902 |
| <i>NEG_{i,t}*EARN_{i,t}</i> | -978837824.000 | 0.000 | -33565592.849 | 111014854.830 |
| <i>BV_{i,t}</i> | 63002168.000 | 225987000000.000 | 7317264518.980 | 19430522652.121 |
| <i>MV_{i,t+4}</i> | 240000000.000 | 781530000000.000 | 16450049833.434 | 60583929673.442 |
| <i>OWN_{i,t} %</i> | 0.000 | 70.251 | 1.617 | 7.239 |

Absolute values are shown in THB, the mean value of earnings before extraordinary items for the sample was 777.3 billion THB and the mean book value was 7.3 trillion THB, the mean market value for Thai listed companies was 16.4 trillion THB. However standard deviations of the variables are quite high. The government ownership in the sample ranged between 0% and 70.3% with the mean value of 1.6%.

Table 2. Correlation matrix of the variables

| | MV _{it4} | EARN _{it} | NEG _{it} EARN _{it} | BV _{it} | OWN _{it} | OWN _{lit} |
|--------------------------------------|-------------------|--------------------|--------------------------------------|------------------|-------------------|--------------------|
| MV _{it4} | 1 | | | | | |
| EARN _{it} | .854** | 1 | | | | |
| NEG _{it} EARN _{it} | 0.052 | .144* | 1 | | | |
| BV _{it} | .640** | .900** | 0.016 | 1 | | |
| OWN _{it} | 0.071 | 0.110 | 0.047 | 0.123 | 1 | |
| OWN _{lit} | 0.113 | .200** | 0.067 | .194** | .885** | 1 |

*, Correlation is significant at the 0.05 level (2-tailed).

**, Correlation is significant at the 0.01 level (2-tailed).

From the correlation matrix (Pearson correlations) we can see a high value of correlation coefficient between earnings and book value (0.9 at a high significance level), we explain that by the simple pattern that firms having high book value of equity will be larger and have higher value of sales.

Table 3. Model 1 Regression Results

| Model 1 | | | Standardized Coefficients | | |
|---|---------------|--------------|---------------------------|--------|----------------|
| | | | Beta | t | <i>p-value</i> |
| Constant | 336953564.878 | 51727547.354 | | 6.514 | .000 |
| EARN _{i,t} | 7.340 | .627 | .982 | 11.710 | .000 |
| NEG _{i,t} *EARN _{i,t} | -8.550 | .864 | -.755 | -9.892 | .000 |
| BV _{i,t} | .089 | .041 | .116 | 2.141 | .033 |
| Adjusted R ² | 0.504 | | | | |

The first regression showed that the selected model has a good for predicting the variance of the intercept, the market value, with the adjusted R² higher than 0.5 and all independent variables showing statistically significant relationships with the market value at the p-values of less than 0.05. The VIF values for all variables in the model are significantly less than critical, namely for all tested models we find VIFs less than 2. We conclude that our model has a good fit, but there are unobserved factors influencing the intercept. Thus we need to test other models.

Table 4. Model 2 Regression Results

| Model 1 | | | Standardized Coefficients | | |
|---|---------------|---------------|---------------------------|--------|----------------|
| | | | Beta | t | <i>p-value</i> |
| (Constant) | 329099106.386 | 52820818.511 | | 6.230 | .000 |
| EARN _{i,t} | 7.354 | .628 | .984 | 11.718 | .000 |
| NEG _{i,t} *EARN _{i,t} | -8.593 | .867 | -.759 | -9.912 | .000 |
| BV _{i,t} | .087 | .042 | .114 | 2.102 | .036 |
| OWN _{i,t} | 129823324.746 | 173597438.659 | .031 | .748 | .455 |
| Adjusted R ² | 0.503 | | | | |

Having included the factor of ownership into the model we find that the fact of government ownership of the firm's equity may have a slightly negative impact on the market value, however we need to reject such an association because the level of significance doesn't allow us to admit that such an association did not happen by chance. Thus, we accept the null hypothesis. So, H1 does not hold for our sample.

Table 5. Model 3 Regression Results

| Model 3 | | | Standardized Coefficients | | |
|---|---------------|--------------|---------------------------|--------|----------------|
| | | | Beta | t | <i>p-value</i> |
| (Constant) | 324417435.712 | 53003164.608 | | 6.121 | .000 |
| EARN _{i,t} | 7.351 | .627 | .984 | 11.729 | .000 |
| NEG _{i,t} *EARN _{i,t} | -8.604 | .866 | -.760 | -9.940 | .000 |
| BV _{i,t} | .087 | .041 | .113 | 2.090 | .038 |
| OWN _{i,t} % | 4676923.290 | 4335922.146 | .044 | 1.079 | .282 |
| Adjusted R ² | 0.504 | | | | |

Having replaced the dummy variable – government ownership with a continuous one we again do not find any statistically significant relationship between the degree of ownership and the firm value (the *p*-value 0.282), we can still see a high impact of book value and earnings on market value, but still government ownership does not produce any significant effect.

Table 6. Models 4 and 5 Regression Results

| Model 4/Model5 | | | Standardized Coefficients Model 4 | | | Standardized Coefficients Model 5 | | |
|---|---------------|--------------|--------------------------------------|---------|----------------|--------------------------------------|---------|----------------|
| | | | Beta | t | <i>p-value</i> | Beta | t | <i>p-value</i> |
| (Constant) | 288707816.930 | 275609882.32 | | 5.209 | .000 | | 4.885 | .000 |
| EARN _{i,t} | 7.368 | 7.339 | .986 | 11.839 | .000 | .982 | 11.821 | .000 |
| NEG _{i,t} *EARN _{i,t} | -8.703 | -8.834 | -.769 | -10.112 | .000 | -.780 | -10.236 | .000 |
| BV _{i,t} | .071 | .085 | .092 | 1.696 | .041 | .111 | 2.072 | .039 |
| ENV _{i,t} | 215144777.397 | | .097 | 2.313 | .021 | | | |
| P/E _{it} | | 4564303.647 | | | | .108 | 2.597 | .010 |
| Adjusted R ² | 0.511 | 0.513 | | | | | | |

Including the control variable proved to be efficient for the model fit, the predicting power increased to 0.511, we conclude that belonging to the risky but yielding environment impactful sectors has a significant effect on the market value.

For more control we also added the variable of price-to-earnings ratio in to the model and received analogous results, P/E ratio has some effect on the market value, it certainly is rewarded by the market (beta value 0.108) and such an association is statistically significant.

6. Discussions and recommendations

In the course of our analysis we had to reject any impact of government ownership on firm value, neither the fact nor the degree of government ownership affect the market value of a firm in any way, the relationship may seem even negative, thus it may seem that the state control is penalized by the market, but such an association hasn't been proved by this research.

It means that although Thailand is a country with a strong centralized government and the state controlling up to 71 % of the equity in some firms, however the investors do not seem to either penalize or praise such control, we can see the evidence of the market rewarding high earnings and book value and penalizing losses, but no significant association has been found between the market value and the government control.

Our results contradict the findings of Huang and Xiao (2012) and Truong et al., (2006) which claim that the relationship between government control and market value is higher for transition economies. We find that Thai investors do not take into consideration the factor of government control when making investment decisions.

Our results are in line with the efficient market hypothesis which means that various factors affect the market value of the firms listed in Thailand stock exchange but it's most certainly not the government ownership. And even though the top ten firms by book value have an average government ownership of 33%, this fact is not rewarded by the market in terms of investor interest in any way.

The future research may include the breakdown of the sample into industries and inclusion of additional variables, such as competitive rivalry in the sectors the firms belong to find out if government control is rewarded by the market in such cases.

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The quality improvement of eco-tourism in the north regarding the aging society of Thailand

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Abstract

Population change into elderly society is a matter of great interest both nationally and globally. It has a broad impact on the macro level, including the effect on the gross domestic product (GDP) per capita income of the population. However, little effort has discussed about senior people and ecotourism. This paper, a conceptual paper, has an aim to discuss the quality improvement of eco-tourism in the north regarding the aging society of Thailand.

Key words: seniors, aging, ecotourism, Thailand

Population change into elderly society is a matter of great interest both nationally and globally. It has a broad impact on the macro level, including the effect on the gross domestic product (GDP) per capita income of the population. Also, Savings and Investment Government budget employment and productivity of labor at the micro level, it affects the markets, products and services, especially financial and health. The preparation for such a change must begin now. Almost all measures take time to complete. By the definition of the United Nations when a country with a population aged 60 or over accounts for more than 10% or 65 years of age or over exceeds 7%, the country is entering the Aging society and will be completely to Aged Society, when the proportion rose to 20% and 14%. Thailand is in the transition to an aging society (Aged Society). According to data from the United Nations World Population Age, it is found that after 2009, the population is in dependence children and seniors. There will be more people in working age and in 2017 it will be the first time in history that the population is younger less than the elderly. This situation is due to the rapid decline in fertility and the continued decline of the mortality rate because the number and proportion of elderly people in Thailand is rising rapidly.

According to the population of Thailand in 2013, the population of Thailand is 64.6 million, and the number of elderly people is 9.6 million. It is expected that in 2030 there will be 17.6 million elderly people (26.3%) and 20.5 million people in 2083. (32.1%). Both public and

private agencies have worked together to protect, promote and support the status, roles and activities of the elderly. For Thailand, the retirement age is generally 60 years, and the Elderly Act (2003) defines the elderly as being 60 years or older. The majority of the elderly were 71.4%, 28.6% were non-municipalities, 62.5% were in the municipality, 34.8% were widowed or separated, and 2.7% Education is primarily the elderly, 68.9 % graduated from elementary school. Only 9.5 % of them graduated from primary school. 21.6 % of them did not study or finished lower than primary school. However, three out of four or 76.1 % were literate. Demographic change the burden on the working-age population will increase in the number of children and older people. It does not take into account the cost of raising children, which increases with age. Relative burden of the young population. From 46.11 % in 1990 to 21.99 % in 2030. The dependency ratio of older people increased from 11.61 % to 40.93 % in the same period. The total dependency ratio decreased from 57.72 % in 1990 to 47.78 % in 2011, and then rapidly increased to 62.92 % in 2030.

Impact of demographic change

The decline in the working population from 2018 will result in a decrease in the total output of the country. In order to maintain productivity, the productivity of labor must be increased. Additional, another factor to production is use more technology, import skilled workers from abroad or extend the retirement age to 65 or 70 years. New labor force entering the labor market while the labor force has to take care of older people. It will affect both household and national savings. Impact on government budgets this was due to the rapid increase in health expenditures from 25,315 million (Baht) in 1980 to 434,974 million (baht) in 2005, or an increase of 17.2 times over the 25 years. Government is spending increased from 7,576 million (Baht) to 143,775 million (Baht) during that period. According to the Fiscal Policy Office, over the next 10 years (2010-2019), the specific fiscal burden will come from the Social Security and National Health Insurance Program. There are up to a year is 142,071-251,607 million (Baht) or 7.4-7.8 % of the annual budget.

Labor effects are caused by decreased physical activity at an older age is reduce performance. Labor productivity can be increased by improving labor quality. Both directly through education, training, motivation and through good management. As well as improving the efficiency and advancement of technology. Extending the retirement period would alleviate the impact.

The Eco-Tourism in Thailand

Tourism trends in the world tend to focus on responsible tourism and environmentally. Many tourist groups focus on non-destructive activities and responsible. Many countries have an important perspective with Mass Tourism causes resource deprivation. Therefore, the objective of tourism is to developing and enhances the value of tourism. Tourism is not just for recreation. But it was developed to seek knowledge, challenging physical and mental potential and environmental responsibility, entrepreneurs have to adapt themselves to meet the needs of specific tourists, Eco-tourism and adventure is a unique type of tourism that responds to nature and awareness of the importance of the environment. Current, Ecotourism

and Adventure more popular and respectively. The ecotourism and adventure tourism is another form of tourism that is well-suited to the needs of both Thai and foreign tourists. Provided Important to relax with nature are focus on environmental activities. Traveling to a natural attraction with a special nature for fun, excite, challenge, adventure and experience exotic. At present, there are many entrepreneurs turn to focus on tourism activities such as kayaking, rafting, climbing, bird watching and hiking, etc. Activities were developed to meet the needs of tourists. Learn the nature, love the group, challenge or bring the novel together to challenge make eco-tourism and adventure more attractive to tourists.

Furthermore, Mass Tourism arrives at a natural spot because it affects the environment. Then, there is the idealist and environmentalist spread the idea widely and some countries join together to become national conservation organizations. Every group has the same purpose, is to have the idea to protect and preserve the good environment of tourist destinations around the world stay Sustainable the intention is to introduce eco-tourism to solve the traditional tourism problem, focusing on environmental protection, awareness for tourists, Organize activities for sustainable tourism and improve the quality of life of local people in line with conservation ideals.

Analysis results of the overall situation of Thailand's eco-tourism and adventure market is not clear how many foreign tourists who specialize in eco-tourism. Thailand still needs to develop many aspects of management to considering the number of foreign tourists in many conservation areas is very small and limited in a short time, such as Khao Yai will have the largest number of foreign tourists. In December, however, it was found that the peak period of Khao Yai tourism for foreign tourists was very short. The entrepreneur turned to focus on Thai tourists but it is fewer amounts than foreigners. Therefore, should encourage foreign tourists to travel during the month off season by tourism promotion activities. Organize eco-tourism and adventure tours to guide visitors or travel in different months. When analyzing the readiness of the provinces to promote marketing. As a tourist destination for eco-tourism and adventure tourism, there are no provinces with high levels of readiness. However, many of the provinces that are not well-equipped currently have low levels of readiness, including Nan, Mae Hong Son, Phitsanulok, Phetchabun, Phetchaburi, Nong Khai and Trang. It has the potential to develop as an ecological and adventure destination, especially in areas with natural resources and activities are already available. The development of such provinces as Chiang Mai, Kanchanaburi, Nakhon Ratchasima, Krabi and Trang, etc., has been developed. The development of these provinces is an ecological and adventure destination must have a common development plan to achieve effective planning and carry out partitions.

(Source:<http://www.etatjournal.com/mobile/index.php/menu-read-tat/menu-2013/menu-2013-jul-sep/125-32556-eco-adventure>)

Thailand Tourism Vision Year 2036

Thailand is the world's top tourist attraction. The growth is balanced on the basis of Thainess. To promote economic development Society and distribution of income to all people in a sustainable way.

It is the guiding framework for Thailand's long-term tourism development. This is a synthetic result from analyzing and evaluating the impact of context, environment, and long-term change trends. It has been through the process of participation of all sectors. There are 5 key concepts in development.

First, Thailand is one of the leading tourist destinations in the world. By enhancing the quality and diversity. The products and services of tourism to international standards to increase revenue. Travel with emphasis on increasing the cost of travel and the time of travel are reinforce Competitiveness of the country.

Second, equilibrium growth to promotes among tourists, such as between tourists by residence and between groups. General travelers and tourists with special interests. Promote equilibrium in growth between tourist areas. The emphasis is on the distribution of tourism development in secondary tourism and the local community. Growth between seasons and seasons.

Third, growth on the basis of Thai. The emphasis is on the development of tourism products and services in line with the Thai identity and way to build understanding for tourists and people. Thai identity and proud of being a Thai and a good host at all levels.

Fourth, promoting economic and social development and distributing income to people in all sectors. The tourism development tool as a source of revenue and distribution of the country. Tourism development is one of the driving forces the infrastructure development of the country and create opportunities for national economic and social development. Tourism Development in the Regions and Tourism Development Areas especially in secondary and rural areas, and supporting the investment sector for businesses in the tourism and related industries.

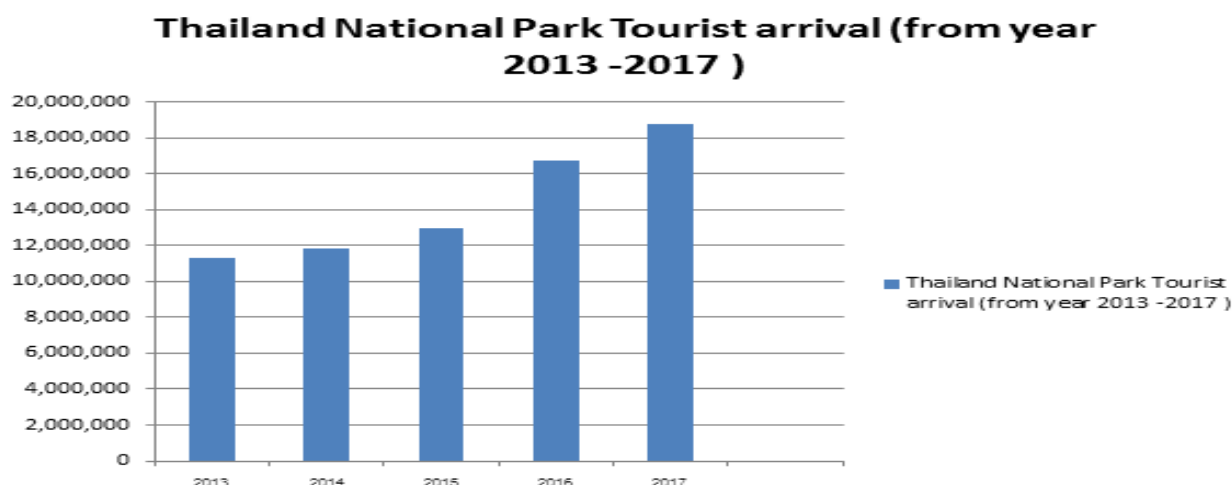
Fifth, Sustainability By promoting the sustainability of natural resources and the environment by preserving and restoring risky tourist sites. Capacity Management And to cultivate a sense of environmental friendliness. Promoting cultural sustainability By honoring and preserving the identity of Thai traditional values and local wisdom. (Tourism Vision of Thailand, 2036, Ministry of Tourism and Sports, 2017).

Thailand is ranked 23rd out of 141 countries (Tourism Development Plan No. 2, 2017). There are many tourist attractions includes Naturals and Cultures. It is an incentive for tourists around the world even specific tourist behaviors. More likely as a result, tourism operators and the public's sector need to adjust and emphasize tourism development to meet the needs of tourists. Eco Tourism is a sustainable tourism model that is popular with Eco-tourists. Activities for tourists to learn, to conserve natural and environmental sustainability. Ecotourism has many activities for visitors such as nature trails, biking, cycling, pink and water. Tent camping. However, eco-tourism is limited to natural resources, including national parks. Forest Park Wildlife Sanctuary And natural reserves. (Parinya and Rachnon , 2018)

The total incomes in the Northern regional of Thailand from tourism industry are about 59 million baht per year (accounting for 71%) of yield in the tourism industry in the upper

northern region. Tourism trends included health tourism and spa. According to the above data, tourism is the main economic income of the upper Northern provinces. Therefore, the upper northern provinces of Region 2 choose "Lanna ecotourism and culture" following by situation, trends and strategies of the Upper Northern 1, Development Plan of the Upper Northern provinces 1, 2015 - 256. 1) and Chonnaporn Yajaiman (2009) was explained from the research plan of Chiang Mai (2012). Theme and Tourism Activities in Chiang Rai, suitable for foreign tourists. It is found that the tourism ecotourism is what the elderly. Wireless Internet Service Ramp for wheelchairs Elevators for the elderly Emergency Medical Services and First Aid equipment for seniors, this is consistent with the government's education and planning in all dimensions such as transport facilities and Activities in tourism. Therefore, ecotourism management for the elderly to promote tourism and encourage elder tourists to travel. The approach of elevation should consist of

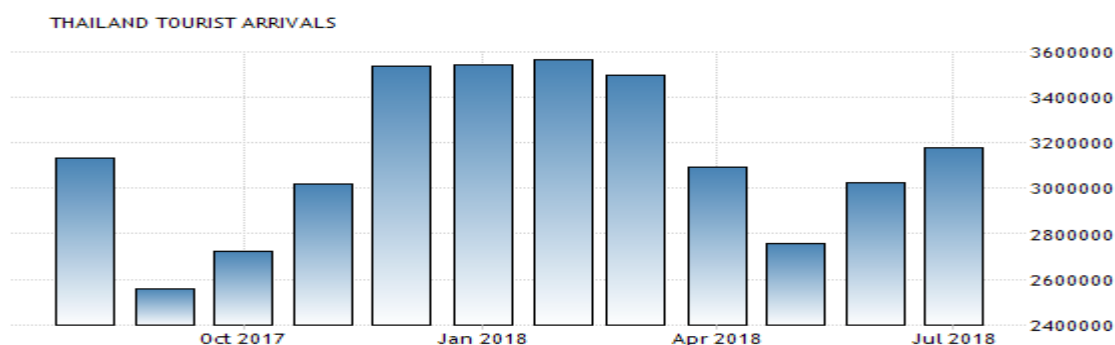
1. The development of infrastructure such as electric roads.
2. Personnel Assistant for the elderly tourist, such as health promotion personnel.
3. New recreation and tourism activities in line with their interests. It should be designed to suit the age range of travelers because some older people are not able to participate in certain recreational activities that require physical strength.
4. Develop and upgrade the quality. Public facilities and services in tourist attractions such as public transport.
5. Development of service standards related to tourism, such as food delivery services. Laundry service.
6. Build confidence in the safety of life and property, such as elderly Caretakers, Registered Specialist and legally tourist guides.



Source: Tourist Statistics the National Park of Thailand, The Ministry of Natural Resources and Environment, The Kingdom of Thailand (2018)

Situation of the tourism industry with the elderly tourists.

Currently, the elderly market (60 years and over) is another market that is likely to grow in the future. Due to the development of medical and public health, the population has a lower mortality rate. Older people tend to live longer than in the past. Most elder people live after retirement especially recreational and leisure activities. Or visit the arts and culture because there is more time than other tourists and financial readiness. Tourism for the elderly is a new tourism market because it is a quality market and the purchasing power of tourism is higher than the general market.



Source: Bank of Thailand Search <https://tradingeconomics.com/thailand/tourist-arrivals>

The elderly tourist market is a potentially larger and more attractive market because the structure of society is going to the society of the elderly. The United Nations estimates that there will be an increase in the number of elderly people from 687.9 million in 2006 to 1.968 million in 2050. Asia will have the highest number of elderly people in Asia. Growth prospects of the aging market in many ASEAN countries during 2015-2060 are expected to increase by more than double, with Singapore being the most populous country in ASEAN. All foreigners in Thailand tend to increase. It is expected that in the next 10 years or in the year 2020 there are up to 7 million people in a year. Of this group, 31% or almost one third were tourists from Japan. This increase in the elderly population. It is Thailand's opportunity to enter the AEC.

Elderly travelers will have a different styles and travel behaviors than regular tourists, Mostly of elderly focusing on tourism and good quality services, focusing on buying for non-emotional reasons, pay attention to the main satisfaction, Long-stay high spends and ability to purchase high-priced services. Because of the money collected from hard work to life. It has high potential for consumption. This group does not have to worry about the cost of travel caused have experience in life. Therefore, there are more and more carefully selected products and services, and because the elderly are more likely to travel more than young. Therefore, the preparation to support this market requires a very detailed study and should be well prepared.

Many ASEAN countries, such as Singapore, accelerate their overseas marketing efforts to attract and enhance the growth of the elderly visitor market. This is because of the potential for business growth and the tendency of consumer behavior to shift to health care. Including delaying and more beauty. Malaysian government grants elderly people rights from Japan Enter the country without a visa and other privileges like Malaysian old people to pull old people into the country. Since there is support from the Japanese government to raise these old people.

Although Thailand has an advantage in terms of tourism geography compared to other ASEAN countries. But, in terms of management to accommodate this group. Most will be for the general traveler rather than focus on elderly tourists or tourists. Tourism for the elderly is one of the causes that bring happiness and peace to the elderly. Therefore, how can these elderly people travel as comfortable as other travelers? Due to the physical condition of the elderly with degenerative aging. Also, considering the needs of these tourists. It is found that the tourist destination is a place where tourists have traveled and ready to travel back and that are impressed in the tourist attractions in various dimensions such as location, guides, atmosphere, etc.

Kotler et al. (2006: Principles of Marketing, 121) states that the structure of the global population is changing. This is the result of long-stay tourism, or long-stay tourism, which aims to be recreation and tourism. This model is very popular in the 21st because the population in the Baby Boomer era or Gen X to retire from work. This population is very high purchasing power and have the ability to spend money. There are no worries about the cost because of the experience of living, so careful to choose the products and services.

Korawan Sangkakorn et al (2012), Thai and foreigner travelers are different tourist behaviors. In the field of tourism in the country and abroad purpose with travel planning and travel Information. The patterns and behavior of tourists who are characteristic of tourists, retirees or elder is 1) Focusing on tourism and good quality services 2) Considering the value of the services 3) Need confidences od Security policy 4) Need Service confidence of Health and Wellness 5) Need for age-appropriate activities for well-being.

Ranee Ischaikul et al, (2009) studied and analyzed the tourist behavior of elderly travelers from Europe and analyzed the motives for tourism and the needs of elderly travelers from Europe to tourism elements in accommodation, transportation and tourism facilities and utilities. The studied also founded that 41.40% of elderly travelers from Europe came to Thailand for their visit for the first and 31.86 % traveled to Thailand more than 4 times. The average number of tourists and stay in Thailand is 58.37 % over 15 days in 3 provinces in the tourist itinerary is Bangkok, Chiang Mai and Phuket for reasons to travel in Thailand is a friendly nature. There are 47.67% of elderly travelers from Europe choosing the historic and cultural sites, food and drink that value for expensed. The incentive for elder travelers from Europe to travel is to relax and want to travel in new destinations. The elements of elder European tourist attractions are satisfied with the services of Thailand, which is the security of the accommodation. Natural resources, Accommodation standards, Variety and suitability

of food and beverages, Access to medical facilities, Immigration and customs facilities and basic qualities service of travel agents and Festivals and events such as Thai cooking classes.

In addition, the behavior of both Thai and foreign tourists. Most of them are different. It requires planning and there are guidelines for providing services to elder people in differently. The current situation must recognize that awareness and understanding of the elderly. From stimulation and the implementation of government policies. It is still new for the tourism community even though the potential and the availability of physical resources are still at the level required, development another factors is the measure of community readiness and capacity include consideration of community opportunities for future tourism. It is the potential and the social should be considered together. If any community has a strong society. The purpose of the tour is to clear the community. There is a mechanism that divides roles and responsibilities according to the interests and abilities of personnel. and have the interest to open up new knowledge. Community improvement or tourism services for elder travelers. The cost will be determined by the Tourism strategies to development of tourism is appropriate to the context of tourism industry. This will lead to the sustainability of the overall image of the area. (Korwan Sangrakorn et al., 2012)

Tourism development of the country, its competitors and the prototype countries.

Lessons from prototype countries and major competitor countries. Thailand can be deployed to set the direction of development to have more objectives and goals. A review of tourism development plans of highly successful countries in tourism such as China, the United Kingdom, Australia, Maldives and prototype countries such as Japan, as well as key competing countries, Singapore and Malaysia. The key lessons learned are that many countries focus on infrastructure development. This includes developing quality of facilities for tourists. Transport for tourism development, Quality of hospitality. The technology is used to increase efficiency and to facilitate information for tourists. In the direction of development, some countries choose to target specific visitors. While some countries set a goal for tourism development in that country, there is a potential for integration as a development strategy that is emphasized in every development plan. The integration of the relevant agencies is an important mechanism that drives the concrete plan. It improves the adaptability to the changing needs of travelers.

Preparation Tips for Elderly Touring.

To organize tours for the elderly must have a special preparation than the general tour. The staff must be attentive and sensitive to the little things that make the tour so impressive. It will make the elderly to use the service details of the tour arrangements by

- There must be more than 1 TAG Bag, as the elderly will have more than one baggage.
- It should be clarified on how much time each point will take. The organizer can adjust the schedule according to what is interesting. However, there must be a bracket in the schedule so that the qualified person / seniors do not feel dissatisfied.
- For the van to serve the elderly, there must be a staircase or chair for easy pedaling.

- For medium food There are many local specialties. The caretaker should advise on the food that is featured in the way of cooking, which is a way to integrate the lifestyle of the local people with eating.
- During the trip, there must be a clear appointment. This will not create embarrassment to the elderly.
- Before the trip, there must be a way to greet each other in the car to relieve the gap, because the elderly often have a higher ego. (The broad picture may be a problem if the organizer does not have a way to do so.) It should also be explained what the service is in the car and sources to the destination.
- When arriving at a hotel or tourist attraction. Caregiver / Senior Care Team Wait for qualified service for elderly to prevent accidents.
- Extend time to rest before another place. It is very important for the elderly.
- Programming allow time to visit each place as much.
- The voice / language of the tour guides that make clear. Describe interesting places. However, it should be adjusted in the section of the shirt that is likely to be a cotton shirt rather than a t-shirt.
- There should be a questionnaire at each point, such as restaurants, hotels, tourist attractions, etc., to obtain additional information to correct to improve each point.
- The organizers should create positive feelings for the elderly in the field of tourism.
- To visit the various attractions. There must be more root than the external image. Should focus on history accompany with the lifestyle, beliefs and values of the place.

Elder Tourist populations are highly potential. However, there is a need for services other than tourism services. Therefore, the service providers in tourism, both public and private. It is important to strive and to promote the physical and mental tourism of the elderly. This will result in confidence and encourage the elderly to feel satisfied. It also results in a change in the way we live. Success in enhancing ecotourism for the elderly is creates a positive attitude towards the traveler itself and understands the change of all things in nature as well.

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Technology Acceptance Model in Mobile technology usage by seniors: A Literature Review

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Abstract

Technology develops at enormous speed and its impact on our daily life is immense. An analysis of literature review was conducted to explore field of Technology Acceptance Model (TAM) potential application that may contribute to seniors for a better life. The paper presents an all-inclusive concept-centric review of the TAM in mobile technology usage by seniors, from 2008 onwards. Based on a constructed methodology, the first 41 results of search were noted and 14 scientific publications with keywords including “senior”, “older people”, “mobile technology” and “TAM” in English have been selected from Science Direct, Springer, Scopus and Google scholar.

Given the pace of change in technology and the rising proportion of elderly adults, it is very imperative to investigate the trend of TAM, including its variables, the significant influence on seniors. As a result, based on the designed literature review and analysis, three possible future directions for TAM research are presented in this paper. First, the most popular theme of TAM is to examine the acceptance of mobile technology among seniors, especially application in health care field. Secondly, a broad set of TAM studies has been adopted in variety of clinical domains in developing countries to solve the remote treatment issue. Third, direct connection through face-to-face questionnaire, interview or telephone is appropriate data collection method, especially older generations as research target.

From this literature review, we provide preliminary findings for the institution and government as reference. The future direction will be applied to VR system, which incorporates the virtual reality as a technology impacts older adults’s acceptance. This may include the investigation on TAM and healthcare on seniors, and even develop the more convenient remote healthcare service in developing countries in the purpose of reduction of inconvenient clinic service.

Key words: Technology acceptance model (TAM), Mobile technology, seniors and healthcare, Systematic literature review

1. Introduction

1.1 Technology application for seniors

Numerous mobile phone users have expanded all over the world at an unprecedented rate. It seems that accepting and adopting the state-of-the-art mobile technologies becomes a common practice. Most people have to follow up with the rapidly developing technology applications in their daily life and regard them as a part of everyday activities (Islam *et al.*, 2013). As for the oldest population of the society, they also have faced with many new challenges for technology and smart industry including telehealth, telecare, information and communication technologies, robotics, and gerontechnology (Golant, 2017). Normally, seniors are out of the technology users group; however, mobile phones are becoming common personal items to upgrade their leisure and work quality (Kurniawan, 2007). Some studies have negative response on mobile usage; currently, the attitude toward technology has changed and taken mobile communication as social networking tool to alleviate loneliness and alienation from society (Oksman, 2006). According to Joe and Demiris (2013)'s review study, previous interventions include smart homes for health monitoring, videophones for telehealth applications, and sensors for fall detection and mobility. Mobile healthcare application is considered an affordable solution to ameliorate the healthcare of those seniors in rural or shortage of resources places (Källander *et al.*, 2013).

Currently, apart from the health issue, there are some undergoing pilot studies regarding different issue. Older adults use mobile devices for online shopping as often as younger adults (Kuoppamäki, Taipale, & Wilska, 2017). It reveals that 55 to 74 aged consumers use a smartphone to purchase products or services online as often as younger consumers. In addition, Virtual Reality (VR) is believed to be beneficial to the older adults due to its immersive interaction capabilities. Researchers also conducted pilot study and found that VR system reported being less socially isolated, being less likely to show signs of depression, experiencing positive affects more frequently, and feeling better about their overall well-being (Lin, Lee, Lally & Coughlin, 2018). However, these studies did not use TAM as a theoretical framework but testing one or more relationships specified by TAM in order to provide a comprehensive understanding of the trend of TAM and to represent tests of the model.

1.2 The technology acceptance model for seniors

Several models of technology acceptance have been proposed (Marangunić & Granić, 2015; Venkatesh *et al.*, 2003; Wu *et al.*, 2011) as well as extended in adoption on internet (Nayak, Priest, & White, 2010; Niehaves & Plattfaut, 2014), mobile devices (Renaud & Van Biljon, 2008; Conci, Pianesi, & Zancanaro, 2009) and even healthcare technologies (Deng, Mo, & Liu, 2014; Hoque & Sorwar, 2017; Guo *et al.*, 2013; Khosravi & Ghapanchi, 2016), and so on. Van Biljon and Renaud (2008) remarked that the model for the adoption process as driven by the factors that influence mobile communication device acceptance in the context of the older user, named the STAM (Senior Technology Acceptance Model). Furthermore, the majority of existing studies adopted an extension of the UTAUT model to describe in particular the impact of TAM on older population (Guo *et al.*, 2013; Hoque & Sorwar, 2017). Despite the increasing studies on acceptance of senior using mobile technology, unrevealed field of TAM model potential application that may be able to contribute to seniors for a better life still need to explore. As a result, this paper provides the trend of TAM adopting in mobile phone usage by seniors.

2. Literature review

2.1. Definitions and approaches to TAM

With the ever-changing process of technology, the issue regarding how the people accept and adopt has been frequently discussed based on the theory of planned behavior (Ajzen, 1991) and the extension theory of Technology Acceptance Model (TAM) proposed by Davis (1989). From the previous studies found in literature, TAM is considered to be the applied model for the purpose of understanding the degree of acceptance, intention to use technology, as well as the factors influencing the adoption. Originally, external variables (EV), perceived usefulness (PU), perceived ease of use (PEU) are of importance variables influencing user's attitude, and behavioral intention (Malhotra & Galletta, 1999). Some studies attempted extending the constructs of the original TAM to innovative model UTAUT (Unified Theory of Acceptance and Use of Technology) with additional variables such as technology anxiety as well as resistance to change, and empirically testing them to validate their applicability (Phan & Daim, 2011). More factors influencing usage of technology acceptance have been explored extensively. In fact, there are numerous research models, including theory of reasoned action (TRA) (Fishbein & Ajzen, 1975), the technology acceptance model (TAM) (Davis, 1986), the technology acceptance model 2 (TAM2) (Venkatesh & Davis, 2000), the unified theory of acceptance and use of technology (UTAUT) (Venkatesh *et al.* 2003) and the motivational model; the model of PC utilization, and the social cognitive Theory (Hoque & Sorwar, 2017). Although those studies have been explored on the communication- and assistive technology for older adults, there still need to develop a well-organized framework for other types of technology by seniors. VR system reported being less socially isolated, being less likely to show signs of depression, experiencing positive affects more frequently, and feeling better about their overall well-being (Lin, Lee, Lally & Coughlin, 2018).

2.2. Senior Technology Acceptance Model (STAM)

Senior Technology Acceptance Model (STAM) is widely used in the smart technology field of seniors, in particular from the case study in Dutch (Jia, Lu, & Wajda, 2015), USA (Kim, Gajos, Muller, & Grosz, 2016) and even in developing countries such as South Africa (Renaud & van Biljon, 2008) China (Chen & Chan, 2014) and Bangladesh (Hoque & Sorwar, 2017). However, 2D form training tasks for the seniors was regarded as a cognitive load that reduces the interest of the trainees and diminishes the effects of training, there are some improvement in new mobile technology - augmented reality (AR). AR is a rising solution that effectively reduces cognitive load, improves the sense of spatial direction of the elderly, and helps increase interest in training (Lee, Chen, & Chang, 2016). Besides, VR system is gradually applied in the research of seniors for improving their social interactions (Lin, Lee, Lally & Coughlin, 2018). As De Bruin, Schoene, Pichierri, and Smith (2010) reported, VR is defined as a "high-end-computer interface that involves real time simulation and interactions through multiple sensorial channels". In Mirelman *et al.*(2013)'s study, VR can be used to provide training in a more stimulating and enriching environment than traditional rehabilitation, and to provide immediate feedback about performance to assist with learning new motor strategies of movement. In fact, there are more and more researches on VR and gaming system use by older adults at home, which enables physical activity to address impairments, activity limitations and participation (Miller, Adair, Pearce, Said, Ozanne, & Morris, 2013). It has shown that playing weekly VR/gaming activities with others can reduce senior's loneliness in their own daily space. Besides, it can improve the willingness of participation in exercising and form healthier emotional well-being. While the evidence is insufficient to make clinical recommendations, most studies still lack of the basis of TAM application.

2.3. Seniors and mobile technology

As former section has mentioned, the mobile communication not only contact function, but also the essential component for well-being, occupation, education, leisure and entertainment. For the senior population, it widely used as healthcare and sport management tools (Plaza *et al.*, 2011). Mobile phone also plays the role in social network, which helps seniors to keep in touch with others and their family all the time as them wish. This encourages them to seek for a better quality of life with activities instead of staying at home all day. Safety is of crucial issue for seniors; fortunately,

mobile device also has a sense of safety and security (Kurniawan, 2008). In the systematic literature review of assistant technologies, Khosravi and Ghapanchi (2016) have been positively evaluated that study identified various assistive technologies proposed by ICT researchers to assist the elderly, more studies are needed regarding the outcome and effectiveness of these technologies. Thus, current studies have shown the application in assistive technology such as sensors or home monitors to improve the healthcare while they are alone at community-dwelling place (Fischer et al., 2014). What's more, while mobile technology meets senior's needs and expectations, they are willing to accept new change (Venkatesh et al. 2003). Nevertheless, technology innovations often fail to be fully utilized due to neglecting the acceptance problem (Verdegem & De Marez, 2011). Consequently, it is imperative to explore the TAM theory basis on the healthcare field with these current studies and to summarize the trend of TAM.

2.4 Research questions

To conclude, mobile technology has been recognized as essential elements of information to seniors' daily life in order to manage their community, health or avoid falls. The main purpose of this review is to integrate previous empirical research on senior technology acceptance model in mobile technology. The following three research questions are stated:

Q1. What are the main themes of TAM studied in seniors' research?

Q2. How has senior using mobile technology been conceptualized and operationalized in empirical studies?

Q3. What are the most important factors that have been found to affect TAM in mobile technology usage by seniors in the identified studies?

2.5 An analysis of literature review

The systematic review in this paper was of an exploratory nature due to the limited body of knowledge on the subject with regards to mobile technology usage by seniors. The objective of this review was therefore to summarize and critically analyze relevant research and non- research literature on the topic under discussion.

From the past literature view of TAM (Holden & Karsh, 2010), it selected 16 datas until 2008 to assess TAM's future in health care. It reported that it is necessary to continue exploring new theoretically motivated variables and relationships that can be incorporated to TAM. As result, this paper is to explore the developing trend of TAM 2008 onwards in the purpose of continuing the exploration on the development of TAM.

Initially, this research carry out a designed research approach following the propositions of Webster and Watson (2002) was adopted: (i) search on the online academic research databases including ScienceDirect, Springer, Scopus and Google scholar with particular keywords comprising "senior", "older people", "mobile technology" and "Technology Acceptance Model or TAM or Technology Acceptance" in English, from 2008 onwards; (ii) selection of publications with a matching criteria, which is the usage of mobile and applications has been an extensively studied topic in them; (iii) quickly scan the titles, abstracts, and full text of identified publications and yield duplicate paper; and (iv) analyze the selected publication.

Besides, to enhance the reliability of the search results, this study not only search on leading journals but also repeatedly search on Google Scholar, which resulted in 5 new articles, to expand our reach beyond those journals indexed by database. All researches were narrowed down to empirical studies journal articles. The first 41 results of search were noted and manually classified to determine their applicability and for the selected topic. In order to increase the exploratory studies in this field, 4

conferences paper included. As Kitchenham (2007) suggested, duplicate reports may seriously bias the results and then were deleted in this process. Consequently, a total of 14 articles fulfilling the inclusion criteria were selected for the following review section.

3. Findings of literature review

3.1 The trend of TAM

Consolidating our preliminary findings with the existing models, we propose the dominant themes covered in the past research include technology acceptance model for older adults illustrated in Table 1. It can be seen that the most of studies were conducted with TAM and UTAUT theories; however, the targeted TAM theories including senior technology acceptance model (STAM) and Gamified remote service concept for promoting health of older people (GASEL) have been proposed in recent years.

Table 1. TAM theme table

| Past Studies | TAM Types |
|---|---|
| Xue <i>et al.</i> (2012) | Technology anxiety (TA) |
| Deng & Liu (2014) | Theory of planned behavior |
| Natarajan <i>et al.</i> (2018) | Theory of Diffusion of Innovations (DOI) |
| Conci <i>et al.</i> (2009); Chen <i>et al.</i> (2012); Guo <i>et al.</i> (2013);Ma <i>et al.</i> (2016); Natarajan <i>et al.</i> (2018) | Technology Acceptance Model (TAM) |
| Xue <i>et al.</i> (2012);Sun <i>et al.</i> (2013); Barnard <i>et al.</i> (2013); Ma <i>et al.</i> (2016); Hoque <i>et al.</i> (2017) | Unified Theory of Acceptance and Use of Technology (UTAUT) |
| van Biljon & Renaud (2008); Kim <i>et al.</i> (2016) | senior technology acceptance model (STAM) |
| Similä <i>et al.</i> (2018) | Gamified remote service concept for promoting health of older people (GASEL) |

Through the review of the literature, Liu, Stroulia, Nikolaidis, Miguel-Cruz, & Rincon (2016) revealed that the research background on smart homes and home health monitoring technologies still need to improve. Most of studies concentrated on monitoring activities of daily living, cognitive decline, mental health, and heart conditions in older people for their multiple needs. The similar trend has been evidenced in this paper. It can be obviously seen that most of studies focus on the study of applied healthcare and the developing of other daily application (Sun *et al.*, 2013; Guo *et al.*, 2013; Deng & Liu, 2014; Kim *et al.*, 2016; Hoque *et al.*, 2017; Similä *et al.*, 2018, Jia & Wajda, 2015), such as shopping (Natarajan *et al.*, 2018), supportive technological application on walking (Barnard *et al.*, 2013). Furthermore, Jia & Wajda (2015) explores a case study regarding the use of an e-homecare system for elderly group in a multi-stakeholders collaboration environment. In the research of Similä *et al.* (2018), they noted that older people who originally had negative attitudes towards new mobile application might have barriers in getting rid of frustrating feelings. The earliest study of mobile technology is use frequency of phone book, SMS, phone using number, alarm, checked missed calls, camera (Chen *et al.*, 2012; van Biljon & Renaud, 2008). Xue *et al.* (2012) further adopted different variables of gender and age to test their dependency on their need, technological anxiety and perceived physical condition. It contributed the main constructs in using mobile technology by ageing women. Ma *et al.* (2016) and Conci *et al.* (2009) also proposed the finding on smartphone technology and mobile phone respectively. As a result, the most popular theme of TAM is to examine the acceptance of mobile technology among seniors, especially health care field.

3.2. TAM in empirical studies

3.2.1. The acceptance of seniors

The following sections present the outcome of review particularly the acceptance situation of older people in using mobile technological application. From a motivational point of view, while the older people have an intention to learn technology for monitoring their health condition or getting health information, they are likely to explore the possibilities to acquire mobile by buying a new one or borrowing from their families (Barnard *et al.*, 2013). Higher motivation can also be found in aging women (Xue *et al.*, 2012) and those who have higher education level and had higher incomes (Ma *et al.*, 2016). In fact, seniors normally have a positive attitude towards gerontechnology (Chen *et al.*, 2012). As Deng & Liu (2014) highlighted technology anxiety was a crucial impact on the behavior intention for the Chinese seniors due to unequal and inconvenient healthcare services. Besides, cost tolerance should be also considered into their usage in China (Ma *et al.*, 2016). While they use bigger mobile with shopping application, they tend to get much usefulness and perceived enjoyment (Natarajan *et al.*, 2018).

3.2.2. Methods applied

The focus of past research in the selected articles is presented in table 2. A survey questionnaire is most common approach (Chen *et al.*, 2012; Conci *et al.*, 2009; Deng & Liu, 2014; Guo *et al.*, 2013; Natarajan *et al.*, 2018); however, the research participants were usually selected the older people. Hence, some researchers (Guo *et al.*, 2013; Hoque *et al.*, 2017; Ma *et al.*, 2016) tend to adopt a face-to-face structured questionnaire method in order to get more clear information and data. Telephone interview was another important collecting approach (Xue *et al.*, 2012). For the purpose of exploring the innovative finding, Jia & Wajda (2015) chose to use interviews, observations and workshops in the case study. Thus, direct connection through face-to-face questionnaire, interview or telephone is appropriate data collection method, especially older generations as research target.

Table 2. Research Method used for this field

| Past Studies | Methods applied | |
|--|---|-------------------------|
| Chen <i>et al.</i> (2012); Conci <i>et al.</i> (2009); Deng & Liu (2014); Guo <i>et al.</i> (2013); Natarajan <i>et al.</i> (2018) | A survey questionnaire | A quantitative research |
| Guo <i>et al.</i> (2013); Hoque <i>et al.</i> (2017); Ma <i>et al.</i> (2016) | A face-to-face structured questionnaire | |
| Barnard et al. (2013); Jia & Wajda (2015) | Case studies | A qualitative approach |
| van Biljon & Renaud (2008); Kim <i>et al.</i> (2016); Similä <i>et al.</i> (2018); Xue <i>et al.</i> (2012) ; | Interview | |
| Similä <i>et al.</i> (2018) | Observation | |

3.4 Important factors affecting TAM in mobile technology

Despite the wide exploration of TAM in explaining technology acceptance, a deeper understanding of factors contributing to TAM and extension variables is still required. An area of great potential is an examination of different information systems and setting such as cultural differences, climate (Similä *et al.*, 2018) and gender (Xue *et al.*, 2012). However, more endeavour to implement the acceptance of technology including effort expectancy, satisfaction, conversion readiness and peer support (Kim *et al.*, 2016) are necessary.

Compared to the previous studies (Czaja *et al.*, 2006; Morris & Venkatesh, 2000), many studies have revealed the influencing factors of technology acceptance by seniors. The positive (Deng, Mo, & Liu,

2014; van Biljon & Renaud, 2008) and negative (Guo *et al.*, 2013) impact on the utilization of mobile applications for seniors was proved by existing researches (Plaza *et al.*, 2011). In addition, some researches have shown that seniors with higher education level and incomes were more likely to accept gerontechnology (Chen, Chan, & Chan, 2012). Hence, The researchers conducted in developing countries such as China and Bangladesh even demonstrated that seniors are ready to change their styles of receiving mobile health services if necessary (Deng, Mo, & Liu, 2014; Hoque & Sorwar, 2017).

4. Conclusion

In the end, the findings of this review study to evaluate the past prior studies and an insight into the current trend of TAM research involving mobile technology studies among seniors and form an essential reference for scholars in the TAM context. Based on a review of 14 selected articles, this literature review revealed three most important for future TAM research:

First, the most popular theme of TAM is to examine the acceptance of mobile technology among seniors, especially health care field. Second, a broad set of TAM studies has been adopted in variety of clinical domains in developing countries to solve the remote treatment issue. Third, direct connection through face-to-face questionnaire, interview or telephone is appropriate data collection method, especially older generations as research target. Scenario setting and mobile with VR system may be the future direction to understand how virtual reality as a technology impacts older adults's acceptance. At last, TAM has been examined with different information systems and environment variables such as cultural differences, climate; but, effort expectancy, satisfaction, conversion readiness and peer support are less mentioned.

Current work in using mobile phones for older adult use are spread across a variety of clinical domains. While this work is promising, current studies are generally smaller feasibility studies, and thus future work is needed to establish more generalizable, stronger base of evidence for effectiveness of these interventions. Our preliminary findings is still required to investigate the validity of these results and can motivate future research in designing mobile technologies for not only in healthcare but also other industries in older adults in particular.

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Note: * marks selected articles.

Electronic Words-of-Mouth in Weibo: A Case Study of Mistine in China

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Abstract

This research aims to examine how electronic-word-mouth (EWOM) of foreign cosmetics brand has been engaged by the brand and communicated among Chinese consumers via Weibo, popular social media in China. This study used a mix-method – content analysis and textual analysis. Messages on Mistine Weibo official account page from January 2018 to April 2018 were sampled and analyzed based on the Uses and Gratification Theory. The content analysis results reveal that ‘personal identity’ and ‘personal relationship’ are two kinds of EWOM in Weibo being engaged by Mistine. Results of the textual analysis yield that EWOM about Mistine in Weibo has been communicated among Chinese consumers with three purposes, -- diversion, personal relationships, and surveillance. The findings of this study provide not only academic implications regarding EWOM for communication scholars, but also managerial implications for brand marketers of foreign cosmetics or related products who would like to understand how EWOM about particular brand was communicated among Chinese consumers. This enhanced understanding will develop more effective brand communication strategies for important foreign markets such as China.

Key words: Electronic words-of-mouth (EWOM), social media, Weibo, Chinese digital marketing, Uses and Gratifications Theory

1. Introduction

Human beings are now living in the digital world. Digital technology becomes part of the consumers’ lifestyle. People are more likely to know products through the Internet. The companies are more likely to use cloud computing technologies to save their management information or data. Brand communication management in all business categories is becoming digital. Many brands now are more likely to use social media to communicate with their potential consumers and public.

In recent years the bulk of digital marketing takes place on the Internet, which provides businesses with numerous opportunities to connect with consumers (Crelin, 2013). We can see now that more and more businesses are looking for possible opportunities to connect with consumers via digital marketing, and we also can see the importance of digital marketing.

During the past ten years, more and more Chinese people have been satisfied to use social media to engage in their shopping behavior. They think they can get better high-quality life from social media (Guo, 2017). Chinese consumers enjoy using social media to check the product information. Now in China, based on the improvement of network technological development; information becomes more and more timely, shareable and socialized in the Internet.

According to the report by Hong Kong Trade Development Council (HKTDC, 2017), the cosmetics industry in mainland China has been growing fast with the rapid development of the Chinese economy in recent years. This report indicates that the sales of make-up products in China reached RMB 28.3 billion respectively in 2016, achieving year on year growth of 12% respectively. Thai

cosmetics brand, Mistine, was produced in Thailand in 1988. Mistine is considered the most famous cosmetics brand from Thailand. Even in China, people called Mistine is the “Must buy brand” when they travel to Thailand (Sohu Travel, 2017). In recently years, Mistine entered many foreign markets including Japan, South Korea, Dubai, and France. As an opening of the Chinese market was believed to bring thirty billion THB profit for Mistine’s foreign marketing sales, Mistine has enthusiastically promoted its brand to Chinese market (360xh.com, 2016).

This study reviewed the literature on online communication behaviors and analyzed how Chinese consumers engaged in EWOM in the Chinese social media, Weibo, for Mistine. Therefore, the following two research questions were developed:

RQ #1: What kind of EWOM in Weibo about Thai cosmetics brand (Mistine) has been engaged by Mistine?

RQ #2: How has EWOM in Weibo about Thai cosmetics brand (Mistine) has been communicated among Chinese consumers?

2. Literature Review

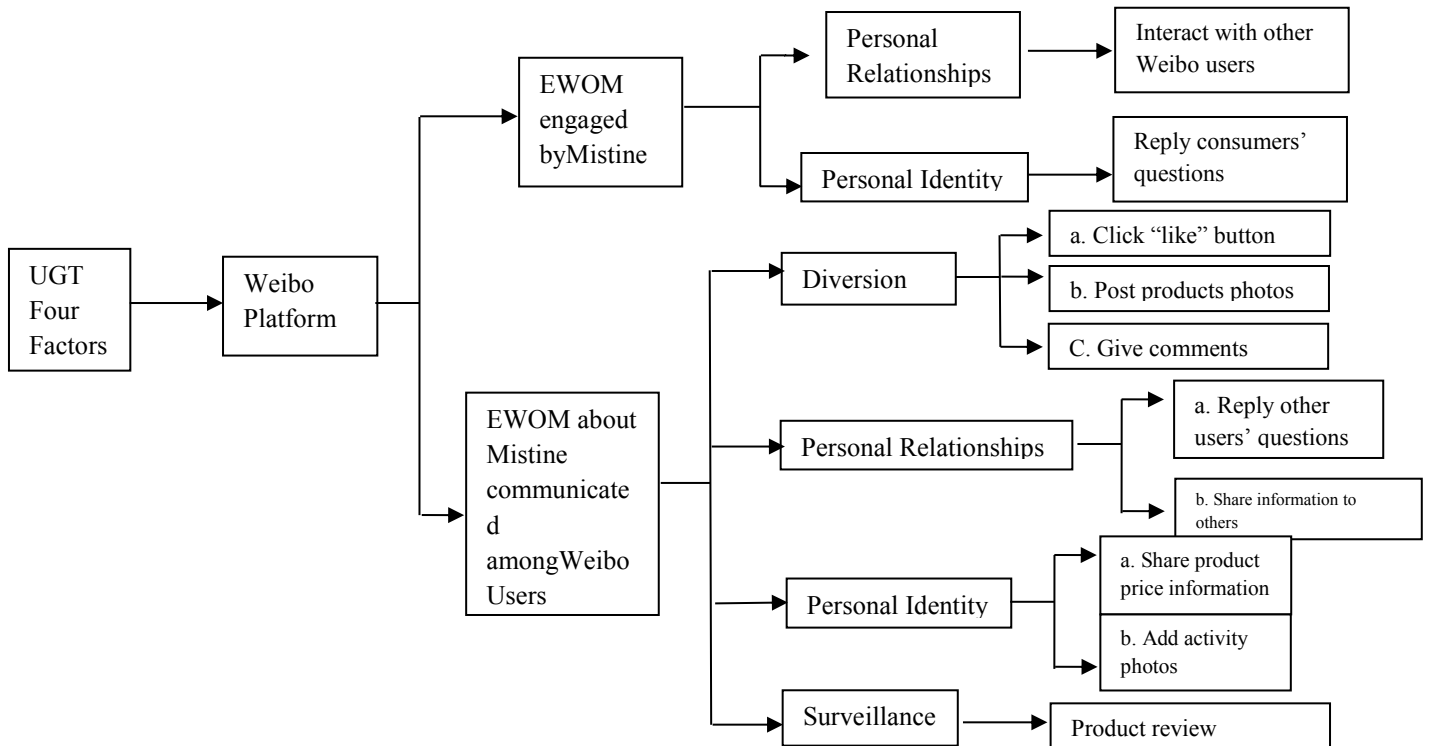
Social media is defined as “a variety of new sources of online information that are created, initiated, circulated and used by consumer intent on educating each other about products, brands, services, personalities, and issues” (Blackshaw & Nazzaro, 2004, p.2). In China, local variations of the Internet usage are driven by language, culture, levels of economic development, and the underlying digital ecosystem. Weibo is the most popular blogging platform for Chinese users. It is widely used by Chinese users to follow celebrities, influencers, and like-minded individuals.

Word-of-Mouth is the most important element influencing consumer purchase behavior (East, Romaniuk, & Uncles, 2017). Based on Westbrook (1987, p.260), word-of-mouth communication was “informal communications directed at other consumers about ownership, usage, or characteristics of particular goods and services and/or their sellers.” With the advent of online and digital media, ‘word-of-mouth’ has transformed into ‘electronic words-of-mouth’ (EWOM). Electronic words-of-mouth is consumers’ verbal communication about products and brands circulating via electronic platform. Similar to word-of-mouth, it has positive and strong influence on consumer buying behavior (Saleem & Ellahi, 2017). It is considered a type of buzz marketing (Kremers, 2017). EWOM makes communication between message senders and receivers more convenient and possible.

With a continuous growth of the Internet technology, EWOM marketing much more rapidly spread information to target consumers. People can more conveniently search product or service information being spread through EWOM marketing.

The Uses and Gratification Theory (UGT) was developed by Elihu Katz, Jay. G Blumler, and Micheal Gurevitch in 1974 (West, & Turner, 2010). This theory approaches why and how audiences specifically use one media and whether such media uses satisfy their needs. McQuail gave four factors of why people use media (West & Turner, 2010) --a. diversion, b. personal relationships, c. personal identity, and d. surveillance. According to the UGT, a conceptual framework regarding EWOM via Weibo are developed for this study as shown below:

Figure 1: Conceptual Framework



3. Methods

This research used a mixed research method – a content analysis of the sampled messages posted in Mistine Weibo official account was conducted to identify what kind of EWOM was engaged by Mistine while a textual analysis of the sampled EWOM in Mistine Weibo official account was performed to investigate how Chinese consumers communicated about Mistine in Weibo.

As for the content analysis, samples were selected during the period of four months, which is from January to June 2018 by using purposive sampling method. The total number of samples are 886 for EWOM about Mistine in the Mistine Weibo official account (branded content) in terms of replying consumers' questions and the brand interaction with Weibo users, while there are 7,393 samples for EWOM made by Weibo users (cosmetics consumers), which include click the "like" button, post-product photos, give comments, reply other users' comments, share product information, share product price information, add activities' photo, and product review. Both categories of content were analyzed using the Constant Comparative Method (Glaser & Strauss, 2010).

Textual analysis was conducted with those EWOM content as mentioned before to identify the emerging themes of EWOM based on the four factors of UGT by McQuail. Then the meanings of EWOM in those different types were examined and compared.

Figure 2: An Example of EWOM engaged by Mistine



Figure 3: An Example of EWOM Communicated among Chinese Consumers



4. Findings

Based on Mistine Weibo official account page, 96.05% of the total comments involve “reply consumers’ questions” whereas 3.95% of them are “interact with other Weibo users.” As for EWOM in Weibo posted by Weibo users, the highest comment is “product review” (31.90 %), followed by “give comments” (19.48%), “share product information” (17.46%), “click the “like” button” (13.49%), “share product price information” (9.05%); “reply other users’ comments(6.71%), “post product photos(1.69%). The lowest response involves “add activity photos” (0.23%).

Table 1: Frequency and Percentage of EWOM on Weibo

| Type of Content | Types of EWOM | Amount of Comments (Percentage) | Total Amount of Comments (Percentage) |
|---|---------------------------------|---------------------------------|---------------------------------------|
| Branded content in Mistine Weibo official account | Reply consumers' questions | 851 (96.05%) | 886 (100%) |
| | Interact with other Weibo users | 35 (3.95%) | |
| EWOM in Weibo communicated among users | Click the "like" button | 997 (13.49%) | 7393 (100%) |
| | Post product photos | 125 (1.69%) | |
| | Give comments | 1440 (19.48%) | |
| | Reply other users' comments | 496 (6.71%) | |
| | Share product information | 1291 (17.46%) | |
| | Share product price information | 669 (9.05%) | |
| | Add activity photos | 17 (0.23%) | |
| | Product review | 2358 (31.90%) | |

Based on the first research question, what kind of EWOM in Weibo about Thai cosmetics brand (Mistine) has been engaged by Mistine, the content analysis results revealed that two kinds of EWOM have been engaged by Mistine. Firstly, replying consumers' questions are most frequently found. Major questions being asked are the price of product, product effects, and the promotion activities. Secondly, interact with other Weibo users involves sending Emoji to other Weibo users.

Based on the second research question, how has EWOM in Weibo about Thai cosmetics brand (Mistine) has been communicated among Chinese consumers? It was found that EWOM in Weibo about Mistine were communicated among Chinese consumers with three purposes --diversion, personal relationships, surveillance.

1) Diversion: Weibo users like to read, share or post product information in Weibo during their relaxing and pleasant time; instead of posting any political news to read or share in Weibo. Their EWOM about Mistine can be grouped into three categories:

1.1 Click the "like" button: Weibo users click the "like" button in Mistine official account as the feedback after they had read this information and also care about it or be interested in it.

1.2 Post product photos: Weibo users who posted the product photos in Mistine Weibo official account gave the product photo information to other Weibo users as the reference in the page's comment part. In this way, they can enjoy relaxing time in the Weibo to communicate with others, and not too serious like discussing political news or working things.

1.3 Give comments: Weibo users frequently gave comments in Mistine Weibo official account page. There were totally 1,440 comments in the sampled data. Most of the comments include asking price, product effect; how to buy the product, promotion news; and sharing personal experience.

2) Personal relationships: Weibo users like to keep in touch with their friends online for companionship or communicate with people who know each other from online. In this case, EWOM about Mistine can be grouped in to two categories:

2.1 Reply other users' comments: In Mistine Weibo official account page, people can comment on every news posted by Mistine Weibo official account. When any one sees those comments, they can also reply those comments in the reply section. In this way, people can get companionship through communication.

2.2 Share product information: Weibo users shared Mistine product information in Weibo and also mentioned @ another Weibo users whom they want to share the information to.

3) Surveillance: In this factor, surveillance means people learn through information distributed in mass media and use this useful information in their life. Weibo users always monitor the 'product reviews' in their own Weibo page. In this case, Weibo users learned about Thai cosmetic brand Mistine in Weibo. They learnt how to make up by Mistine cosmetic products and post those product reviews in their own Weibo page. In this way, their friends who were following them can see; and their friends also could share those review in their own Weibo page to let more people see them. In other words, Weibo users communicate about Mistine in Weibo as a lessons learned by Mistine.

5. Discussions

Based on the two research questions being asked, the following sections provide discussion on their findings:

As for Research Question #1, the first type of EWOM being engaged by Mistine, 'personal identity' serves communicative function in Weibo. This indicates that Mistine's major function in terms of EWOM in Weibo is replying consumers' questions. In recent years, many brands prefer using social media to communicate its identity with their consumers. The report from Social Media Today pointed out that brands were winning at social media platform by catching consumers' attention today (Tabitha, 2018). Accordingly, brand and consumers can get high level of communication through the social media platform and other social media users can also read those communication as a product reference for themselves; and brand needs to consider that building well their every official account in different social media platforms is one of the significant communication strategies (Xia, 2011).

The second type of EWOM being engaged by Mistine, personal relationships, was found in a much lower number and low-quality content. About personal relationships in this study, Thai cosmetics brand Mistine revealed 'interact with other Weibo users'. There is only 3.95% of the total data. For this 3.95% data in Weibo is like that brand can use Emoji to communicate with consumers, in this way to let the communication more joyful.

As for Research Question # 2, Weibo users communicated about Mistine with three purposes. The first purpose is 'diversion.' In terms of click the "like" buttons, when people read the information which they care about or have an interest in, they are likely to click the "like" buttons in the Mistine Weibo official account page. The Adobe 2017 research report pointed out that in the U.S., 57% of social media users clicked the "like" button for the brand which they liked, 53% of social media users said when they clicked the "like" button, they had already used the product (Sohu, 2017). Zhang and Zhao (2017) pointed out that when people have the same tendentiousness, they click the

“like” button as motivation is high. Contents became the main reason of online users clicking the “like” button in the social media. In terms of EWOM in Weibo, brand marketer needs to control those contents such that it can create more likes by catching online users’ eyes. It is also a useful idea in their marketing plan, and easy to analyze how each piece of content attracts what kind of consumers.

In terms of post product photos, Huo dong he zi website (2018) indicates that content in the form of picture is created by a large number of females, and is the mainly consumed type of content by females. When making their purchase decision, females tend to consider the product photos. If those product photos come from a brand or company, it is less powerful than product photos posted by other consumers who had already used such product. EWOM created by consumer can generate more trust between the non-users. In terms of EWOM in Weibo, Mistine used this function very ingeniously. They posted the product information in their own Weibo official account page; which enable consumers who had already bought the product to connect with those potential consumers, and to create more trust among them due to senders’ authenticity.

In terms of give comments, as consumers are in the digital world today, communication between a particular brand and its consumers is more convenient due to the development of high information technology. Admin (2013) pointed out that with the rapid growth of social media, brands have changed the way of brand communication. With the change from social media, brand in the digital world is no longer the singular source of brand messages. Brand can collect those brand messages from consumers via mobile phone; see what people talked about its brand in the social media. This will allow marketers to better understand their consumer today. In another way, he pointed out that those consumers who gave comments in the social media have power to change the brand marketing. In this new genre, the new generation made the rules by themselves in the social media. Therefore, brand managers need to read those comments to find out whether the communication strategy being used in the social media was effective.

The second purpose is ‘personal relationships.’ In terms of reply other users’ comments; this is the interactive communication in Mistine Weibo official account page. EWOM have two levels: market-level and individual-level (Lee, 2009). Christy and Dimple (2014) point out that on individual level; researchers examine EWOM as a process of personal influence: the communication between message senders and receivers -- to see whether EWOM affects the consumer purchase decision. Accordingly, communication between Weibo users in Mistine Weibo official account page tends to affect the purchase decision on cosmetics products. In terms of EWOM in Weibo, it is imperative that brand managers notice how Chinese consumers communicate in the comment section of their Weibo official account page.

In terms of share product information, this is a significant behavior for developing personal relationships. With the development of digital technology, consumers are eager to share information through various types of social media. They like to share information not only with family and friends, but also with others whom they do not see each other in the real life. These people know each other via online platforms. EWOM created by consumers is more useful than that created by company itself. Wanqiang (2014) indicates that in China only when consumers communicate about a particular brand with each other, that brand can generate WOM among them. As now more and more people used social media to communicate with each other, brands need to think about how to stimulate their current consumers to share branded content with their friends and/or acquaint ants.

The third purpose is ‘surveillance.’ ‘Product review’ was found as the only one of the three factors that the Chinese consumers gratify to communicate about Thai cosmetic brand Mistine in Weibo. Product review or online consumers’ product review, a form of EWOM, has attracted increased attention from researchers and marketers (Li, Hsieh & Chang, 2016). Consumers have different motivations to read product reviews. The most important motivation is perhaps making inferences of product quality. Usually for cosmetic brands, product quality is always mentioned in the product

review. The consumers who have not bought the targeted product are likely to read product reviews from those consumers who had already bought it.

6. Recommendations

This study provide not only academic implications regarding EWOM for communication scholars, but also managerial implications for brand marketers of foreign cosmetics or related products who would like to understand how EWOM about particular brand was communicated among Chinese consumers. This enhanced understanding will develop more effective brand communication strategies for important foreign markets such as China. This research gives various implications on EWOM in China Weibo social media platform to brand marketers. Firstly, it provides a case study for foreign cosmetics brands to understand. Those marketers can learn from Mistine to create its own communication in Chinese social media platforms. Secondly, the research gives better understanding of how Chinese consumers communicate in the social media platform. This is more convenience and faster for marketers to develop appropriate brand communication strategy that fits well with the Chinese consumers. Thirdly, this research gives the brand marketers' better understanding on Weibo as one of the significant social media platforms in China. Finally, this research is based on the UGT, detailed discussion on those four factors of consumers' using Chinese social media platform is considered useful for other marketers who promote cosmetics brands in China.

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Types of WeChat Image-text, Advertising Appeals, and Execution Styles in WeChat Official Account Articles: A Case Study of Ananda Condo Brand in Thailand

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Abstract

This research aims to examine the types of WeChat Image-text and Creative strategy presented in WeChat real estate official account articles. It took a case study of Ananda Development, and made a quantitative content analysis of the WeChat official account articles. Using the purposive sampling method, Ananda's 195 official account articles in WeChat from January 2017 to June, 2018, in terms of image-text and creative strategies towards the related condo brands, were selected as samples of the study. Descriptive statistics (frequency and percentage) were used to analyze the data. The findings suggest that WeChat official account articles played a main role in releasing product information. As for the advertising appeals, location, unit features, surroundings, facilities, design concept, transportation, social appeal, brand appeal, investment prospect, personal appeal, education, price, promotion, fear appeal, health care, environment, and humor appeal were always emphasized in the WeChat articles. In terms of the execution style, the use of images with different appeals is the most common strategy. Managerial implications are provided for brand managers or marketers who are using social media such as WeChat to promote their products among foreign target consumers.

Keywords: WeChat Image-text, Creative strategy, Advertising appeals, Execution styles

1. Introduction

Tourist Nationalities (2017) reported that more than 35 million (2017) international arrivals make Thailand as the most active tourist country. China provides almost 10 million tourists to Thailand. Chinese consumers are taking a growing interest in buying properties overseas. They seek to make investment abroad and are hooked on good brands. Thai real estate sector has been attracting waves of customers from China since foreigners can only buy condos and not own land according to the Thai legal restrictions. As a matter of fact, the residential developers have sought to differentiate their real estate project designs and cultural concepts for attracting buyers, such as Super Luxury, Luxury, High-End, Up Scale, Mid-range and Entry-level (CBRE| Thailand).

Social media has become an essential part and pretty good communication tool of the real estate online marketing. Developers are relying on the media advertising to promote their products. WeChat is the most used instant messaging tool and digital communication channel among the Chinese because they use WeChat more than other social media, even though they are in foreign countries. WeChat is essential part to Chinese populations' communication behaviors. Much more than a chatting application, it allows users to share WeChat image-text content, and even to buy and pay. Social media applications are the key marketing communication channel for the Chinese right now. As big social media players such as Facebook, Twitter, Instagram and others are banned in China, WeChat is the effective and important way for Thai real estate agents to reach Chinese buyers.

An increasing number of Chinese customers gain real estate information through WeChat official accounts. WeChat Official Account Admin Platform provides real estate consultants a one-stop services station to disseminate messages and get feedback from mass audience in time. There is a necessity to make the most of the marketing effectiveness of official accounts. Content in WeChat advertising is an essential key of real estate promotion and increasing brand awareness, because it helps official account owners to reach target followers through the differentiated experiences and emotional connection. From a content strategic point of view, WeChat real estate

operators are accessing an original production and user-generated content with the focus of brand awareness, presence of projects and promotional campaigns. From a customer perspective, advertising appeals are changing. Consumers are searching for the WeChat articles with high level of persuasion and quality.

Ananda Development Public Company Limited (hereafter, Ananda), based on the firm vision and commitment of “creating vibrant lives by continuously innovating urban living solution”, was founded in 1999. It has become a leading developer of residential projects in access to the major transport systems (Bangkok, Thailand) through “ambition, determination and innovation”. Ananda at present owns several social platforms such as Facebook, Youtube, Instagram. Ananda features a strong portfolio of distinctive condominium brands to meet all types of Bangkok market’s demand. According to its official website, there are seven categories of real estate -- Luxury, High-end, Premium value, Up-scale, Mid-range, Low-range, and Super value-range, corresponding to the seven condominium brands respectively--ASHTON, IDEO Q, VENIO, IDEO MOBI, IDEO, ELIO, and UNIO. Ananda is a very powerful and great potential brand for investing. The condominium projects are definitely worthwhile investment. Although Ananda Development is a Thai real estate developer, it has enjoyed a good reputation of “stylish, modern and high quality, yet affordable products” in Chinese market.

Few studies, to the researcher’s knowledge, exist that analyze the advertising contents in real estate WeChat official account articles towards at Chinese customers. This leads to a research interest to find out how Thai real estate official accounts targeting at Chinese uses WeChat to advertise more effectively. The contents in WeChat advertising must be high quality based on a well-planned strategy. This research is intended to investigate Creative strategy in WeChat official accounts operated by Thai real estate agents. The specific objectives are:

a) To understand what types of media materials and the structure of image-text were used in WeChat real estate official account articles; b) To examine the creative strategy, especially to find what core appeals and how they were presented in WeChat official account articles; c) To indicate the trend of advertising appeals in WeChat official account articles; d) To present recommendations in terms of creative strategy in WeChat official account articles.

To explore how the real estate advertising was executed in the selected official account articles, the following five research questions are proposed:

RQ # 1: What types of WeChat Image-text are posted in real estate articles?

RQ # 2: What are the purposes of WeChat official account articles?

RQ # 3: What advertising appeals are most frequently used?

RQ # 4: What execution styles are most frequently used?

RQ # 5: Are there any differences of creative strategy among different brands?

2. Literature Review

2.1 An overview of WeChat Official Account Admin Platform

WeChat offers users a new way to swap messages and do advertising by posting text, voice, pictures, videos, location information, and even do the e-commerce. It also supports a built-in WeChat Shake, Moments, public platform, etc. Compared with other Chinese applications, WeChat has the obvious characteristics of convenience, instant, high attention, precise positioning and various forms of messages presentation (Du, Hao & Ren, 2014), and advanced in the social commerce sector. WeChat official account platform is not only a channel to disseminate information, but also the connection bridge between real estate agents and their audiences. From an organizational perspective, the official accounts disseminate messages for free and improve the positive influence on brand popularity and brand equity. The platform provides a new model (Du, Hao & Ren, 2014) and creative ideas for the owners to promote their brands, attract potential customers, and drive purchase intention of products and services (See Figure 1). WeChat official account owner can release real estate messages in a variety of ways, such as using live-action video, real-time voice and 3D blueprint, etc. More remarkable, real estate advertising posted in the articles has become a part of the digital marketing communication strategy. To a certain extent, the

‘micro-site’ represented the qualities of real estate. Articles in WeChat official account are the windows of the real estate brand and project, and also will be the presence of the agents or the developer behind. Certainly, the operators can directly communicate with the followers and turn them to be potential customers leading to the ideal outcome. ASKCI Consulting Co., Ltd (2018) reported the WeChat Communication Index (WCI) rank of WeChat real estate official accounts on March 2018. In particular, Mizhaimizhai was the first with more than 2,030,000 page readers and 7743 likes monthly.

WeChat article of real estate official account is a form of cost-free advertising that uses WeChat application for delivering real estate marketing messages to attract home buyers. Ad-based WeChat real estate article needs quality Mandarin language content to underline the real estate brand value, culture, grade and specific characters of project, impress the consumers and affect their purchase decisions (Liu, 2015). All the features in WeChat official account platform available to present with more elements, give real estate advertising higher interactivity and multifunction, and promote real estate brand more vividly and visually to target consumers. WeChat marketing has become one of the trending subjects for real estate developments and academics in the field. WeChat marketing attributes its success to considering the huge attention and active interaction.

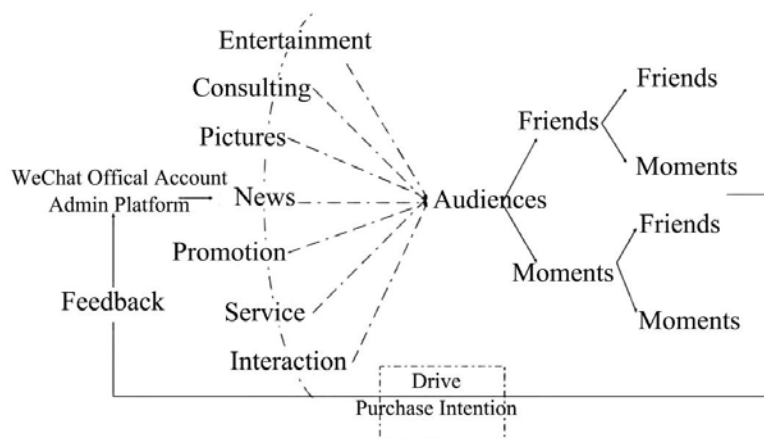


Figure 1: Communication Model of WeChat Official Account Admin Platform

Source: Du, P. L., Hao, Sh. Y., & Ren, X. (2014). Research on Micro-channel Marketing in Real Estate Projects. *Construction Economy*, 35(12), 79.

2.2 Creative Strategy

Creativity is a quality and the soul of advertising. Fresh, unique, and appropriate ideas are generally used to solve communication requirements through different novel approaches. Creative strategy is a theory used to determine what an advertising message will communicate to the target consumers (Belch & Belch, 2004). It usually is the explanation of how the ads meet the objectives of advertising. Once knowing the target audiences, certain topic theme, advertising appeals and even execution styles must be the primary action for operators.

According to Belch & Belch (2004), advertising appeals are the basis used to attract consumers' attention or interest and influence their feelings toward the products and services. Targeting consumers' needs with the right appeals is critical in marketing (Pack, 2017).

Two categories of advertising appeals are: 1) rational appeals: the consumers' functional or practical need for the features or benefits of products or services, including feature appeals, competitive advantage appeals, favorable price appeals, news appeals, and product/service popularity appeals (Belch & Belch, 2004), and 2) emotional appeals: the consumers' social or psychological needs of emotions and feelings, including personal appeal (love, joy, self-esteem, happiness, safety and family well-being), social appeal (recognition, respect, involvement, affiliation, and status), fear appeal (fear of loss of health, safety, and beauty), humor appeal (attention, association, and memory recall), and sex appeal, music appeal, scarcity appeal, brand

appeal, adventure appeal, endorsement, romance appeal, and so on (Pack, 2017). It is quite considerable for the purchase decisions. In addition, combining rational and emotional appeals is a popular model to influence the consumer's purchase motives in advertising (Monger, 2012).

Belch & Belch (2004) and Monger (2012) give the definition of creative execution styles, which refer to the manner or way how to carry out advertising appeals to be presented into messages. A variety of means of execution can be used to transform particular appeals. As the social media grows, advertising execution styles become more diverse. Execution styles, such as Straight Sell/Factual Message, Scientific/Technical Evidence, Demonstration, Comparison, Testimonials, Slice of Life, Animation, Personality Symbol, Fantasy/Imagery, Dramatization, Humor, Combinations, are frequently used by advertisers.

Advertising execution style is the final presentation of real estate project or brand to the potential customers. It can determine the degree of the functions of real estate ads to certain extent. The creative level of real estate advertising is ultimately reflected by the performance of execution style. According to Liu (2015), the vast majority of real estate advertisements use the execution style of Text with images. Floor plan, sales center, location and traffic network, beautiful natural scenery and architectural renderings often appeared on the ads. Photography pictures comprise the majority of them, such as the interior scene of decoration and exterior realistic scenes. Furthermore, illustrations and audio-visual elements have increasingly hot items for the execution styles of real estate project marketing. More and more execution styles are used for providing and disseminate several of advertising appeals to the consumers (Du, Hao, & Ren, 2014).

Overall, creative strategy is very important for creating high quality content to grab attention and increase popularity. As the advertising appeals and execution styles can be adopted through diverse approaches by advertisers, the current communication phenomenon of Thai real estate WeChat official accounts and how marketing communication messages presented were further investigated. Then, the researcher found out a creative direction for practitioners of WeChat marketing communication in Thai real estate sector.

3. Methods

To provide an objective, systematic, and quantitative description of this communication phenomenon, this research adopts a quantitative content analysis to examine the creative strategy and execution styles about Thai real estate WeChat marketing communication. The basic approach is to establish the study units, and encode the messages (Kolbe and Burnett, 1991). The coding scheme was developed by Du, Hao, and Ren (2014), and Liu (2015). This study desires to quantify the selected messages and draw a conclusion of the current communication phenomenon of WeChat marketing communication of Thai real estate official account.

Ananda Development's real estate articles posted on WeChat official accounts about Ananda's condominium brands in the last 18 months (from Jan 2017 to June 2018) was selected in order to ensure the immediateness of the information. These brands include ASHTON, IDEO Q, VENIO, IDEO MOBI, IDEO, ELIO and UNIO. The condominium projects mentioned in the articles are all now on offer in the official website: [www. Ananda.co.th/](http://www.Ananda.co.th/).

The related articles were fully gathered and listed with judgment sampling of condo project names. A judgment sample, known as purposeful sample, is the most common sampling technique and a more intellectual strategy based on the researcher's practical knowledge of the related area (Marshall, 1996). The selected official account articles related with 7 Ananda's condo brands were listed in chronological order of post time. In addition, media materials (text, image, video, audio, vote, mini program) was recorded into 5 categories: 1) Text-only, 2) Text with image only, 3) Text with video only, 4) Text mixed with image and video only, and, 5) Text mixed with others.

The second phase is data decoding. The related elements in selected WeChat articles are decoded. Taking WeChat Image-text as an example, the researcher uses a deductive approach to assess the items:

- 1) For the text, such as unit price, location, space, floor, orientation, furniture (fully or partially), property facilities, environment, house delivery time, property fees; and the

keywords may be luxury, high-end, convenient, close to public transportation (BTS, MRT, airport), shopping mall/super market, hospital, and school, etc.

- 2) For image, such as the project ideation sketching, ground floor plan, floor plan, house interior plan, furniture plan, plant plan, model room, and the general plan of surroundings.
- 3) For video, such as real estate developer, condo brand, real estate project, and the surroundings according to the content.
- 4) For audio, like music or sound audio.
- 5) For others such as vote/poll, html 5 link and mini programs

The main elements, types of media materials, the core advertising appeals and execution styles of all units of analysis were identified and counted for descriptive statistics, in order to answer the posed research questions.

In addition to basic information about the articles such as posted date of WeChat official account article, the name of Ananda's condominium brand, categories of condominium brands, three concepts were coded based on a study by Kokemuller (2018), Du, Hao, & Ren (2014), and Liu (2015) study

- 1) Advertising appeals: Data were categorized into three kinds -- rational appeals, emotional appeals, and mix of both rational and emotional appeals;
- 2) Execution styles: Data were coded in terms of the audio and visual language, types of image, third-party interface, and hyperlink;

The total number of most prominent appeals in one article is counted according to the coding scheme (See details in Table 1). The active element in this study is recorded as '1' in phase of data collection.

Table 1: Coding Scheme

| Item NO. | Appeal Item | Keyword | |
|----------|----------------|--|--|
| 1 | Price | Total/ Sales/Selling Price/Average Price Down-payment/Transfer Fee/Common Fee/ Sinking Fund/Payment process | |
| 2 | Unit Features | Unit Type | Studio/1-bedroom/2-bedroom/3-bedroom |
| | | Unit status | Complete condo/Delay-to-move-in Forward delivery condo/ New Condo Pre-sale/Re-sale |
| 3 | Location | Gold Business District: Siam/Silom/Sathon Landmark: G Tower/Super Tower/Makkasan Central Business District (CBD) | |
| 4 | Transportation | Mass Transmit/BTS/MRT/Walking Distance/ Airport/Pier/ Tollway Entrance/Main Sukhumvit Road | |
| 5 | Facilities | Indoor Facilities | Fully Furnished/Fully Equipped Kitchen Electrical Appliances/Built-in Closet Washing Machine/Refrigerator/TV Microwave/ Digital Door Lock/ |
| | | Community Facilities | Security System/Security Guard/CCTV/ Smart Gate Barrier/24-7 Reception Desk/ Smart Access Control/Property Management/Lobby/Public Area/Kids Play Zone/BBQArea/Playground/Garage/Parking/Fit ness/GEM/Library/Co-working Space/Garden/Swimming Pool/ |
| 6 | Environment | Greening/Greenery/Natural Environment | |
| 7 | Education | University | Chulalongkorn University Srinakharinwirot University |

| Item NO. | Appeal Item | Keyword | |
|----------|---------------------------|---|---|
| | | | Bangkok University |
| | | International School | Australian International School Singapore International School St Andrews International School Berkeley International School |
| 8 | Health Care | Bangkok International Hospital/Bumrumbrag Hospital Asoke Skin Hospital/Rutnin Eye Hospital/Dental Clinic | |
| 9 | Surroundings | Bank/Embassy/ Gem/ Park/Golf Course Supermarket: Big C/ Gourmet/Tesco Lotus/Tops Shopping Mall: Cenral/Siam Paragon/Terminal 21/MBK/EM Entertainment Spots/Pubs and Bars/ Coffeehouse Restaurant/Thai Food/Western Food/ Japanese Food/ | |
| 10 | Design Concept | Concept/Highlight | |
| 11 | Promotion | Special Favor/Gift/Event/Unit list | |
| 12 | Investment Prospect/Value | Rental Price/Gross Annual Rental Yield | |
| 13 | Brand appeal | Developer/Brand image | |
| 14 | Personal appeal | Love/Joy/Happiness/Homey | |
| 15 | Social appeal | Pride/Status/Popularity | |
| 16 | Fear appeal | Loss of health/money/safety | |
| 17 | Humor appeal | Fun/Joke | |

4. Findings

A quantitative content analysis of 195 WeChat articles from 94 official accounts reveal five interesting findings:

4.1 RQ#1: Types of WeChat Real Estate Image-text

With the vigorous development of WeChat Image-text, WeChat real estate official account advertising ushered a new era through WeChat application. Text and Image are the two basic elements. Video and audio are selective utilized. Other elements, such as Html 5, web page link, Vote/Poll program and WeChat store are very rarely used. All the elements in WeChat Image-text presented the advertising appeals to the readers. A good combination of Image-text can help achieve better performance of WeChat advertising effectiveness.

All the selected WeChat articles used the 'text element;] out of 195 articles, the highest number is image (99%, n=195), followed by QR Code (87%, n=195), web Link (18%, n=195), and video (15%, n=195). Only 5% of these articles used third-party interface and 2% (n=195) use WeChat store; in addition, audio was hardly used.

4.2 RQ#2: Ad Function in WeChat Real Estate Articles

The analysis results indicate that the primary ad function in the WeChat real estate articles was to inform (46%, n=195), followed by to persuade (33%, n=195) and to remind (21%, n=195). That is, the main purpose of WeChat articles is to promote new real estate project and promote brand awareness, then to convince consumers to take actions. Meanwhile, articles are used to remind readers of the new projects and services and keep the experience in their mind now and then.

4.3 RQ#3: Appeals in WeChat Real Estate Articles

Out of 195 selected articles, almost nine-tenths of them (89%, n=195) dominate a rational appeal strategy, while approximately one-twentieth (4%, n=195) use a dominated emotional appeal strategy. Only 7% (n=195) of the articles used neither rational appeal nor emotional appeal.

The results indicate that the total number of appeal elements of the sample is 1,281. Over three quarters of them are rational appeals (76%, n=1281), and almost one-quarter are emotional appeals (24%, n= 1281). Out of 195 WeChat articles, the majority of them utilized the mixed appeals (80%, n=195), almost one fifth of them exclusively used rational appeals (17%, n=195), and a few of them exclusively used emotional appeals (3%, n=195).

The frequency and percentage of main appeals in the selected real estate WeChat articles, in order of the most used, it goes: location (75%, n=195), unit features (69%, n=195), surroundings (52%, n=195), facilities (47%, n=195), design concept (44%, n=195), transportation (44%, n=195), social appeal (44%, n=195), brand appeal (43%, n=195), investment prospect (39%, n=195), personal appeal (36%, n=195), education (33%, n=195), price (32%, n=195), promotion (32%, n=195), fear appeal (21%, n=195), health care (20%, n=195), environment (14%, n=195), and humor appeal (14%, n=195), respectively.

Among rational appeals, the findings revealed that location is the most frequently used appeal (75%, n=195). More than two-thirds of the articles adopted the appeal of unit features (69%, n=195); over half of them used the appeal of surroundings (52%, n=195). Among emotional appeals, the findings revealed that social appeal (44%, n=195) and brand appeal (43%, n=195) were commonly used whereas humor appeal (14%, n=195) was a rarely employed strategy in the articles.

The quantities distribution of appeals (categorized by the number of appeals) in the sample indicate that the biggest group of the number of appeals are 4-6 appeals (34%, n = 195), followed by 7-9 appeals (32%, n = 195), 10 appeals or more (18%, n = 195), and 3 appeals or lower (16%, n = 195), respectively. The first two groups together, it accounts for nearly two-thirds (66%, n = 195) of the total sample. A variety of information and multi-level main interest points are increasingly a reflection of these data.

In general, in terms of preference of ad appeals, mixed-appeal was used the most in these WeChat articles. The data indicates rational appeals as the most adopted strategy. Popular rational appeal include Location, Unite features, Surroundings, Facilities and Transportation, and popular emotional appeals such as Developer/brand image, Homey, Popularity, Fear of loss of health and Funny emoticon are the major items mentioned the most. These are also the key words for the WeChat official accounts followers used when they search the related real estate messages about the condo projects. The elements of appeal, such as Education, Health care and Environment, became more and more frequently applied in Thai real estate project profiling. Promotion of sales activity or communication campaign gained more and more attention. To a certain degree, Thai real estate market is in the highly competitive market among Chinese customers.

4.4 RQ#4: Execution styles in WeChat Real Estate Articles

Text with image only is the most common execution strategy in WeChat real estate articles accounting for 64% of the total sample (n = 195). While Text mixed with others is the second common strategy as it was used in a quarter of the sample, with the use of WeChat store (2%, n = 195), Third-party interface (5%, n = 195) and the use of Websites (18%, n = 195). These execution styles were mostly related with the Promotion strategy of ad appeals. Text with video only (1%, n = 195) is far less than Text mixed image and video (10%, n = 195) by ten times. In addition, there is no article with text only.

Two types of Image reflecting rational appeal and emotional appeal are summarized. The frequency and percentage of Image used in the real estate WeChat articles, in order of the most used, it goes: Architectural renderings (82%, n=195), 'Location and traffic network' (79%, n=195), Floor plan (69%, n=195), Surroundings (51%, n=195), Interior scene (50%, n=195), Developer/Sales Center (33%, n=195), Warm and nice interior decoration (27%, n=195), Realistic

exterior scene (24%, n=195), Slice of life (23%, n=195), Beautiful natural scenery (20%, n=195), Emoticon /GIF emoticon (8%, n=195), Combinations (7%, n=195), and both Humor (6%, n=195) and Dramatization (6%, n=195) as the last one.

Architectural rendering was the most commonly used image type to achieve rational appeal in the articles as it composes of 82% of the samples (n = 195), while warm and nice interior decoration was the most used one to achieve emotional appeal with more than a quarter (27%, n = 195) of the articles, and followed by Slice of life (23%, n = 195), and Beautiful natural scenery (20%, n = 195). Humor (6%, n = 195) and Dramatization (6%, n = 195) were the rarely adopted types. In addition, certain WeChat real estate articles delivered the emotional appeals in an entertaining manner. Taking a Chinese television drama, *The First Half of My Life* for example, it adopted a popular scenario to help the marketers show how the messages can resolve problems of readers. The technique that combined characters and text of emoticon, the hot stickers of emoji usage presents the humorous communication appeals.

Thus, according to types of WeChat Image-text, there are four main categories of WeChat articles: 1) text with image only, 2) text with Video only, 3) text mixed with image and video, and 4) text mixed with others. Text with visual content, the most successful strategy, shows the enough messages of the projects or other services and raises the interest of readers. Excellent and meaningful WeChat Image-text can create stronger visual effect of appeals. In this study, the research takes full attention on the execution style of images with different appeals. In terms of rational appeal, photographic images were commonly used, for example, architectural renderings, realistic interior and exterior scene, and surroundings.

In terms of emotional appeal, these images add more creative elements and enhance the persuasiveness. Slice of life image was another most used execution style describing the good lifestyle and the enjoyment of services. It helps the consumers feel and imagine the benefits of the future quality of life. Emoticon or GIF emoticon was utilized for more proportion by attracting readers' attention and engaging them in something really hilarious.

4.5 RQ#5: Comparisons of Ad Appeals among Different Condo Brands

The proportion of appeals presented in the selected articles toward Ananda's seven Condo brands, in order of the average frequency of occurrence in each article, it goes: ASHTON (7.10 appeals), IDEO Q (6.83 appeals), IDEO MOBI (6.73 appeals), IDEO (6.69 appeals), ELIO (6.63 appeals), UNIO (5.54 appeals) and VENIO (5.00 appeals).

ASHTON, the luxury brand, also has a maximum value of 1.83 in the terms of emotional appeal. While IDEO Q, the high-end brand, has a maximum value of 5.33 in the terms of rational appeal. In particular, Venio, the super value-range brand, has the least average appeal value in the rational appeal in each article.

Thus, significant difference of creative strategy among the seven condo brands of ANANDA was not found in this research. However, there are some results able to be explained. The average number of times of used appeal types indicating that luxury brand, ASHTON, used the highest number of appeals, while the super value-range brand, Unio, used the fewest rational appeal strategy in this study.

5. Discussions

This study examined how creative strategy and execution style were adopted by operators of the WeChat real estate official accounts on Ananda's condo brands. The findings indicated that WeChat Official account articles were the promoter of Ananda condo brands and mainly provided informative messages to build brand awareness. From the perspective of creative strategy, it was found that real estate articles took rational appeals as dominant strategy and mixed with emotional appeals as supplementary strategies.

For advertising appeals in this study, location, unit features, surroundings, facilities, design concept, transportation, social appeal, brand appeal, investment prospect, personal appeal, education, price, promotion, fear appeal, health care, environment, and humor appeal were

commonly used. Du, Hao, & Ren (2014) confirmed that several factors of real estate such as environment, house type, and prices were seriously considered by consumers in the purchase process. Two rational appeals deserve to be discussed: Environment and Price.

Environment was only mentioned in 27 WeChat articles (14%). One interpretation may be that the potential buyers who are investors focus mostly on the investment value. As well as, price occupies a certain large part of the consumer's purchase decision for making comparisons, and the frequency just achieved at 32% of the WeChat articles in this research. There are some details of return on real estate transaction, down payment, balance payment and monthly payment, etc. Besides, throughout the contents in these articles, Thailand's economy, political status and immigration policies are the investment factors which Chinese consumers considered.

For execution styles, text and image dominated, they work together with other WeChat Image-text such as video, webpage link and other mini-programs. These electronic materials allow the followers of WeChat official accounts to read and check Thai real estate information repeatedly without cost and any time limit. Readers are able to experience the condo brands on emotional levels to a larger extent through multimedia presentations. In addition, the creativity and variety of real estate articles encourage the reading of consumers with enthusiasm and more receptivity. More importantly, consumers can take more proactive in understanding the messages in WeChat articles, thus, it finally increased the persuasive function of ad appeals.

Interactive behaviors such as real-time audio and video, live map and document transmission, are essential for both sender and receivers in online communication, and it is where WeChat marketing distinguishes itself from the other social media platforms. Downside of this point, the findings indicate that the selected WeChat real estate articles in this study lacked the positive synergies to create interactive links with the readers.

6. Recommendations

The findings show that the most important purpose of these WeChat articles is to provide information for readers and to build related brand awareness. Recommendations are provided for real estate marketers and advertisers in the following aspects: First, the online quality content of real estate must be taken full attention. The first step for operating a real estate WeChat official account is to set the objectives, methods and organizational process of advertising for a real estate brand or a project. Second, the timing, the schedule, the frequency of posting and releasing the WeChat official account articles are quite important. Clearly, there will be a high-frequency interactions and engagement process of potential customers in a special phase after new real estate project opening. Third, the writers or the operators of a real estate agency's WeChat official account are able to improve the ability to apply high-level creative strategy of premium content and brand equity consciousness. Fourth, it is suggested to utilize more new types of WeChat Image-text such as online applications, the third-party interfaces, video media and other emerging Function plug-ins, WeChat official account admin platform can help real estate brand and projects benefit from the exposure of high interactive multimedia content, and then reach more Chinese clients. Lastly, there is a big advantage of Chinese agents which is a good choice for the extension of Thai real estate brands and projects, because it is very important for foreign companies to understand the Chinese culture and operating models.

The results indicate that Image, QR Code, Web Link, Video, Third-party interface and WeChat Store are the most used WeChat Image-text. Audio such as music and recordings is not the key elements in Thai real estate WeChat articles. Future studies may provide more execution styles on different interfaces and social media platform that connect WeChat articles and other communication functions. And more analysis of communication effects on consumers' perspective should be considered, such as the word-of-mouth marketing to drive mass audience to engage with the brand's marketing communications. The comparisons of advertising mental effects and behavioral effects in WeChat marketing communication may also be examined. Further explore of creativity emphasis on brand awareness, brand personality, brand reputation and other brand

communication strategy in WeChat marketing should provide valuable findings for both marketers and communicators.

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PROBLEMS AND STATUS QUO OF EDUCATION MANAGEMENT FOR PRESCHOOL CHILDREN IN RURAL AREAS OF EASTERN, CHINA

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Abstract

Preschool science is one of the five major fields of preschool education, and its goal is to cultivate preschool children's scientific literacy and inquiry ability. While, operational learning is the most effective learning method for preschool science education. It can best reflect the effective ways of preschool science education, and it can best reflect the meaning of preschool education management. At present, the operational learning ability of preschool children in rural China is generally inadequate, especially in rural areas of eastern Guizhou, where the economy and news occlusion, and teachers also lack effective teaching strategies. This has brought serious inhibiting phenomenon to the development of preschool education management, and in the long run, it is very unfavorable to the development of rural preschool children education.

The research methods of this paper are literature research, interview and questionnaire. Through consulting relevant literature to analysis of the current situation of preschool science operational learning education in rural areas of . areas in eastern Guizhou. For example, kindergarten teachers, parents, as the research object, questionnaires on the cognition, perception, satisfaction and service of preschool science. Interviews on the awareness and importance of preschool education management and the perception of preschool children's scientific operational learning in the corresponding regional institutions, therefore, the status quo and development status of preschool science operational learning education in rural areas of areas in eastern Guizhou are analyzed, and concluded that the current situation of areas in eastern Guizhou rural preschool science operational learning education . And put forward corresponding strategies to promote preschool education management. Hope to help pre-school scientific operational learning education in rural areas of areas in eastern Guizhou to constantly accumulate the advantages of local scientific teaching and management resources and its own competitive advantages. For realizing the long-term goal of promoting the development of preschool education management in areas in eastern Guizhou.

Keywords: rural areas; Preschool children; Pre-school education management; Operational learning; Teaching strategy

preface

According to the working rules of kindergartens issued by the ministry of education of China, kindergartens are institutions that carry out nursery care and education for pre-school children over the age of three, and they are an integral part of basic education and the basic stage of the education system of schools.

Pre-school education management is a pre-school education management worker who integrates the resources around children and carries out targeted, planned and systematic influence activities on the development of children from 0 to 6 years old. The essence of preschool children science is the early cultivation of preschool children's scientific quality. It is an important part of pre-school education management and is also the subject with the strongest correlation with other fields. Operational learning is the most suitable psychological development characteristics of preschool children and the most effective way to implement education management of preschool science. Full implementation of the guidelines and policies of the education development program for pre-school children is now easy to be popularized in cities and towns. But in rural China, especially in very poor condition of guizhou rural area, east China preschool education management does not reach the designated position, the development of education and the difficulty of implementation is quite big, caused a great deal of rural preschool children drop out of school, children are the flowers of the motherland, pre-school education management is not very good implementation, qian east proportion of rural left-behind children is quite big, this to "improve the overall quality" will cause profound influence, and implement in the whole of China are all rush in 2020 will be a serious problem. In order to promote the comprehensive development of rural preschool children's physical and mental health and learning interest and good behavior habits, pre-school education management tenet is "the lifelong learning habit", through the cognitive structure of the quality and quantity change, so as to know and to construct a new concept of object, and arouse their desire to explore, so that children learn scientific cognitive structure continually develop, most of the children, especially rural left-behind children find they deserve in science education activities of tong qu, awaken their depletion and a lonely heart, set up the pleasure of making friend with science scenario. Let pre-school education management give full play to its effective positive role, so that operational learning can be carried out and implemented more effectively, and fully realize its effective role in pre-school education.

Inhibition of qian east rural pre-school education management development is the main factor of the region's cultural and economic common backwardness, the limitations of local management level and teaching level of severity shortage, for many years has been looking for the feasible improvement scheme, although the field of science education and other four areas most relevant, for preschool children in the countryside scientific and operational learning education and the implementation of the education management scheme is a profound problem. How to put the activities carried out in the qian in the east rural, promotion, over the years, the author examines and practice of the east more than 30 rural kindergarten in guizhou, the data investigated 20 kindergarten, and published many related works and theses, and China's guizhou tongren infant normal college as a test platform, declare the items, in the half a year before China guizhou tongren higher normal school, children use of school characteristics, combination of local government at the same time, with the east region, especially in remote rural areas in guizhou to implement "rural pre-school education management of 125 development plan" a "mountain village kindergarten mixed-age class theme activity", Of preschool science education is one of the important part of the author as the principal of this field, considering the effect of a task, planning the implementation of

operational learning education in the field as the main entry point, really play to the effect of preschool science education in the mountain village kindergarten, also let the Chinese pre-school education management policies into effect in qian east region, do their own meager power.

Although there is some progress in advancing the work through unremitting efforts, the improvement of this situation in the eastern region of guizhou is slow. Therefore, the author continued to declare this research topic this time, hoping to find practical implementation results, methods and theories to change this situation under the guidance of relevant tutors.

Literature review

1. Research on problems in the management and implementation of education operational learning for preschool children

FANG (2009), MOU (2016) and many other studies believe that scientific education is a comprehensive education teaching method, which plays a role in the development and discussion of children's vision and intelligence. With the development of scientific education management career, kindergarten preschool children education ushered in a new development trend. However, education level in eastern guizhou of China is slow, so the implementation of education management in kindergartens has encountered a development bottleneck.

Rural China kindergarten, is China's preschool education development is weak link in education management, especially in China's economy is relatively backward in guizhou, and qian is east rural economy and culture in guizhou are very poor remote mountain areas, in the process of rural pre-school education management of propulsion, science education operant learning specific implementation can purify the child's mind, cultivate children's sentiment. Education is the primary stage for children to carry out education, and it is difficult to achieve the leap of current development in the implementation of education in science. Therefore, through operational learning, teachers and children can be liberated from the old education mode, which can overcome the unilateral activities of teachers and the tendency of primary school under the old mode, so that children can fully participate in the teaching activities and fully realize the effect of bilateral activities in the classroom. And make scientific education management give full play to its effective active role in the countryside.

Study in kindergarten children's science education set up by operational aspect, campus education managers on the set of problems, such as music, art, science and technology, science, society, language, art, health and health, master its activities, the content of the guidance by using effective teaching methods, combining with the characteristics of children's psychological development and did not make good use of various fields relating to children's science education management system to build the practical significance of the existence, did not play a good kindergarten activities and the positive role of guidance, so that the practical learning in this significance is not obvious. So education administrative department should first consider in improving the teachers on the basis of, make full use of local unique natural resources, and the local culture and natural resources fully integrated into the operation activities in the classroom, ready to all areas of correlation function, let the child in the operating activities of ideological liberation, learning initiative developed to get incisively and vividly, and fully experience the great pleasure of learning, make the scientific emotion unconsciously get training.

Rural poor areas are affected by economy, transportation, geographical environment and other aspects, and there are some normalizing problems. Taking rural areas in eastern guizhou as an example, the specific analysis is as follows. Second, the kindergarten orientation is inaccurate. In

the development process of preschool children science education implementation, children's daily life has various forms of scientific and cognitive. In this development model, pre-school children are curious about everything around them, so they can feel scientific emotions and attitudes through the contact of the environment. And then finally the science of education has a single method. In the development of children's science education, some teachers do not have a thorough understanding of children's science, and often think that science education is simply copied, and the method of infusion education is adopted in the knowledge of science education. The main related objects of scientific education operational learning in kindergartens, namely, teachers, parents and students of kindergartens, are investigated to understand the causes of these problems, so as to find out the methods and Suggestions of education management to solve these problems. It is to make full use of the correlation between unique local resources and various fields, do well in classroom practice activities and guidance, and make full use of the unique advantages of science education in the five fields, so that classroom practice activities can be fully reflected from education goals.

2. Strategy research on operational learning development of preschool children science education

Both in terms of China's rural pre-school education management are studied and discussed, and from the aspects of preschool science education are studied and discussed, such as ZHENG (2007), ZHU (2009), HANG (2015), make (2010) and the study of both qian east conditions in rural areas in guizhou has the very big difference, from regional economic conditions, operating conditions, or from the aspects of preschool teachers have obvious difference, so in the position of children's science education operational implementation, though science and education development of east area in guizhou has certain problem, However, rural areas in eastern guizhou also have the advantage of providing natural resources for pre-school education management. By reasonably designing a series of development measures, various development effects of scientific education for pre-school children can be further explored. Mainly reflected in:

(1) children science education operational learning structure. In the promotion of science education activities, children science education operational learning activities reflect the development characteristics at the present stage. In children education, due to the influence of age, children have certain curiosity and desire to explore things around them.

(2) methods of children's science education operational learning. The teacher should play the role of observer and guide to the things that children are interested in, and further grasp the development core of science education according to children's character. Therefore, in designing the education goal of scientific activities, teachers should adopt the education teaching form of teaching according to local conditions and aptitude, so that scientific education further conforms to the characteristics and abilities of children. For the management level, it should start from the overall management strategy, uniformly implement the safety rules, prevent children from encountering risks in the process of scientific experiments in the actual classroom, and achieve the perfect education teaching effect.

(3) teachers' education teaching quality. Scientific literacy is an essential teaching quality for pre-school science teachers. In terms of the integration of pre-school education management theoretical knowledge and practical ability, teachers should learn to use local materials according to the actual situation in rural areas in eastern guizhou, make full use of local and local resources, and actively explore teachers' teaching quality. Is to the child formation imperceptible impact of the root. In the process of scientific education, teachers should always establish the education teaching form of "learning to do" and "middle school to do", and further emphasize the scientific education management relationship between kindergarten, family, society and other aspects. Integrate school

science education and family education, explore the value of children in various tools through some common daily supplies and facilities. For example, farm tools and household appliances in rural areas are close to students' lives, so teachers can "observe the tools around you? Education forms such as "record my favorite activities" enable children to observe the use characteristics and value of household appliances, farm tools and other aspects. In science education, the form of "task teaching" further strengthens the scientific nature of teaching management in kindergartens in rural areas.

Using tongren infant normal college education platform, declare pre-school education management program "125" collaborative innovation and development, and in guizhou east rural kindergartens to promote "mountain village kindergarten mixed-age class activities and guidance", in the local administrative departments of education under the advocacy of make full use of qian east rural areas favorable scientific education resources, really play the effect of science education, the teacher wants to further integration innovation in science and education, expand the kindergarten education in the implementation of the scientific education results. We will further standardize the management of children's scientific education, and advocate the people to jointly promote the all-round development of the management of pre-school education. This provides me with a stronger feasibility factor for studying this subject.

Scientific education management for rural preschool children is a long-term, continuous and diversified activity. In rural guizhou east rural preschool children's science education, preschool education workers should be teaching classroom management and social organic fusion, professor of scientific knowledge and scientific methods, attitude and spirit culture of organic integration, education management workers to properly guide and preschool children's active learning organic fusion, preschool children's science education should be as much as possible close to the nature and serve the reality of preschool children, using the practical learning education and preschool children's psychological characteristics, give full play to the importance of preschool science education, actively promote the rural preschool children's physical and mental growth and cognitive development smoothly.

The research methods

In this paper, based on China and other countries in the world of pre-school education scientific management theory, reflect the importance of operational learning in pre-school education science, education problems in the implementation of difficult qian east region, induces the preschool children in rural east science qian operant learning and its corresponding education management problems that exist in the feasibility and condition of the deep analysis of the cause of the problem, combined with the current actual situation, understand the preschool education workers and management related to the whole society education practitioners awareness of the importance of preschool science education level, thus put forward to solve the problems of the corresponding policy and strategy. The research methods are mainly literature research, questionnaire survey and interview.

Literature research

By reading a large number of relevant books, academic journals, search on the Internet about preschool education and science education management, operational, preschool science and operational aspects of the relevant articles, the preschool science operant learning, rural science and education and its operational learning education management of books, periodicals, papers and other related data make a comprehensive survey, so as to fully understand the current research status, sort out the train of thought.

Questionnaire survey

Table 1 questionnaire

| |
|---|
| Your understanding of preschool science education |
| Do you have a full-time science teacher in your kindergarten? |
| Are you interested in scientific reports, topics, and books? |
| What would you do if you did not understand or understand science in teaching? |
| You often encounter some basic science skills in your daily life. How do you solve problems? |
| In your opinion, the degree to which scientific literacy of preschool teachers affects scientific activities is |
| Would you like to participate in the training on scientific literacy of preschool teachers |
| If you want training, you will choose which training methods to improve scientific literacy |
| You know where the news on science literacy comes from |
| Do you know the general process of scientific research |
| What do you know about science? Can you answer the following questions? |
| Life or teaching tools that you will use |
| Does your kindergarten often carry out pre-school scientific operational learning activities |
| Do you think pre-school scientific operational learning is necessary |

The questionnaire survey method in this paper mainly focuses on the basic information and scientific literacy of kindergarten teachers, the basic information of kindergarten students' parents, the satisfaction of implementing education in kindergartens, and the implementation and implementation of policies of local education management departments on pre-school education. Is to understand the regional implementation of scientific education operational learning status. Based on the characteristics of pre-school education management in the eastern region of guizhou and referring to relevant literature and existing research results, this study designed two questionnaires. The second one is the questionnaire on parents' basic information and satisfaction. By means of physical survey and network survey, 1,174 questionnaires were distributed and 1,135 questionnaires were recovered in the education bureau of five western counties and 20 remote mountain village kindergartens in eastern guizhou, providing a factual basis for the study.

Interview method

Table 2 interview questions

| |
|---|
| Do you like to play in kindergarten |
| Is it interesting in kindergarten |
| Do you take science classes |
| Do you like science classes |
| How do you like to take science classes |
| What do you do in science class |
| Do you like to play with your teachers, yourself, children or yourself in class |
| Do you like planting flowers and vegetables |
| Do you like chickens, ducks, cows and sheep |
| Would you like to feed the chickens, ducks, cows and sheep yourself |
| Is there a balance, magnet, kaleidoscope in the school |
| Like to do the experiment of balance, magnet and so on? Can you operate it? Does the teacher join you in the exercise |
| Are there any games in the kindergarten |
| Do you like playing games |

According to the needs of thesis writing, in the questionnaire, the author use tongren preschool teachers go garden activities, first of all around the east region in guizhou rural kindergarten students of preschool science education and practical study on the individual interview, ask them about the main intention of education activities and real from children's hands-on activities to understand the status of the kindergarten to carry out the implementation of the operational activities. Secondly, the implementation and implementation of relevant policies for pre-school education management by local management departments were sampled and interviewed. The interview outline shall be prepared before the interview, and the interviewee shall explain the reasons in advance, without making on-the-spot record, so as to ensure the authenticity and reliability of the information provided by the interviewee.

Research purpose

This paper hope through the investigation and study, combining academic research and literature, qian east rural kindergartens, for example, proposes the countermeasure to the problems existing in the rural areas in kindergarten, to speed up the construction of rural kindergarten development, improve the level of pre-school education teaching management and management efficiency, to speed up the construction of teachers to promote team, promote the development of rural preschool education aspects.

The results of the study

1. Through interviews and questionnaires, it was found that education management in rural kindergartens in eastern guizhou had the following problems.

1.1 teachers lack knowledge about pre-school scientific operational learning education

In the survey and interview, teachers generally believe that it is an era with high requirements on science and technology. All the people should work hard to learn scientific knowledge so that they and the country can keep pace with the development of society and will not lag behind the development of the world. But scientific emotion and scientific spirit are not enough; Low understanding of the process and methods of scientific research; The degree of scientific knowledge and skills necessary for preschool teachers is relatively low, and the overall scientific literacy is relatively low. Side of qian things, for example, mainly through five counties of preschool teachers in rural areas, the main scientific literacy is decomposed into scientific emotion and attitude, scientific method and three dimension analysis of interviews to understand the scientific knowledge, research topics in physics, chemistry, biology, geography and other aspects of the natural science basic knowledge, is closely related with people's everyday life in recent years the propaganda larger "energy conservation and emissions reduction, low carbon life". The statistical results show that the respondents have a relatively high understanding of the knowledge combined with daily life and are not commonly used in life, but have a relatively low understanding of the basic scientific knowledge that can help them to correctly understand things around them.

The object thinks that teachers' scientific literacy has a great influence on children's scientific activities, and agrees with the value of teachers' scientific literacy in children's education activities. For example, in the investigation on the awareness of science and technology, asked about most of the attention of science and technology is not high, only a handful of concern for science and technology, both in terms of what channels (web, news, books, etc.) to pay attention to and understand, object most lack of attention on this, the main targets of only a handful of love learning some related knowledge from the news. Learning and doing tend to be logical and lack scientific emotion and spirit, which is a difficult problem to develop the object's lifelong learning habit. The goal of science education is to cultivate the desire for inquiry, lack of scientific spirit, and the cultivation of inquiry ability is a difficult thing, of course, the scientific process and method are more difficult to implement. Whether it is scientific spirit and scientific method, scientific knowledge and strategy and scientific skills, preschool teachers in rural areas in eastern guizhou generally need to be improved. The research and development of scientific literacy curriculum resources for rural preschool teachers should focus on addressing the deficiencies of rural preschool teachers in scientific emotion, scientific spirit, scientific knowledge and skills.

Because in this study, the education management is to serve education, is to the main body of education as a service, and teachers' scientific literacy is plays a determining factor, to test the credibility and effectiveness of the investigation, the author to so here only on the teacher's scientific literacy survey data SPSS data simple preliminary processing, will now be part of the analysis are as follows:

(1) reliability analysis

Reliability is reliability, reflecting the degree to which the measurement tool (i.e., the scale) avoids random errors and ensures the consistency and predictability of the research results. The index of reliability is mainly reflected as the correlation coefficient, including the test reliability, the compound reliability and the internal consistency reliability. Among them, the internal consistency reliability reflects the homogeneity among different measures that measure the same property in the scale.

In this study, Cronbach's Alpha value was used as the measurement standard to test the specific variables of the questionnaire, and SPSS statistical analysis software was used to analyze the variables and their measurement terms. In recent years, social science researchers have set 0.7 as the threshold. When Cronbach's Alpha is no less than 0.7, the data is very reliable. If a value is less than this value, the data reliability can be regarded as poor. The reliability of each variable measure term in this study is shown in table 1.

Table 1 reliability test results of variables

Reliability statistics

| | | |
|------------------|-------------|--|
| Cronbach's Alpha | A number of | |
| .947 | 21 | |

Cronbach's Alpha reliability coefficient value was 0.947, much higher than 0.8, and the measurement index of the study variable had higher internal consistency reliability.

In addition, after a problem of these variables was deleted, Cronbach's Alpha was all smaller than the overall Cronbach's Alpha of the period. In this case, if the total correlation of corrected item is less than 0.5, it does not meet the requirement of deleting the item. Therefore, each measure of the above variables should be retained for subsequent analysis.

To sum up, 20 variables and a total of 21 measures in this questionnaire should be retained.

(2) validity analysis

Validity refers to the authenticity and accuracy of the measurement. Validity refers to the degree that the measurement process is not affected by systematic and random errors, reflecting whether the survey items are actually measuring the actual situation of their intended observation.

The essence of testing the structure validity is to extract the principal factors. In this study, SPSS statistical tools were used and factor analysis was adopted.

First, KMO and Bartlett sample measurements were used to test the validity of the data. The closer the KMO is to 1, the more effective the data is. Experience shows that a KMO greater than 0.9 indicates that the data is very effective; a KMO greater than 0.8 and less than 0.9 indicate that the data is effective; a KMO greater than 0.7 and less than 0.8 indicate that the data is effective; a re-collection of the data should be considered if it is below 0.5.

Table 2KMO and bartley test

KMO 和 Bartlett'test

| | | |
|--|----------------------------|----------|
| Sampling adequacy Kaiser-Meyer-Olkin measure | | .833 |
| Bartlett' Test of sphericity | The approximate chi-square | 4641.508 |
| | df | 66 |
| | Sig. | .000 |

Table 2 is the test table of KMO and Bartlett. According to the above table, KMO validity value is 0.833, greater than 0.8, indicating that the research data is relatively effective. Bartlett test of sphericity has a significance value of 0.000, less than 0.01. Therefore, it can be seen that there is a

significant correlation between the variables. Therefore, the data validity of this study is better.

(3) correlation analysis

In order to test the correlation and degree of the two variables, the correlation and degree of the independent variable factors are analyzed in this section. The commonly used tool for correlation analysis is Pearson correlation coefficient. This study also used this distribution to analyze the relationship between the two variables. It is generally believed that: the Pearson correlation coefficient is greater than 0, indicating the positive correlation between the test variables, and the negative correlation between the test variables. When the square value of the correlation coefficient is larger than 0.8, the measured variable has a strong correlation. When the square value of the correlation coefficient is between 0.3 and 0.5, the measured variable has a low correlation. When the square value of the correlation coefficient was between 0 and 0.3, there was a low correlation between the measured variables.

1.2 parents' lack of understanding of operational learning of preschool science education

Questionnaire is mainly involved in parents of preschool science education practical learning of cognition and parents to school to implement the learning satisfaction investigation, questionnaire design mainly through the network, but because of the large data of east rural areas in guizhou is not strong enough, though the big data has been popular in China, the author survey results for I expected: the network's popularity, parents of pre-school education management, preschool science education, preschool science and feasibility study of understanding and connection with education is almost blank, this let me deeply in pain and responsibility of major (after completion of this thesis, I will be important for the project to declare). Investigation to the rural parents understanding of preschool education management, most children know education is very important, and according to their own conditions, you can reach all very willing to support the pre-school education management related material help, everything for the children, for children, children in school, hope its a good education. However, there is a lack of awareness of the importance of pre-school education management. Most parents of children do not keep up with the pace of pre-school education management, and do not realize the urgency required by children education due to the relationship of The Times. The investigation also learned that a normal growth and development of children in life very happy to operate scientific activities. From this survey in guizhou east rural areas, for example, can be seen from the results, qian east rural parents knowledge and cultural level is generally low, low economic income, the lack of understanding of pre-school education management of preschool science education significance of the serious lack of awareness, education of pre-school children indifferent consciousness, understanding of preschool science practical learning is a blank. Although qian east area teachers and parents to the understanding of the science education has great limitation, although is mainly due to the parents to the school's satisfaction is higher, because fuzzy understanding of this phenomenon and results from (or can't understand), region backward economy and culture are the main factors, lead to the implementation of the preschool children's science education failed to reach the designated position.

1.3 children have positive learning intention but the status quo of school development is not good

"Innovation" is the potential of everyone, and needs the "awakening" of innovation education. Operational learning is children's cognitive approach and learning mode, which requires the guidance of innovative spirit to play the due role of education. In operant learning in young children to explore, to experience the fun of learning science, become a "innovative consciousness and practical ability" the explorer and pioneer, by manipulating the exploratory learning, children can grow a pair of science "eye", found the problem in the activity, ask questions, and with their own

unique perspective and strategy to solve the problem, namely the development of young children's creativity.

Preschool children still have a strong interest and passion for science and practical learning, from small to large, without falling, because this activity with the children's psychological development are extremely coordinate, and promote the psychological development of preschool children, make their learning life, interest and generate, inspire their curiosity and desire to explore, and for their lifelong learning habits have played a role in promoting, especially left-behind children, let them alone and have a green light, the inner world of the dull and lonely lit their dark hearts. This is also one of the important reasons for this study.

The survey in guizhou east rural areas, for example, can be seen from the results, qian east rural preschool science teachers almost no professional class teacher, generally low scientific literacy, understanding of the meaning of preschool science education has great limitation, to understand the meaning of operational learning is a blank, is, of course, not to mention the implementation of the activities of education motivated, the overall level of teachers needs to be improved, in the new era of socialism with Chinese characteristics, is to realize the solution to China's main one of the aspects of MAO dun in today's society. So, this is an urgent need to solve practical problems, China guizhou tongren infant normal college as the phenomenon launched village kindergarten pre-school education management "125" collaborative innovation and the development plan, project and according to its particularity, launched village kindergarten mixed-age class education teaching activities, through this activity, learn about the science education in the implementation of the east area in guizhou, know the profound influence of the science education of pre-school children, and operational learning is the most effective way to implement science and education, hope this research can really for the implementation of the pre-school education management of east region in guizhou have driven and have innovation and development.

Scientific education is a comprehensive education teaching method, which develops and discusses children's vision and intelligence. With the development of science education career, kindergarten preschool children education ushered in a new development trend. Education level in eastern guizhou is developing slowly, so the implementation of education management in preschool has encountered a development bottleneck.

East guizhou is located in guizhou, guangxi and other places, and is a weak education link in China's preschool education management. In the promotion process of education in rural pre-school scientific operational learning, the concrete implementation of scientific operational learning of education can purify children's mind and cultivate children's sentiment. As the primary stage of children education, it is difficult to achieve a high standard leap in the implementation of scientific education. From the current development situation, the development level of education for preschool children in eastern guizhou is relatively weak. The management of education for rural preschool children has also received attention from the government, society, schools and other aspects, but the policy of rural areas in eastern guizhou has yet to be promoted.

2. Countermeasures and Suggestions

2.1 model construction and implementation strategy

By analyzing the construction of rural preschool children's science education goals, using the positive role in the education management in the education teaching, science education on rural pre-school children build the model and implementation of operational learning strategy discussion, aimed at qian east rural preschool related scientific and operational learning education workers

based on the concept of the goals of building rural preschool children's science education how to enhance the level of education research is to provide some ideas.

1. To build the concept of scientific operational learning education management and education goals for rural preschool children

(1) concept of social demand

Industrial society and intellectual economy society, have different productivity development pattern. In industrial society, the need to update knowledge structure is not very obvious, no matter in terms of talents at any level. Usually, after learning relevant knowledge of culture and science and mastering a professional technology, people can enjoy it for life and do not need to make any big changes in the long run. In knowledge economy society, however, great changes have taken place in this case, only has the cultural scientific knowledge and passive knowledge acquisition ability is obviously difficult to foothold in society, and should be under the premise of scientific knowledge in a scientific and reasonable structure, set up for active learning scientific knowledge, active pursuit of faith, to strengthen the understanding of scientific knowledge is unique, has combined with the ability to effectively eliminate problems scientific knowledge. Therefore, even the preschool children science education goal must also weigh the requirements of social development on preschool children.

(2) subject characteristics and concepts

Education, a scientific operational learning program for rural preschool children, has its own disciplinary features. Secondly, preschool children learn science in exploration; Finally, preschool children's learning science has the characteristics of personification. Early scientific experience refers to the perceptual experience gained by younger children through direct contact with their surroundings through their sense organs. Such experience helps children to have a certain understanding of themselves and the surrounding environment, so as to further adapt to the surrounding environment and strengthen their ability to protect themselves. Therefore, pre-school children science education should highlight the excellent tradition of national culture and the characteristics of The Times of scientific and technological development. Highlight scientific and enlightening nature; Highlight representativeness and diversity; Highlight regional and seasonal features.

(3) model construction and implementation strategy

Plan (2018-2019 east qian before the 800 students in rural areas of training education management workers, the 800 students before most of the education management workers to attend training personnel for the pre-school education management professional background, to participate in the training of preschool education management worker cultural level is higher, college degree or above accounted for 84%, rich teaching experience, strong learning ability. However, their education methods are generally backward, lacking children's psychological knowledge, awareness of conservation and communication skills. In view of these conditions, the construction model and implementation strategy of education for preschool children in the rural areas of eastern guizhou could start from the following aspects.

First, the theoretical model of education for preschool children is established. According to the education target classification criteria of bloom, education goals of scientific operational learning for pre-school children in eastern guizhou were put forward in three categories, including emotional attitude, cognitive ability and motor skills, to make up for the insufficient diversified course goals in the past. Second, establish a systematic team of teachers. The teachers' team will be systematically divided into different levels. University experts and local teachers and researchers will be the first level to carry out policy interpretation and professional knowledge guidance for pre-school

education managers. The principals and teachers of first-tier kindergartens are the second level, and the professional concept is combined with the actual situation of the kindergarten, so that distinctive teaching practice is throughout the training. University experts, teaching and research staff from different places, kindergarten principals and teachers form a team of double mentors to jointly improve the professional level of rural pre-school education managers. Finally, a scientific curriculum system with rural characteristics is constructed. Qian east rural pre-school education management, workers should set up the new outlook on curriculum resources in the countryside to conduct a comprehensive introduction, scientific and practical study of preschool children education curriculum system to be rich, like, surrounding rural kindergarten in crops, grass, trees, etc all can as the study object of pre-school children, translate into pre-school children to carry out the science education of good material. To sum up, rural preschool children science education is a long-term, continuous and diversified activity. In rural guizhou east rural preschool children's science education, preschool education workers should be teaching classroom management and social organic fusion, professor of scientific knowledge and scientific methods, attitude and spirit culture of organic integration, proper guidance and education workers preschool children's active learning organic fusion, preschool children's science education should be as much as possible close to the nature and in the service of preschool children's real life, so as to actively promote the healthy growth of preschool children's body and mind.

2.2 training strategies for rural preschool education managers

Training is an important way to improve the professional level of management workers in rural pre-school education. The quality and effect of training is not only a personal development issue for pre-school education management workers, but also an important topic for the reform and development of rural pre-school education management. In the rural area of eastern guizhou, a diversified curriculum model centering on the subjective development of education managers is established according to the actual situation in the training of pre-school education managers. Meaningful training methods are explored to cultivate excellent pre-school education managers for the society.

1. Concept of management staff training for rural preschool education. The first is to improve the practice level of preschool education managers. The development of the professional competence of preschool education managers is finally reflected in the real education practical situation. Second, we should pay attention to the improvement of professional level and the concept of lifelong learning. Under the new situation of professional development of preschool education management workers, how to regulate the protective behavior of preschool education management workers is the key to guarantee the management quality of preschool education. The training of pre-school education management workers is not only to teach knowledge and update ideas, but also to pay attention to whether pre-school education management workers can reflect and make continuous progress in their future work.

2. Strategies for management training of rural preschool education

First, create flexible modular courses. Build professional general courses, add time courses and establish elective courses. Second, establish a systematic management and teaching team.

The management and teacher team will be systematically divided into different levels, and the management team will go deep into the teaching team, and the university experts and teachers and researchers will be the first level, and the pre-school education management staff will be given the policy interpretation and professional knowledge guidance. The principals and teachers of first-tier kindergartens are the second level, and the professional concept is combined with the actual

situation of the kindergarten, so that distinctive teaching practice is throughout the training. Make full use of the participation management of pre-school education workers themselves, teaching reflection as the core content, cooperative learning as the main method, encourage and support workers trained pre-school education management of action learning group, based on pre-school education management worker individual reflective teaching practice activity, make full use of its own practical wisdom.

2.3 strategies to change the current situation of parents in rural areas in eastern guizhou

1. Establish parents' correct education concept in various forms

On the one hand, the use of local government's assistance and kindergarten of the convenience of contact with the parents, by conducting various forms by conducting various forms of activities promote preschool education for parents, the correct way to strengthen communication and exchanges between parents and early childhood teachers, change the traditional concept of early childhood education, parents make parents understand children's education must follow the laws of children's physical and mental development and cognitive development. Using kindergarten and parents, on the other hand, the convenience of communication, in the first place, the kindergarten should actively organize family education knowledge lectures, pta and other activities, make them understand the main purpose of preschool teaching activities, content and form, realize the importance of kindergarten education, family education and the kindergarten education goal to reach an agreement; Second, the kindergarten to play a role of "parents garden" propaganda, in this section a targeted design preschool education content, such as the use of science education in the countryside of gifted education resources, to recognize parents learn about preschool science education operational life, so that parents and children experience preschool science education and learning is in the side, the actual is closely related to life, science is so near to us, parents experience education is so easy, happy experience education and children grow up with happiness! Thirdly, the kindergarten should collect children education cases, publicize the successful and unsuccessful children education materials to parents, help parents out of the education misunderstanding of "patriarchal system", and create a free and happy growth environment for children.

2. Organized diversified activities to improve parents' awareness of preschool education management

Kindergartens shall actively organize parent-child activities and Open Day activities. The ultimate goal of parent-child activities is to better promote the family education, so as to play the real role of family education, thus to improve the feelings between children and their parents and enhance their physical qualities.

3. Promote the integrated development of education management

Home campaigns, allows parents to fully understand the environmental education, so as to improve the rural parents understanding of early childhood education, let the parents understand the children's education and not only the school, but the school education with the combination of family education and social education, education child's growth cannot leave the three aspects of joint collaboration and rendering. Therefore, education's three views (outlook on life, values and social views) are more fully reflected in actual effect.

Therefore, the poor management of education and the backward culture and economy lead to the incomplete implementation and implementation of policies, thus making education lag behind important factors. For kindergarten, should seize each an opportunity to communicate with parents and communication, the use of preschool science education practical learning the advantage of the

resources in the countryside, grasp the characteristics of 3-6 preschool children learn science, the characteristics and importance of study with operational preschool science education, shoulder for rural children's family education guidance, at the same time to speed up to promote the development of rural economy, to let young children parents can stay with children, in order to promote the development of the rural family education, in order to better promote the development of preschool children's overall health of body and mind.

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The effect of financial decisions on market value of Thai listed companies in the SET CLMV Exposure Index: A conceptual framework

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Abstract

This study aims to examine the effect of financial decisions on market value of Thai listed companies in the SET CLMV Exposure Index (SETCLMV). The index is a new index that Stock Exchange of Thailand (SET) has begun to use in June, 2018 to show the movement of stock prices for listed companies expanding more investments in four Asean countries: Cambodia, Laos, Myanmar and Viet Nam. They are selected and reviewed as SET conditions and also have high market values. Therefore, it is interesting to do a research regarding the influence of financial decisions on their high market values. The study will focus on financial decisions in financing with debt, dividend policy, liquidity management and profitability as they are main financial management functions of executives. In this study, it will be a quantitative study by using financial secondary data of all 31 companies as population in SETCLMV Index during the year 2015-2018. The reason for using the data in these four years is because it is the time that the Thai economy is being back to normal and growing. As a result, the data collected and analyzed will be likely to reflect the important factors of the company's market value. Descriptive statistics, simple linear and multiple regression analysis will be used to find out the results. The results will help executives know important issues of financial decisions that will promote increasing in market value of the company. In addition, Investors, including prospective investors, will understand the trend of company value and key variables in fundamental analysis and make better investment decisions.

Keywords: financing with debt, dividend Policy, liquidity, profitability, market value

1. Introduction

SETCLMV Index is a new index of SET, which was launched on June 29, 2018, to reflect the movement of stock price of Thai listed companies that generate revenue from Cambodia, Laos, Myanmar, and Vietnam or CLMV countries. SET considers their revenues from the latest publicly announced information which contains financial statement, annual registration statement (56-1) and annual report. As the SET criteria, selected companies for this index are Thai stocks of listed companies that generate at least 10 percent of annual revenues from Cambodia, Laos, Myanmar, and Vietnam (CLMV countries) or at least THB 100 million annually and their market capitalization (market value) must not be lower than THB 5 billion. Also, they have to have free-float (the number of outstanding shares that are available to the public for trade) at least 20% and have trading ratio higher than 0.5% at least 9 from 12 months of the review period (SET, 2018). It can be seen that companies in SETCLMV index come from large companies with having high market value and high profitability

from investments in CLMV countries. This is implying that such a good company with high financial performance would results from good and optimal financial decisions. There are many aspects of financial decisions, including debt financing by taking into account the appropriate capital structure, dividend payment policy to obtain retained earnings left for expanding investment projects that have a positive NPV and this leads to keep the business growth continuously, liquidity management facilitates smooth business operations by effectively repaying short-term debt, Profitability which is the ability to control revenue and operating costs until the company can make a profit at a good level.

Empirical studies found some issues in financial decisions affecting company's market value. The studies of Cheng and Tzeng (2011) and Rahim, Yaacob, Alias & Nor (2010) showed that debt financing is positively related to firm value. Sharif, Purohit, & Pillai (2015) and Okafor and Mgbame (2011) confirmed that dividend payout ratio has significant and influence company stock price. Asiri & Hameed (2014) stated that profitability as measured by return on assets (ROA) is the important factor in explaining the market value. The results from Dadrasmoghaddam & Akbari (2015)'s study indicated that liquidity management (current ratio), debt financing (debt ratio) and profitability (return on assets) have a statistically significant effect on stock price. Alfi & Safarzadeh (2016) also examined the relationship between liquidity and market value and indicated that liquidity can increase the firm value, therefore, using high liquidity is benefit of higher firm value in order to use investment opportunities optimally. However, there were some studies showing different results of impacts on market value. Adekunle & Kajola (2010) found that debt financing is an inverse relationship with market price per share. Rahim et al. (2010) confirmed profitability ratios being a significant, but negative effect on company value. In line with that, Malhotra & Tandon (2013) stated that the dividend has negative, insignificant relationship with stock prices while Ozturk & Karabulut (2018) have not found any evidence of current ratio (as a proxy of liquidity management) on stock returns.

It can be seen that the results of past studies did not guarantee financial decisions affecting market value of the company. There are still inconsistency in results. That is the influence factors of market value need to be more study and reexamine. In addition, SETCLMV index is new and there is not research about companies in it yet. Therefore, it is interesting to do a research in this area to find out some issues of financial decisions affecting high market value of Thai listed companies in SETCLMV index.

2. Research question

As mentioned above, companies selected in SETCLMV index are high market value (not be lower than THB 5 billion). This leads to research questions that – “What are important issues in financial decisions of the companies in SETCLMV index that affect their market value?”

3. Research objective

Based on research question. The purpose of the study are:

1. To study the characteristics of important issues in financial decisions of companies in SETCLMV index, namely, debt financing, dividend policy, liquidity management, and profitability.
2. To study size of market value of companies in SETCLMV index.
3. To study the effect of some issues in financial decisions (as specified in item 1) on market value of companies in SETCLMV index.

4. Literature review

Debt financing and market value

One of the modern theory of capital structure is Trade off Theory (Brigham & Ehrhardt, 2017). It recommends that the optimal level of debt financing makes the company have weighted average cost of capital lowest and the value of the company highest. Fama & French (2002) also explained financial management function such as debt financing affecting optimizing company value. Lixin & Lin (2010) proved trade off theory about the relationship between debt financing and market value and found that debt financing can improve the company's market value. The findings of Aggarwal & Padhan (2017)'s study revealed a significant relationship of firm value as measured by price to book value (PBV) with leverage as measured by total debt to net worth (D/E). Cheng & Tzeng (2011) also studied the effect of leverage on firm value and their results showed that the positive influence of leverage on firm value tends to be stronger when firm financial quality is better. Chowdhury & Chowdhury (2010) discovered that debt financing is positively related to the value of the company. According to these results of empirical studies, the research hypothesis should be as follows:

H₁: Financial decision concerning debt financing positively affects market value of the company.

Dividend policy and market value

Dividend policy is considered as one of the most important financial decisions. The concept of Residual theory is that investors prefer the company use retained earnings as an internal source of fund for a positive NPV investment projects first and pay dividends if there is profit left (Brigham & Ehrhardt, 2017). The motive of this concept is because the effective rate of tax on dividend income is higher (15% in Thailand) than the tax of capital gain (0% in Thailand). This concept believe that shareholders considering their personal tax positions prefer a low dividend payout policy. In addition, an internal source of fund from retain earnings are perceived as the cheapest cost of capital, therefore dividend policy has an effect on investment decision and then increasing firm value (Baker, Viet & Powell, 2001). Matthew, Innocent & Mike (2014) studied effect of dividend payment on the market price of shares and concluded that dividend payment as measured by dividend payout ratio was a significant influence on market value of quoted firms in Nigeria. Nwamaka & Ezeabasili (2017) also studied effect of dividend policies on firm value from quoted firms in Nigeria and found firm value is affected by dividend policy in terms of dividend per share. The study of Soewarno, Arifin & Tjahjadi (2017) also concluded that dividend policy as measured by dividend payout ratio influenced firm value as measured by price to book value. According to these results of empirical studies, the research hypothesis should be as follows:

H₂: Financial decision concerning dividend policy positively affects market value of the company.

Liquidity management and market value

Liquidity management has become an important financial role because of liquidity management means company having ability to repay short-term debt (Brigham & Ehrhardt, 2017). This will give the company a good signal for its operations and make market value increase. Signaling theory supports this financial function and give a concept that good liquidity management is a positive signal for value of the company (Ibe, 2013). Gunawan, Pituringsih & Widyastuti (2018) examined the influence of an optimal liquidity management on company's market value and discovered that liquidity as measured by current ratio has a significant and positive effect on company value as measured by price to book value. Aggarwal & Padhan (2017) tested the relationship between liquidity by using current ratio as a proxy and firm value by using price to book value as a proxy and found a significant relation between them. Qaisi, Tahtamouni & AL-Qudah (2016) also investigated the effect of some factors on market stock

price. Their results showed that there was an effect between current ratio and market stock price in insurance companies listed in Amman stock exchange. Furthermore, Marsha & Murtaqi (2017) examines liquidity management as measured by current ratio and its effect on value of Indonesia Firms in the food and beverages sector and found current ratio as a proxy of liquidity has a positive relationship with firm value as measured by price to book value. According to these results of empirical studies, the research hypothesis should be as follows:

H₃: Financial decision concerning liquidity management positively affects market value of the company.

Profitability and market value

Profitability is an important financial task for business executives through effective capital financing and investment decisions in order to maximize revenue and control cost as target (Brigham & Ehrhardt, 2017). The concept of Signaling theory also supports profitability as a good signal of management efficiency (Gunawan et al., 2018). Highly profitable companies are often companies having high market value. Based on the results of Lebo & Tasik (2018), there was a positive relationship between ROA as a proxy of profitability and price to book value as a proxy of market value of the company. In consistent with that, Karakus & Bozkurt (2017) focused on a study about the Effect of Financial Ratios and Macroeconomic Factors on Firm Value in Borsa Istanbul. Their analysis results indicated that return on assets affects stock returns (price to book value-PBV) positively. The studies of Marangu & Ambrose (2014), Marsha & Murtaqi (2017) and Rizqia & Sumiati (2013) found a positive effect of profitability on market value, as well. According to these results of empirical studies, the research hypothesis should be as follows:

H₄: Financial decision concerning profitability positively affects market value of the company.

According to literature review in this area, the study constructs a conceptual framework of the effect of financial decisions on market value as shown in Figure 1.

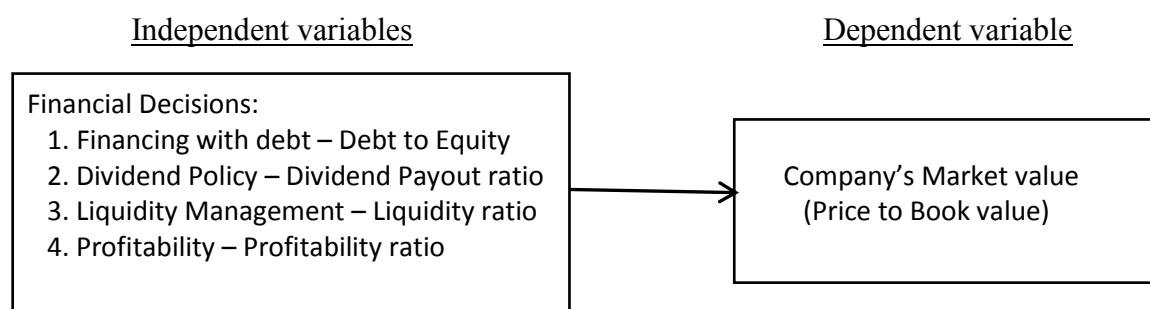


Figure 1: a conceptual framework of the effect of financial decisions on market value

5. Research methodology

Sample in this study is 31 listed companies (which are population) for calculating in SETCLMV Index during July 1, 2018- December 31, 2018. They are in various industries, including property development, energy & utilities, health care services, commerce, food & beverage, construction services, steel, petrochemicals & chemicals, information & communication technology, construction materials, agribusiness, and paper & printing materials. Each company must meet the SETCLMV index criteria of Stock Exchange of Thailand (SET, 2018). First, they have to generate at least 10 percent of

annual revenues from Cambodia, Laos, Myanmar, and Vietnam (CLMV countries) or at least THB 100 million annually. Second, their market capitalization must not be lower than THB 5 billion. Third, they need to have free-float at least 20%. And fourth, their trading ratio must be higher than 0.5% at least 9 from 12 months of the review period.

For Data and data collection, data used for analysis is secondary data, which is derived from financial data of companies in the SETCLMV index. The source of data will come from the 56-1 form of the Stock Exchange of Thailand, website of the Stock Exchange of Thailand and the website of each company. The timing for data collection should be during years 2015-2018 for a total of 4 years. This period is a good time for testing market values of these companies because it is a time when Thailand experienced negative inflation, but in subsequent years, the economy has improved until the current general inflation is positive, Economic growth rate in current year (2018) higher than expected (4.4%) and private investment expands more (Monetary policy report in June, 2018 – see Table 1, Figure 2 and Figure 3).

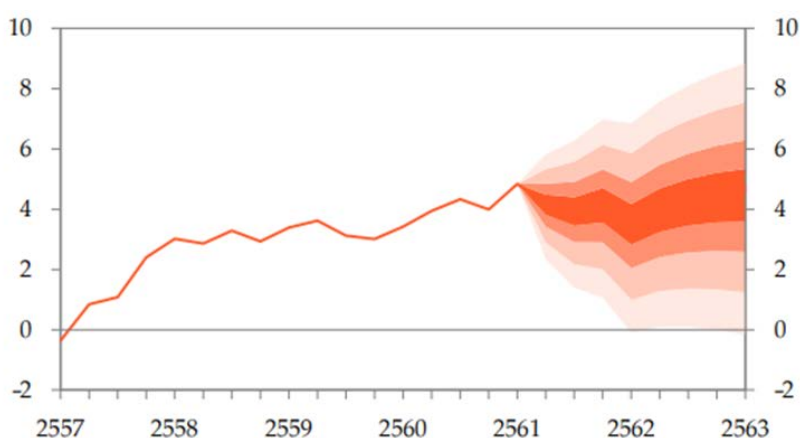


Figure 2: Graphs showing economic growth and forecasts.

Source: Monetary policy report in June, 2561 (AD 2018) made by Bank of Thailand.

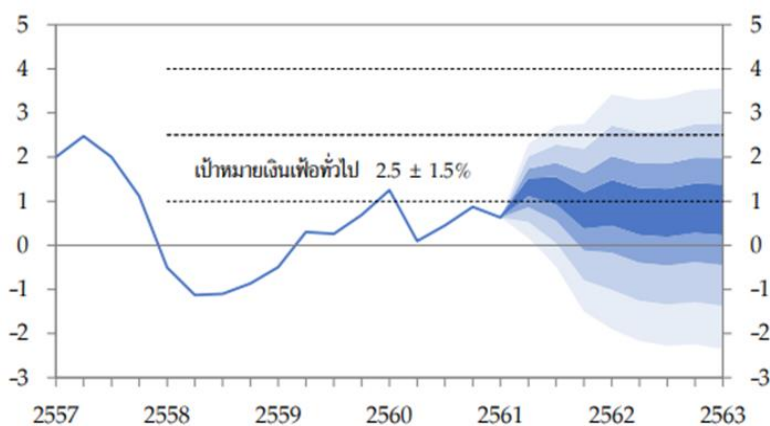


Figure 3: Graphs showing general inflation and forecasts.

Source: Monetary policy report in June, 2561 (AD 2018) made by Bank of Thailand.

Table 1: Economic conditions during the year 2015-2018

| Economic Indicators | 2015* | 2016* | 2017* | 2018** |
|------------------------|-------|-------|-------|--------|
| Economic growth rate | 2.8 | 3.2 | 3.9 | 4.4 |
| General inflation rate | -0.9 | 0.2 | 0.7 | 1.1 |

* Facts, ** estimates

Sources: Monetary Policy report year 2016, 2017, 2018 made by Bank of Thailand

Variables in the study are consisted of dependent and independent variables as specified in the conceptual framework (Figure 1). The study uses price to book value (PBV) as a proxy of market value of the company, debt to equity ratio (DE) as a proxy of financing with debt, dividend payout ratio (DPR) as a proxy of dividend policy, current ratio (CR) as a proxy of liquidity management and return on assets (ROA) as a proxy of profitability, following the prior research that found significant variables (such as the study of Aggarwal & Padhan, 2017; Matthew et al., 2014; Lebo & Tasik, 2018; Marsha & Murtaqi, 2017 and Soewarno et al., 2017). Definitions of variables are shown in Table 2.

Table 2: Operational definition of variables

| Type | Name | Symbol | Calculations |
|-------------|-----------------------|--------|--|
| Dependent | Market value | PBV | Price to book value - Market price per share divided by book value of equity per share |
| Independent | Financial Decisions | | |
| | -Financing with debt | DE | Debt to equity - Total debt divided by equity |
| | -Dividend policy | DPR | Dividend payout ratio - Dividend per share divided by earning per share |
| | -Liquidity management | LIM | Current ratio - Current assets divided by current liabilities |
| | -Profitability | ROA | Return on assets - Earning after tax divided by total assets and multiplied by 100 |

In data analysis, the collected data will be analyzed by two statistic methods. First, the study will use descriptive statistics, such as percentage, mean, standard deviation to study the characteristics of variables. Second, inferential statistics which consist of simple linear and multiple regression methods will be utilized for studying the relationship between financial decisions and market value of the company in order to find out the impacts of financial decisions on market value. Moreover, the study will employ Pearson correlation coefficient, the variance inflation factor (VIF) and tolerance to check the multicollinearity between variables of regression model to eliminate redundant variable and maintain the reliability of regression model.

Based on regression analysis, model specifications will be divided into two models. For studying the relationship between each issue in financial decisions and market value, simple linear regression model will be given as follows.

$$Y = a + b_1 X_1 + e$$

Where:

Y = Dependent variable

a = Constant of the regression equation

b₁ = Regression coefficient

X₁ = Independent variable

e = Standard error

Therefore, the models for analyzing the relationship between each issue of financial decisions and market value are:

$$PBV = a + b_1 (DE) + e \quad \dots\dots\dots (1)$$

$$PBV = a + b_1 (DPR) + e \quad \dots\dots\dots (2)$$

$$PBV = a + b_1 (LIM) + e \quad \dots\dots\dots (3)$$

$$PBV = a + b_1 (ROA) + e \quad \dots\dots\dots (4)$$

For studying the relationship between issues of financial decisions and market value, multiple regression model will be given as follows.

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$$

Where:

Y = Dependent variable

a = Constant of the regression equation

b₁, b₂, b₃, b₄ = Regression coefficient

X₁, X₂, X₃, X₄ = Independent variables

e = Standard error

Therefore, the models for analyzing the relationship between all issues of financial decisions and market value is:

$$PBV = a + b_1 (DE) + b_2 (DPR) + b_3 (LIM) + b_4 (ROA) + e \quad \dots\dots\dots (5)$$

6. Significance of the study

The findings of the study regarding the influence of financial decision variables on the market value of listed companies in the SETCLMV index will benefit for executives, investors, prospective investors, academics and the general public. The results will make the company's executives aware of the financial decisions that matters to the company's market value. This allows them to accurately and efficiently manage the direction of administration. Investors and prospective investors will get useful information on the underlying analysis that will help them make good decisions on their investment. In academic work, the results will contribute to the research on important factors affecting the market value of the company. For financial institutions, the results will help them focus on offering funds for companies which have good operation decisions on investments in CLMV countries. For other interested, such as government and economic administrators, the results will guide the way to help and

support companies investing in CLMV countries and this may increase the number of companies interested in investing in ASEAN. Consequently, it has contributed to the country's economic growth.

7. Conclusions

This research intends to examine all companies in the new index of Stock Exchange of Thailand (SET CLMV Exposure Index - SETCLMV). These companies are important to the Thai economy as they are large companies expanding investments to CLMV countries (Cambodia, Laos, Myanmar and Vietnam) and have very high market values. It is interesting to study the key factors that influence their market value. So, the purpose of this study is to explore financial decision factors that affect the market value of the company. Significant issues in financial decisions based on past research, namely financing with debt, dividend policy, liquidity management, and profitability ratio will be applied to the study. The period of study will be between years 2015-2018, which is the time when the Thai economy is beginning to grow. Financial data of 31 companies will be collected for four years. Consequently, the total data for analysis will be 124 sets. The statistics used will be descriptive statistics for exploring the characteristic of independent and dependent variables while inferential statistics by regression methods in both simple linear and multiple regression will be applied to find out impacts of financial decisions on company value. The results will further promote research in the area, and in practice, will also benefit for many groups such as executives, investor and prospective investors, and economic administrators of government.

8. References

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**Segmenting tourists based on travel risk perception of Thailand as a destination:
a study of German university students**

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Abstract

This paper attempts to segment the young traveller market of German students using their travel risk perceptions. Based on online survey of 334 German university students, a cluster analysis using K-Mean method was used to classify the respondents into groups, the findings reveal three clusters based on the levels of their travel risk perception of Thailand as a tourist destination. These three clusters demonstrate different levels of risk perceptions in each risk dimension. Tourists in the lower perceived risk group were less concerned in most aspects with travel experience in Thailand except over-commercialised risk. The medium perceived risk group was of relative higher concern than other clusters in political risk and communication risk. Tourists in the higher perceived risk cluster, on the other hand, were concerned in most dimensions of travel risk except political risk and communication risk. Chi-Square test was used to examine the three personal related factors, which include previous visit experience to Thailand, gender, and tourist role characteristics, if they are significant differences among the three clusters. Previous visit experience to the destination was found to dominate the lower risk cluster, while a higher proportion of familiarity seekers were allocated in the higher risk perception cluster, however there is no statistical difference in gender. ANOVA confirmed mean differences of the three factors which were knowledge of Thailand, image of Thailand, intention to visit Thailand among the three clusters. High levels of destination knowledge, image perception of the destination and intention to visit the destination were identified in the lower risk perception cluster than the respondents who belong to the medium and the higher risk perception groups.

Keywords: Travel risk perception, segmentation, German students, Thailand

Introduction

Travel risk perceptions have increasingly been researched in recent years. Most previous travel risk studies tend to focus on risk perceptions (Promsivapallop & Kannaovakun, 2018; Aschauer, 2010), factors influencing risk perceptions (Maritz, Yeh & Shieh, 2013), and effects of travel risk perceptions on travel intention (Artuğer, 2015). A few studies have extended the body of knowledge of travel risk perceptions to include risk reduction strategies (Adam, 2015; Fuchs & Reichel, 2011). Until recently, a few scholars such as Ritchie, Chien and Sharifpour (2017) expand the area of travel risk perception research to use travel risk perception as the base for market segmentation. The knowledge obtained from travel risk segmentation is useful both academically and practically as it facilitates insights into different categories of tourists depending on the degree of their perceived risk on holiday abroad and the characteristics of each segment. However, this particular type of research is still rare and there is a need to further apply travel risk segmentation research into different markets. This is particularly true to specific markets such as young Western adults i.e. the German university students in this study. Although it is considered a specific group of tourists, it has been proved that there exist differences in perceptions among tourists despite their group being niche in nature (Reichel, Fuchs & Uriely, 2007; Promsivapallop & Kannaovakun, 2017).

In Thailand, Promsivapallop and Kannaovakun (2018) have recently published a paper on travel risk dimensions and their effects on travel intention to Thailand, using German university students as the subjects of the study. The paper provides insights into travel risk factors and how they influence the intention to visit a destination of a specific young traveller market. However, whether young tourists can be segmented into groups based on their travel risk perception and the characteristics of each group remain unknown. Therefore, there is a further opportunity to extend this work by providing market segmentation analysis on this market based on their travel risk perceptions toward Thailand. This can help academia and practitioners to have holistic and full views of travel risk perceptions of this certain market, and recognise that even a specific market like young German adults, there are still segments within such group. This paper is thus a follow-up study on Promsivapallop and Kannaovakun (2018) to further extend the travel risk knowledge to travel risk segmentation on the foundation and existing information of the travel risk factors that have already been established in the study. The paper thus aims to segment tourists (using German university students as a case study) based on their travel risk perceptions.

Literature review

Travel risk perceptions have been referred to by scholars as concerns by tourists relating to their travel and holiday (Promsivapallop & Kannaovakun, 2018). These concerns may have the potential to negatively affect destination image perception as well as hindering travel decision (Karl, 2018). Therefore, understanding how tourists concern about risk or potential risk during holiday is vital to destination marketers to manage and reduce such risks and restore travel confidence to tourists.

Past research has suggested a number of travel risk categories. Promsivapallop and Kannaovakun (2018) identify six key aspects of travel risk perceptions of tourists based on their travel risk study. The six risk categories identified by Promsivapallop and Kannaovakun include crime and false practice risk, health risk, hazard risk, communication risk, over-commercialisation risk and political risk. Other types of travel risk mentioned in the literature include mass risk (Fuchs & Reichel, 2006; Rittichainuwat & Chakraborty, 2012), financial risk (Han, 2005), safety risk (Fuchs & Reichel, 2006) and terrorism risk (Rittichainuwat & Chakraborty, 2012).

Tourist segmentation is also key to destination marketing as it facilitates insights into the types and behaviour of each tourist group. Tourist segmentation research based on various segmentation factors has been conducted in the literature. These factors include examples such as preference for novelty (Weaver, McCleary, Han & Blosser, 2009), motivation (Park & Yoon, 2009; Albayrak &

Caber, 2018), life style (Gonzalez & Bello, 2002), travel behaviour (Kastenholz, Eusébio & Carneiro, 2018), expectation (Chen & Noci, 2014), benefits (Jang, Morrison & O’Leary, 2002) and satisfaction (Yüksel & Yüksel, 2003). Using travel risk perception to segment tourists is new to tourist segmentation research. Among the rare existing travel risk segmentation studies, Ritchie et al. (2017) developed an integrated approach toward travel risk segmentation study by incorporating both psychology and behavioural factors into analysis. Based on an analysis of 864 tourists surveyed in Australia, three segments of risk related perception and behaviour were derived in this study. These include (1) care-free travellers including those who perceived low risk, (2) risk reducing travellers, which are dominated by individuals who perceived a higher level of risk and (3) seriously concerned travellers, which include tourists who had the highest level of risk concerns.

In addition, travel risk perceptions are believed to vary based on a number of personal related factors (Promsivapallop & Kannaovakun, 2018). Past visit experience (Adam, 2015; Fuchs & Reichel, 2011), gender (Lepp & Gibson, 2003), and tourist roles (Reichel et al., 2007; Promsivapallop & Kannaovakun, 2017) have frequently been linked to the degree of travel risk perceptions. Therefore, this paper will adopt these three factors into analysis in comparing the characteristics of each cluster in the segmentation.

The framework for this study is mainly entered around the clustering of the respondents based on their travel risk perception. In addition, these clusters were examined to determine whether there would be any differences in their characteristics. Therefore, the independent variables comprise factors that determine the differences among the clusters, including previous visit to Thailand, gender, and tourist role. The dependent variable refers to the three clusters based on travel risk perceptions of the respondents.

Methods

This study was a follow-up analysis of the same data generated by Promsivapallop and Kannaovakun (2018). The data was collected by online survey implemented with German university students in Germany. Only German university students who were currently studying in Germany during the time of survey and aged between 18 - 30 years old were invited to take part in the research.

The questionnaire was developed based on past travel risk perception research. Travel risk perceptions were measured by 22 items on a five-point Likert scale based on previous research (Adam, 2015; Fuchs & Reichel, 2006; Han, 2005; Howard, 2009; Khajuria & Khanna, 2014; Lepp & Gibson, 2003; Rittichainuwat & Chakraborty, 2012; Sönmez & Graefe, 1998). Three items were removed due to cross loadings leaving 19 items for further analysis. Following factor analysis on these 19 items by Promsivapallop and Kannaovakun (2018), six factors were identified including (1) Crime and false practice risk (2) Health risk (3) Hazard risk (4) Communication risk (5) Over-commercialisation risk and (6) Political risk. These six factors account for 64% of total variances,

with adequate (KMO = .813) and Bartlett’s test of sphericity was significant ($\chi^2(190) = 2186.595$, $p < .001$). In addition, one item measuring overall risk perception was asked to gauge the overall risk perception of respondents.

Tourist role was measured by adopting Cohen (1972)’s four tourist typologies based on the degree of familiarity and novelty in their travel preferences. These four categories include organised mass tourist, individual mass tourist, explorer, and drifter. Taking the same approach as Promsivapallop and Kannaovakun (2017 & 2018), these four categories were collapsed into two categories, namely familiarity seekers and novelty seekers.

In total, 334 respondents completed the survey and included for analysis. Of this sample, 39.6% were male and 60.4% were female students. The majority of travellers were regular travellers with

84.1% of the total sample reporting of having travelled outside Europe at least one in the past three years. Almost 70% of the respondents were enrolling in Bachelor's degree. Approximately 39% of these respondents have visited Thailand at least once before. 84.1% of the sample have travelled outside Europe in the past three years, illustrating their extensive travel experience.

This study used K-mean method for cluster analysis to classify respondents into groups at the first step, further analysis using Chi-Square test on the existing clusters based on the previous step to examine whether there were any differences of the three personal related factors (previous visit experience to Thailand, gender, and tourist role) and ANOVA was used to confirm if there were any mean differences in knowledge of Thailand, the image of Thailand, and intention to visit Thailand among the existing clusters.

Findings

Risk perceptions

Overall, respondents reported a relatively medium level of risk perception with a mean value of 2.64 from the scale of 5.00, where one represents low risk and five refers to high risk perception. Over-commercialisation risk, which refers to the risk of experiencing too crowded and commercialised tourist attractions, was rated with the highest mean score of 3.69. Political risk scores the lowest level of risk perception among the respondents with the mean value of 1.82. Crime and false practice risk (Mean = 3.44) and health risk (Mean = 3.44) were also noted as higher risk factors as perceived by the respondents.

Cluster analysis

A cluster analysis using K-Mean method was implemented on the sample based on the six travel risk dimensions in order to classify the respondents into groups. The results, reported in Table 1, reveal three clusters of respondents according to their travel risk perceptions. The ANOVA results confirm statistical differences among the three clusters in all perceived risk dimensions ($F = 10.175 - 206.892$, $p < 0.001$). These three clusters of respondents are explained as follows:

Cluster I: Lower perceived risk tourists. This cluster includes 110 respondents reporting the lowest levels of risk perceptions. Scores of risk factors are of lowest in all perceived risk dimensions among the three clusters except over-commercialised risk (Mean = 3.74), which is higher than the medium perceived risk cluster but lower than the higher perceived risk group. Therefore, this group is generally less concerns with travel risk to Thailand except some concern mainly in over-commercialised risk only.

Cluster II: Medium perceived risk tourists. This cluster consists of 84 members, rating generally medium levels of risk perceptions in all aspects. This cluster scores the highest levels as compared to other clusters in two risk factors including political risk (Mean = 2.10) and communication risk (Mean = 3.32). Three risk factors that receive scores of higher than 3.00 in risk perception including crime and false practice, health risk, and communication risk. Therefore, these three risk factors are particularly of concerns to this group.

Cluster III: Higher perceived risk tourists. This cluster comprises 129 respondents who scored higher overall risk perceptions than other groups. This group scores the highest risk perception levels in four risk factors and thus are of high concerns including crime and false practice risk (Mean = 3.91), hazard risk (Mean = 3.25), health risk (Mean = 3.75) and over-commercialised risk (Mean = 4.41).

Table 1: Cluster analysis result based on travel risk perceptions

| Travel risk factor | Mean (Cluster) | | | | ANOVA | |
|-------------------------------|-----------------------|--------------------------------|--------------------------------|---------------------------------|---------|-------|
| | All samples (N = 334) | Lower perceived risk (N = 110) | Medium perceived risk (N = 84) | Higher perceived risk (N = 129) | F | p |
| Political risk | 1.82 | 1.59 | 2.10 | 1.82 | 10.175 | 0.000 |
| Crime and false practice risk | 3.44 | 2.90 | 3.44 | 3.91 | 58.727 | 0.000 |
| Hazard risk | 2.78 | 2.09 | 2.94 | 3.25 | 69.128 | 0.000 |
| Health | 3.30 | 2.60 | 3.52 | 3.75 | 103.328 | 0.000 |
| Communication risk | 2.84 | 2.30 | 3.32 | 2.95 | 46.433 | 0.000 |
| Over-commercialised risk | 3.69 | 3.74 | 2.72 | 4.41 | 206.892 | 0.000 |

Remarks: 1 refers to low risk and 5 denotes high risk.

Cluster profiles

The three clusters were further analysed using Chi-Square test on personal related factors in order to test differences among the three clusters. The three personal related factors include previous visit experience to Thailand, gender, and tourist role characteristics. The results confirm differences among the three clusters in two factors including previous visit experience to Thailand ($\chi^2 = 13.53$, $p = 0.01$) and tourist role ($\chi^2 = 14.42$, $p = 0.01$). No statistical differences in gender were detected ($\chi^2 = 0.24$, $p = 0.87$) as shown in Table 2. It seems clear from the results that the lower perceived risk group has more previous visit experience to Thailand than both the medium and the higher perceived risk clusters. In addition, the lower perceived risk cluster has more proportion of novelty seekers as compared to familiarity seekers than both medium and higher perceived risk groups. It is interesting to note that more differences were detected in tourist role characteristics between lower perceived risk and the medium perceived risk cluster than the higher perceived risk cluster.

Table 2: Chi-Square test results comparing personal related factors among the three clusters

| Factor | Lower perceived risk | Medium perceived risk | Higher perceived risk | Chi-Square Test |
|----------------------------|----------------------|-----------------------|-----------------------|-----------------|
| Previous visit to Thailand | | | | 13.53, p = 0.01 |
| Yes | 50.9% | 25.0% | 38.0% | |
| No | 49.1% | 75.0% | 62.0% | |
| Gender | | | | 0.24, p = 0.87 |
| Male | 38.2% | 41.7% | 39.5% | |
| Female | 61.8% | 58.3% | 60.5% | |
| Tourist role | | | | 14.42, p = 0.01 |
| Familiarity seekers | 20.9% | 44.0% | 24.0% | |
| Novelty seekers | 79.1% | 56.0% | 76.0% | |

Differences on knowledge, image, and intention to visit among the three clusters

The three clusters were further tested with ANOVA to examine whether there were any differences in knowledge of Thailand, destination image perception of Thailand and intention to visit Thailand. Table 3 revealed mean differences in all three factors among the three clusters were confirmed ($F = 4.09 - 7.45$, $p < 0.05$). The post hoc test results suggest a pattern that the lower perceived risk group has higher mean values in all aspects including knowledge of Thailand as a tourist destination, overall perceived image of Thailand as a tourist destination and intention to visit Thailand in the future than both the medium and the higher perceived risk groups in all three factors.

Table 3: ANOVA test results on knowledge, image, and intention to visit among the three clusters

| Factor | Mean | | | ANOVA | | Post Hoc Test |
|--|--|--|---|----------|----------|---------------|
| | Lower (L) perceived risk (N = 110) | Medium (M) perceived risk (N = 84) | Higher (H) perceived risk (N = 129) | <i>F</i> | <i>p</i> | |
| Knowledge of Thailand as a tourist destination | 3.29 | 2.71 | 2.46 | 7.45 | 0.001 | L>M, L>H |
| Overall image as a tourist destination | 4.35 | 4.01 | 4.13 | 4.09 | 0.002 | L>M, L>H |
| Intention to visit Thailand | 4.56 | 4.23 | 4.15 | 6.30 | 0.018 | L>M, L>H |

Remarks: The statements were measured on a five-point Likert scale where 1 refers to very low/very negative and 5 refers to very high/very positive.

Discussions and conclusions

This paper has offered an examination in travel risk segmentation specifically in the young traveller market of German students. It was found that the respondents were mostly concerned with over-commercialised risk. In other words, they were concerned that attractions in Thailand would be too crowded and commercialised. The findings reveal three clusters based on the levels of their travel risk perception of Thailand as a tourist destination.

These three clusters demonstrate different levels of risk perceptions in each risk dimension. Tourists in the lower perceived risk group were less concerned in most aspects with travel experience in Thailand except over-commercialised risk. The medium perceived risk group was of relative higher concern than other clusters in political risk and communication risk. Tourists in the higher perceived risk cluster, on the other hand, were concerned in most dimensions of travel risk except political risk and communication risk.

Previous visit experience to the destination was found to play a key role to dominate the lower risk cluster, while a higher proportion of familiarity seekers were allocated in the higher risk perception cluster. It was also found high levels of destination knowledge, image perception of the destination and intention to visit the destination in the lower risk perception cluster than those belonging to medium and higher risk perception groups. This indicates that higher perceived group have less knowledge of Thailand, perceive less favourable of the destination and have less visit intention.

The above findings are consistent with previous studies such as Promsivapallop and Kannaovakun (2018) in terms of travel risk perceptions and Ritchie et al. (2017) in relation to the three clusters. This paper has offered more insights into dimensions of risk perceptions in each cluster and it shows that each cluster has different levels of risk concerns in different risk factors.

Limitations

This study has a number of limitations such as the scope that focuses on a specific group of young travellers of German students. The findings may not permit generalisability across different groups of tourists. Further travel risk studies should be extended to cover other types of tourists as well as general tourists, to see whether different types of travel risk clusters can be offered.

Recommendation

The results confirm that even specific group of tourists like young German travellers in this study can be further segmented into distinct groups based on their travel risk perceptions. Therefore, it is important for destination managers to recognise the diversity of tourist groups, that are distinct in their travel characteristics and risk perceptions. Furthermore, destination managers are particularly advised to look into the characteristics and risk perceptions of the high perceived risk group so that the destination can be managed to reduce the related risks. In this regard, attention should be focused on the efforts to manage crime and false practices risk, health risk, hazard risk, and especially over commercialised risk which were perceived of higher concerns in the higher risk perception segment. The latter is particularly the most important risk to the young German market as it displays the highest level of concern.

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Figures of Speech in Song Analysis: A Case Study of Third Year Students in a Private University in Thailand

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Abstract

A number of studies have demonstrated that the use of song in language teaching facilitates better acquisition of the language. As songs provide great help in inspiring students to learn English, it does not guarantee that the language is thoroughly learned and mastered. It is suggested that the use of figure of speech could address this issue as analyzing figurative language allow students to think critically, henceforth enhancing their English capability skills. In other words, knowledge about figuration could potentially promote metaphoric competence among the language learners, which makes learning the language more relevant and effective. This paper examines the use of figures of speech with emphasis on the three most common song devices namely metaphor, simile and hyperbole in analyzing songs meaning that involved seven selected students enrolled in English through songs class during the second semester of academic year 2017. The researcher made use of think-aloud protocol in gathering data. Two songs were employed during the data collection stage (pre and post – think aloud). These songs were unfamiliar to all the subjects as indicated in the survey carried out before the formal gathering of data. Results have shown that in pre-think aloud protocol sessions, some of the participants were unable to interpret the hidden meaning of the songs' lines with emphasis on the three most dominant figurative language devices. On a different perspective, the post-think aloud protocol results offered an interesting outcome as subjects have displayed better reflection, in-depth understanding and a more confident articulation of their thoughts with regards to the meaning of the songs' lines used in the post-think aloud protocol session.

Keywords: Figures of speech, metaphoric competence, song analysis, think-aloud protocol

1. Introduction

Figure of speech is one of the techniques in which students can learn English as words are not taken in its literal meaning, instead it is interpreted based upon its comparison or exaggeration towards life events or experiences. This method becomes a potent tool in English language learning as students decode meanings of the language, making them more familiar and critical of English phrases and idioms. Most figures of speech are found in songs. They are usually represented by such devices as metaphor, simile, oxymoron, hyperbole, personification among others in song lyrics. These figurations in songs allow students to internalize and think critically the meaning of the lyrics of the songs, which in turn helps them better understand the song's denotation and derivation. Learning the figurative language expressions are beneficial to learners' language learning as it allows them to express certain meanings as they speak (Purnamasari, 2009).

Several studies have demonstrated the effectiveness of the figurative usages in songs that help students learn a language more efficiently. When tasked to show their abilities to solve problems and make connections with the characters and events found in songs and stories of their lives, students were able to show their figurative thoughts (Vosniadou 1987; Winner 1998; & Zurer 1990). The melodious tone of the songs also reinforces memory recall as lyrics are usually retained and eventually understood by the learner. This “the-song-stuck-in-my-head-phenomenon” exemplifies the ability of the learners to echo in their minds the last song that they have heard (Alipour, Gorjian & Zafari, 2012). In China, Chinese students significantly improved their English vocabulary performance when their teachers use music in their vocabulary building activities (Li & Brand, 2009). Cheung (2001) contended that students can easily recite lyrics of the songs more than memorizing a poem or a mathematical formula. This indeed indicates that the use of songs in language learning provides better facility than just by learning it from traditional materials. As Suriyatham (2013) argued, language teachers should not rely greatly on textbooks and grammatical structures when it comes to language learning. Learning materials should be relevant and relatable among the students so that they find it meaningful and important to their lives. The study conducted by Tran (2013) revealed that students are weak in terms of their proficiency and capability of using idiomatic expressions even the most commonly used idioms. This leads to a contention that students should be exposed to a multitude of figurative language not only coming from traditional English-speaking countries but also from the countries of the outer and expanding circle contexts.

This study seeks to examine the use of figure of speech in analyzing song lyrics to improve English comprehension skills of randomly selected students of Dhurakij Pundit University during the academic year 2017. It also seeks to answer its research question which is, is the use of figures of speech with the emphasis on the three most common song devices, which are metaphor, simile and hyperbole using song analysis improves the metaphoric competence of seven students enrolled in English Through Songs subject in Dhurakij Pundit University in the academic year 2017?

2. Literature

Numerous literary devices (e.g. simile, metaphor, personification, hyperbole, etc.) are employed not only in poems or speeches but also noticeably in songs. Different genres of music display such literary technique not just to convey its meaning in a peculiar way but also to lead learners into a process of critical thinking and understanding the overall meaning of the songs. Cognitive science research agrees that there are important connections between music and language. Patel (2003) explained that in the study of brain’s complex sound processing mechanism, music and language serve as foils for each other and researches have proven that insights into the functional and neural structure of both domains exists. This means that in analyzing a song with the use of literary devices, one has to be exposed to its mechanisms first in order for the learning material to be easily acquired and mustered. A study from Tambun and Sianipar (2014) supported that song devices namely metaphor, simile and hyperbole are the most commonly used figurative language based from the result of their study on selected Westlife’s songs. Accordingly, hyperbole emerged as the most frequent type of figure of speech used constituting 33.75% in most lyrics of the songs used in the study. It is followed by simile with 27.71% and metaphor with 21.70%. On the other hand, Arifa (2016) extended the validity of this claim as he found that these three song devices are predominantly present in the song lyrics of John Legend’s songs. These devices are similarly found in pop songs specifically with artists like Taylor Swift, Westlife, John Legend, Bruno Mars, Katy Perry, Madonna, Alphaville, and Alanis Morissette.

Acquiring metaphoric competence does not come easy especially if the learners are not as familiar with the target language (MacArthur, 2010). One obvious reason is the semantic distance between the argument and predicate of the metaphor (Kintsch & Bowles, 2002). It is said that when two terms are very far apart in the semantic space, it may pose difficulty for the learner to find something in common between the terms. Finding nothing in common especially when it comes to the vocabulary used in the native language and the second language, the metaphor may not be understood in its true essence. The cultural discrepancies between two cultures (Kovecses, 2000) also pose challenges to the learner as there are no universally valid conceptual metaphors that could be agreed upon. One culture may mean a certain thing in a metaphoric expression, but such thing may not be the same in another culture. However, Danesi (1995) argued that more than these cultural and semantic factors, what makes metaphoric competence difficult to master is the learner's fluency with the second language. Learning about metaphoric competence lie upon the learners' skill. Given the adroitness of the language and proper stimulation and motivation in class, metaphoric competence could be achieved. Littlemore and Low (2006) stated that there is no particular theory of metaphor that could aid learners to acquire the skill. Metaphoric competence is rather complex to be explained by a particular theory.

The new Thai national curriculum focuses on fostering thinking skills, self-learning strategies and moral development among the students. For the English curriculum, emphasis was given towards the learning of language for communication, language and culture, language and its relationship with other learning areas, and language and its relationship with the community and the world (Sanonguthai, 2014). So far, English instructions are noticeable among private bilingual schools and every university in Thailand already have started or introduced their international program. Students at the very young age also poses command in the English language, an evidence that the implementation of the English program has been so far making its mark (Wiriyachitra, 2011). However, despite this effort, there are still looming problems that hinder the full implementation and success of the English courses. Noomura (2013) pointed that the top five most common problems faced by Thai English teachers are teaching writing, incorporating experiential learning into English classes, the limited use and exposure of the language, teaching listening and speaking, and the use of games and songs effectively in English classes. Thus, this present study aims to address the issue of how to effectively use songs in English courses. It is evident that songs ignite motivation among the students as the material is relatable to them and to their everyday lives. But as to the question of whether songs will be able to improve the comprehension and metaphorical competence of the students remain to be found out. The use of figurative language in songs is given emphasis in this study as the use of metaphor, similes and hyperbole provide deeper insights to students to understand meaning of the songs. Understanding the meaning of the songs through this method help students improve their English and use it in their everyday language. As several authors contended that when music is situated as an aid in the language classroom, cognitive and metacognitive abilities are enhanced (Jones, 2009), affective explorations are increased (Cullen, 1998) and students become more receptive to the language inputs (Magahay-Johnson, 1984).

This present study hence, explores the competence of the Thai students in their metaphoric competencies in understanding and finding out the meaning of the figurative language in English songs. It employs a case study method, wherein selected students are gathered in session where they are tasked to listen to various songs, determine the figurative language, identify the specific type of figurative language used and explain their corresponding meaning. By this method, it could be found whether the use of figurative language of the song makes a mark in the English comprehension abilities of the students. If it does so, henceforth, the use of songs should be strategically employed as a teaching methodology in English classroom. This makes learning fun yet relevant and effective.

3. Methods

This study made use of think aloud protocol design in gathering data. The participants were taught English using figures of speech in song analysis with the emphasis on the three most common song devices namely metaphor, simile and hyperbole. The session ran for one and a half per time and were conducted twice a week in a 15-week teaching calendar format.

The participants of the study were the selected third year students of Dhurakij Pundit University enrolled in the second semester (January-May) of the academic year 2017. They were all taking EN393 English Through Songs course under the researcher's supervision. A total of seven participants were chosen based on the participants' unfamiliarity of songs which was surveyed by the researcher before commencing the pre-think aloud protocol. Also, the researcher has conducted a getting to know activity during the first session wherein the researcher was able to identify which among the students' who could express their thoughts with confidence or without any inhibitions.

The research instruments used in this study were two songs analyzed by the students. In the pre-think aloud protocol, the researcher used the song "Like A Prayer" by Madonna. The song was almost five minutes long with an allocation of about thirty minutes for each subject to record their verbalizations. During the post think aloud protocol, the song "Forever Young" by Alphaville was considered. It was about four minutes long. The same time was accorded in gathering data among the participants of the study.

The subjects' responses were categorized based from each of the three dominant figurative languages found in both pre and post-think aloud songs. Students' verbalizations were summarized through a table that includes a brief explanation of the song lines general meaning and also a data interpretation which are all found in the findings section of this research paper.

4. Findings

Pre-think aloud data results

On the first phase of data collection, the researcher employed the song "Like a Prayer" by Madonna. The song is more than four minutes long with quite a number of repetition in its lyrics. Each of the participants spent about fifteen minutes to prepare, listen and verbalize their thoughts. The excerpt of verbalizations are found below the song lines consisting the figurative language.

Simile found in the song

| <i>"I hear you call my name and it feels like home"</i> | |
|---|--|
| Participant 1 : | She feels comfortable; it's about being herself again |
| Participant 2 : | Every time she hears his name she feels warm like she's going to melt |
| Participant 3 : | She thinks that the voice she hears is like home |
| Participant 4 : | When someone calls her name she wants to be with that person |
| Participant 5 : | Somebody calls her and she feels very happy |
| Participant 6 : | Her boyfriend's voice help her to feel relax or comforts her |
| Participant 7 : | I will always be there when you call me |
| General Meaning: | Anything about him makes her feel warm, safe and happy. It could be his presence, things that he does or even just hearing his voice could make her feel good. |

Data Interpretation: This first example of a simile shows how the singer compares the person she loves into something that makes her feel warm, safe and happy. Participants 1, 2, 5 and 6 supported the idea by mentioning key reference words like warm, safe and happy while participant 4 provided a quite indirect meaning to the song by connoting “happy” or “warm feeling” without stating the words directly. Participant 3 and Participant 7 unable to understand the meaning and just articulated the same word to compare to the person while the latter gave answers that clearly did not relate to the meaning of the context.

Metaphor found in the song

| <i>“Life is a mystery, everyone must stand alone”</i> |
|--|
| Participant 1 : Life is complicated; she’s confuse about her life |
| Participant 2 : Live your own life. Even if you love someone you keep it to yourself |
| Participant 3 : The singer is experiencing a depression |
| Participant 4 : She thinks in life we must not stay alone |
| Participant 5 : It’s about love |
| Participant 6 : Life offers a lot of problems. Stand by yourself or solve it by yourself |
| Participant 7 : Life is not forever |
| General Meaning: Life is somewhat unpredictable that we have to be ready and be strong whatever it may offer. |

Data Interpretation: The song line above describes a metaphor by which the word “mystery” signifies direct comparison of life into something that is unpredictable by which anytime, anything could happen to someone therefore the qualities of being strong and ready are a must. Participants 1, 2, 6 and 7 have somewhat delivered close or to some extent had grasped the general meaning of the song line. On the other hand, participants 3, 4, and 5 totally missed out the overall idea by stating unrelated answers about the metaphoric line found in the song.

Hyperbole found in the song

| <i>“I close my eyes, oh God I think I am falling out of the sky”</i> |
|--|
| Participant 1 : No words can express her happy feeling |
| Participant 2 : She feels there’s a butterfly in her tummy because of the love she feels inside |
| Participant 3 : She’s getting insane; not in her good mind |
| Participant 4 : She feels like an angel |
| Participant 5 : Having a good imagination with her special one. She feels very happy |
| Participant 6 : She’s happy imagining about the guy |
| Participant 7 : The feeling of relaxation and gentle treatment |
| General Meaning: The intense feeling of being so in love into someone. |

Data Interpretation: This exaggerated statement “falling out of the sky” is used by the singer to tell her intense feeling on how it is to feel like when you are in love into someone. Participants 1, 2, 5 and 6 had the identical connotation to the context by stating words like “no words can express her happy feeling”, “feels like a butterfly in the tummy with that love you feel inside”, “imagining the guy and feeling very happy”. Moreover, participants 3, 4 and 7 provided vague answers as well as too literal translation to the meaning of the song line which led to an out of context interpretation.

Post-think aloud data results

During the final stage of data collection, the song “Forever Young” by Alphaville was used. The song is almost four minutes long and contains a number of figurative language most especially the three most dominant devices found in songs. Each of the participants’ spent about fifteen minutes to finish all the process. The excerpt of verbalizations are found below the song lines consisting the figurative language.

Simile found in the song

| |
|---|
| <i>“Some are like water, some are like the heat Some are melody and are beat”</i> |
| Participant 1 : People are from different walks of life |
| Participant 2 : Represents something that should go together to create something good for people |
| Participant 3 : Refer to everyone who has different favorites, characteristics and behavior |
| Participant 4 : The diversity of people |
| Participant 5 : Good and bad experiences of people |
| Participant 6 : Strong people can do anything while weak one’s cannot; there are those who make us feel happy and inspire us in life |
| Participant 7 : The differences of people(e.g. thinking, characteristics) |
| General Meaning: Different characteristics of people. Human beings are diversified and unique in their own way. |

Data Interpretation: This line compares people with their differences and uniqueness that identify them of who they are. Remarkably, all the participants have expressed their thoughts closely related to each other and to the general meaning that it evokes. All of them cited qualities and characteristics that each individual possessed contributing to their peculiarities. The seven subjects verbalized phrases like “diversity of people”, “different characteristics and experiences” and “good/bad; strong/weak individuals”. It can be assumed from the answers given above that this very line or lines, participants have to some extent, understood the comparison that the singer is trying to communicate.

Metaphor found in the song

| |
|--|
| <i>“Sitting in a sandpit, life is a short trip”</i> |
| Participant 1 : Life offers choices and you can choose whatever you want either to die young or live forever |
| Participant 2 : No matter how long your life will be, enjoy life as much as you can |
| Participant 3 : Life is too short just do whatever you want to do |
| Participant 4 : Use your life and spend your time well |
| Participant 5 : Facing a bad experience like an accident |
| Participant 6 : Our life is short so you have to do your best; do everything that you can do |
| Participant 7 : It’s all about mistakes into someone’s life and learning from it |
| General Meaning: Contemplating about how short our existence in this world is and therefore do the best things you can in your life. Live life to the fullest every day as much as you can. |

Data Interpretation: This metaphoric line tells that our existence in this world is time bounded so we should live life to the fullest and make the most out of it. Majority have understood the core message showing participants 1, 2, 3, 4 and 6 congruence thoughts to the general meaning of the line. They have all stressed that “life should be lived the way how the person feels and wants it to be since living in this world won’t be forever”. Participant 7 gave an indirect answer by attempting to relate it into something about how life should be spent while someone still exist. Only participant 5 gave an ambiguous answer by saying the line was all about “someone facing a bad experience in life like an accident”.

Hyperbole found in the song

| <i>“Let us die young or live forever” Forever young I want to be forever young”</i> | |
|---|--|
| Participant 1 : | He described the meaning of life in his own way; you may die but only your body dies but not your work or memories you have left |
| Participant 2 : | Whether the person grows old or stays young, he still can’t avoid death so what he’ll do or he’s doing now is the one that matters most. |
| Participant 3 : | Have a dream and don’t let that dream die/ disappear; follow what’s on your mind |
| Participant 4 : | Thinking about dying without doing anything; he wants to be young which means just about the happy time or happy moment and savor it |
| Participant 5 : | It’s impossible to live forever; he doesn’t want to get old because they get sick easily |
| Participant 6 : | He doesn’t want to die early because he wants to accomplish more; he wants to do whatever he wants to rather than dying without doing anything |
| Participant 7 : | This time he’s young and he can do more things, he tries to do more in his life; He wants to be young forever because it is a fun time in life. Growing up means a more serious life. |
| General Meaning: | It’s all about celebrating the merits of being young. The unparalleled energies and devotion into something they want to achieve. The unmatched freedom in search for happiness. But underneath reveals the fear of aging and dying for the reason that the person has not fully utilized his time to do the things he needed to do. |

Data Interpretation: Another over statement that conveys the merits of being young. Their energies and freedom into doing something resonates success and happiness though behind all these is the fear of dying and for not being able to do the things they are supposed to do. All of the participants displayed similar utterances by which they have mentioned the importance of being young. They added that as young individuals these people have all the energy and time to do all the things that could change their lives and be remembered later as someone who has done something for himself/ herself.

5. Discussions

Results have shown that in pre-think aloud protocol sessions, some of the participants were unable to interpret the hidden meaning of the songs’ lines with emphasis on the three most dominant figurative language devices. In each part of the mentioned stylistic devices, two or three out of seven students consistently missed to comprehend the meaning of the lines by way of articulating their thoughts in a word for word basis of understanding. It is also noticeable that participant 7 among the three who showed as the weakest in terms of elaborating her analysis to the meaning of the song lines. On a different perspective, the post-think aloud protocol results offered an interesting outcome with

regards to students' competence in analyzing songs' meaning using the three most dominant figurative language. From all the lines of a different song, subjects have displayed better reflection, in-depth understanding and a more confident articulation of their thoughts with regards to the meaning of the songs' lines used in the post-think aloud protocol session. Surprisingly, some of the participants even interpreted their thoughts in a critical and creative way by using symbolic representation to mean something related to the context. Participant 1 for example, exhibited such action when he relates something into another thing that is an instrument for the latter to be achieved or successful. He was actually implying something still related to the context of the song line. This development in understanding song meaning involving the figurative competence is supported by Tran (2012) mentioning that the existence of stylistic devices not only enhances the metaphoric competence of the learner but also help students to be more creative and analytical in translating their very own perspective of the meaning of the songs.

6. Recommendations

Based on the findings of the study and so as to other future researchers who would embark on the same line of study the following are recommended:

Based on the findings

The use of figurative language should be part of English language teaching curriculum as it helps the students with their comprehension and metaphoric skills most specifically with song analysis. Next, the use of songs in class should not only be limited to vocabulary learning nonetheless stylistic devices should be an integral part of teaching especially among adult learners of English. Also, students should be more exposed in learning figures of speech as it promotes analytical and metaphoric skills like in analyzing song meaning. At the same time, teachers should incorporate into their lesson plan the role of figurative language in language learning especially among adult learners. Lastly, educational institution should include into their curriculum the instruction of stylistic devices in different areas of language learning.

For future research

Prospective researchers should involve in their study the following points; more number of subjects to validate the efficacy of figurative language towards song analysis skills; spend longer time in exposing the participants to figurative language; explore other figurative languages like personification or idiom; utilize a song for data collection with the same characteristics (e.g. length, clarity of diction, tempo/beat,).

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Thai Wellness for Thailand 4.0

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Abstract

The worldwide tourism is rocket up, in 2017 accounted for 10.4 percent of global GDP. Thailand wins the top ten countries tourism most rapid expanded. In 2014 total income is accounted for 19.3 percent (2.3 trillion baht) of Thailand's GDP. Nowadays, tourism is not simple as side seeing, there come consecutively in sequence the value added three words over tourism: Medical tourism, Spa and Wellness. Never clearly defined, the Wellness business goes on. As Thailand is a major player in this world game. As the Thai government has announced the economic model of Thailand 4.0, it is essential to define these words for the common understanding of all parties, the situation and future to be. Also creating a unique model utilizing the heritage of Thai ancestor, Thai Traditional Medicine, in the integrative way named it as “Siam Sabai Sathan” to be a key success for Wellness business in Thailand. It could also contributing a glorious economic income and propagating the fame of Thai civilization.

Key word: tourism, medical tourism, spa, wellness, Thai wellness.

Introduction

Tourism is a major economic pillar of Thailand. Thailand was the 10th "top tourist destination" in the world tourism ranking. Bangkok ranked the second of the world's top-20 most-visited cities, trailing only London. Thailand ranked at 4th globally for adventure value and 7th for cultural heritage. But nowadays tourism is not as common as just a side seeing journey as we know it three decades before. There are more and more variety of tourisms all over the world. We can hear of the new three words on tourism: 1) Medical tourism 2) Health and Spa 3) Health and Wellness or Wellness tourism. These three kinds occurred in consecutive sequence until the world has come to the era of Wellness. They have never been clearly defined, but businesses are going on relentlessly and Thailand is one of the major players. Therefore, it is the time to define the meaning, the past and present situation, also predict their future to be.

Purpose

The purpose of this article is to find the meaning of Wellness, which is important for every party doing this industry. We should know the back ground, the present situation in the world and the position of Thailand at this moment, the trend in this near future. Also in the highly competitive situation in the world, authors also formulate idea of how these industries in Thailand should adapt themselves and introduce some unique Wellness signature of Thailand in order to push this country to be number one in the world class of Wellness business.

The flow of thought is as following:

Thailand Medical Spa Wellness Thailand Meaning Thai
in World Tourism Tourism economic of
Tourism → economy → economy → economy → model 4.0 → Wellness → Wellness

Thailand Tourism in the World Tourism Economy

Tourism is a major economic contributor to the Kingdom of Thailand. Estimates of tourism receipts directly contributing to the Thai GDP of 12 trillion baht range from 9 percent (one trillion baht) (2013) to 17.7 percent (2.53 trillion baht) in 2016 (Theparat, Chatrudee, 2017), (Bangkok Post, 2015). When including indirect travel and tourism receipts, the 2014 total is estimated to have accounted for 19.3 percent (2.3 trillion baht) of Thailand's GDP. In 2017 the revenue estimates, for foreign and domestic tourists combined up to 2.77 trillion baht, surpasses earlier forecasts (Voice of America. Associated Press, 2017). It is expected to expand in 2019 reaching 3.4 trillion baht, from international tourist 2.28 trillion baht, while the domestic tourists contribute 1.12 trillion baht. It gains 10% growth in revenue from 2018. This income gained from international tourists increase from 37.5 million in 2018 to 40 million in 2019, while domestic tourists up from 160 million in 2018 to 169 million trips for 2019.

The worldwide tourism in 2017 accounted for 10.4 percent of global GDP and 313 million jobs, or 9.9 percent of total employment (World Travel & Tourism Council (WTTC), 2018). Tourism can be a shortcut economic development for many governments.

As for Thailand, Thailand was the 10th "top tourist destination" in the world tourism rankings with 26.5 million international arrivals since 2013 (UN World Tourism Organization (UNWTO), 2018). In 2015, 6.7 million persons arrived from ASEAN countries and the number is expected to grow to 8.3 million in 2016, generating 245 billion baht (Chinmaneevong, Chadamas, 2016). Russian is the largest numbers of Western tourists came (6.5 percent), the UK (3.7 percent), Australia (3.4 percent) and the US (3.1 percent) (Bangkok Post, 2017). Around 60 percent of Thailand's tourists are return visitors (McDowall, Siriporn, 2018).

Then come the Chinese visitors, in 2014, 4.6 million visited Thailand (Department of Tourism (Thailand), 2015), (The Nation, 2015). In 2015, Chinese tourists numbered 7.9 million or 27 percent of all international tourist arrivals, 29.8 million; 8.75 million Chinese tourists visited Thailand in 2016 (Bangkok Post, 2017), (Chinmaneevong, Chadamas, 2016). In 2017, 27% of the 9,194,057 tourists that came to Thailand came from China (www.thaiwebsites.com, 2018). Chinese tourists are Thailand most heavily relies on to meet its tourism revenue target of 2.2 trillion baht in 2015 and 2.3 trillion in 2016.

Bangkok ranked the second of the world's top-20 most-visited cities, trailing only London, mentioned by the *MasterCard 2014 and 2015 Global Destination Cities Index* (MyMEDHoliday.com, "Countries that are Considered Top Medical Tourism Destinations in the World", 2013), (MyMEDHoliday.com, "Thailand Medical Tourism", 2013). Thailand ranked at 4th globally for adventure value and 7th for cultural heritage, reported by U.S. News' *2017 Best Countries* (Medical Tourism Magazine, 2015).

The Travel and Tourism Competitiveness Report 2015 published by the World Economic Forum ranked Thailand 35 of 141 nations. Thailand scored high on "Natural Resources" (16 of 141 nations) and "Tourist Service Infrastructure" (21 of 141), but low on "Environmental Sustainability" (116 of 141) and "Safety and Security" (132 of 141) (World Economic Forum (WEF), 2015), (Bangkok Post, 2015).

Medical Tourism

"Medicine" and "Tourism", these two words are sharp contrast and unlikely to be compatible, in the sense of traditional medical treatment and hospitalization. Normally, one would not visit a hospital, unless he is sick. Staying in a hospital is generally perceived as unpleasant, full of painful

experiences. On the contrary taking vacation and going for touring is a pleasant activity. The two domains appear to stand in sharp contrast and to be basically incompatible.

In the past, wealthy people from countries with underdeveloped medical services used to travel for treatment to Western countries, renowned for the quality of their medical services, such as the United States or Switzerland. For example, rich people from Middle East countries have sought medical treatment in the United States. However, the recent emergence of “medical tourism” reverses this trend: it turns out to be, the increasing numbers of citizens of wealthy or highly developed countries travel to poorer and less developed ones, in quest of affordable and prompt medical services, which are typically combined with vacationing or other forms of tourism (Connell, John, 2013). In 2003, approximately 350,000 patients from industrialized nations traveled to a variety of less developed countries for health care. More than 750,000 Americans went offshore for medical care in 2007, with this number increasing to six million in 2010. In 2004, 1.18 million patients from all over the world traveled to India for health care, and Thailand cared for approximately 1.1 million medical tourists from a large number of countries in Asia, Europe and North America (Annette, B, 2007).

Thailand's extensive tourism and healthcare industries turned to be “Medical tourism” as a large and growing sector. The attractive potential of the country for medical tourists and international patients comes from a number of important reasons: Thailand was the first Asian country to achieve Joint Commission International (JCI) accreditation in 2002. As of April 2014, 35 hospitals were JCI-accredited (MyMEDHoliday.com, *"Healthcare System and Quality in Thailand"* 2015). Thailand has experienced Western-trained, medical professionals; the advanced medical technology; and quite a lower costs of treatment comparing to corresponding procedures in the West. All these factors—plus the country's reputation as a popular tourist destination—have made Thailand one of the world's most popular medical tourism destinations (MyMEDHoliday.com, *"Countries that are Considered Top Medical Tourism Destinations in the World"*, 2013). Bangkok, Chiang Mai, Hua Hin, Ko Samui, Pattaya/Chonburi, and Phuket are the primary destinations for medical tourism in Thailand (MyMEDHoliday.com, *"Thailand Medical Tourism"* 2013).

Foreigners seek treatment for everything from dental care, open-heart surgery to gender reassignment (Connell, John, 2006). Therefore Thailand's private hospitals among the World's top destinations for medical tourism, attracting an estimated 2.81 million patients in 2015, up 10.2 percent (Medical Tourism Magazine, 2015). In 2013, medical tourists pumped as much as US\$4.7 billion into the Thai economy, according to government statistics (Mellor, William, 2015).

Chinese tourists growing 31 percent per year since 2012, has lifted medical tourism throughout ASEAN. Of the 8.7 Chinese tourists who visited Thailand in 2016, some 27,000 came for medical treatment. Numbers are expected to grow by 8 to 10 percent by 2023. Malaysia and Singapore are also popular among Chinese patients, owing to the large numbers of Chinese speakers (Luythong, Chettayakhom, 2018). The reasons medical tourists embark on worldwide journeys for health cares are as following: Low cost is the primary reason, follows by the avoiding of long waiting list for medical treatments in their homeland, some procedures are not available in their country like: stem cell therapy, organ transplantation, in vitro fertilization with donor eggs etc (Hopkins, Laura, et al., 2010).

. Thailand also has luxurious accommodation and excellent service plus exotic vacation destinations. Many clients come for the reason of privacy and confidentially personal treatments.

The consequence from the world two big events happened push forward unexpected benefit for Thailand medical hub. The first is the September 11 attack in the United States. The attack made it more difficult for Middle Easterners to receive visas to the United States; consequently, many turned to Thailand (Cohen, Eric, 2018). Second, the tsunami disaster of 2004 helped the expansion of medical tourism. With the enormous number of casualties, the hospitals serving the affected Andaman coastal region, demonstrated to the victims and their families, as well as to many volunteering foreign

physicians, the capacities of Thai medicine. Thailand hospital service achieved a sudden worldwide reputation (Cohen, Eric, 2018).

Spa Economy

Now come to the spa business, in the year 2000, the tourism authority launched the “Amazing Thailand” campaign which, among else, “highlighted the attractions of spas, hospitals and herbal products” in Thailand. In 2004, the authority organized “Thailand Health Expo 2004” to promote future business opportunities with representatives of spas and medical establishments.

In 2010 Spa-based medical tourism is a global phenomenon. Thai spa treatments were more of a necessity than an extravagance, and *Thailand is Asia's Spa Capital*. At the moment, Thai spa and healthcare business has a promising outlook, with a projection of 7-10% growth to generate up to 15 billion baht of revenue.

Spa industry also generates income from spa products. Thai exports of cosmetics, soaps and skin care products in 2011 reached US\$2.39 billion, up 25% from 2010. In the first half, Thailand shipped a total of \$1.18 billion, up nearly 20% year-on-year. Five destinations accounted for 53% of total export: Japan, Malaysia, Indonesia, Philippines and Australia.

Thai spa has been recognized as one of the top five services in the world more and more foreigners are visiting Thailand as a spa destination for seven to 10 days. These visitors spend a lot of money as they come for health, relaxation and detoxification. Most are Europeans, familiar with spas and wellness, who seek refreshment on holiday before going back to work.

As of February 2010, there are 1,463 registered spas, health shops and beauty outlets holding certificates from the Public Health Ministry. Thailand has the capacity to produce around 10,000 trained personnel to serve the industry each year, via vocational schools and universities.

From Spa to Wellness

Since 2015 as global spa tourism boomed with a new coming word “Wellness” to be added on. After this year these two words were mentioned together or sometimes separately, sometimes they had the cross meaning. Historically, spa is holy well or spring that was a special place where natural spring waters were reputed to bring relief and cure from a range of ailments. These waters engendered strong spiritual associations and mystical understanding. Then, traditional, Spa is a tradition of center for healing and rehabilitation, being based on hydrotherapy. But by the development of Natural Medicine, the concept of Food as Medicine is widespread. Accompany with the Eastern live style, the mindfulness practicing has been evidence based proved to increase the quality of life. Therefore, the simply massage and water treatment which are basic services of Spa are not enough for the eager of clients who need both body and mind wellbeing. Clients would like guidance for diet, detoxification, body & mind health from services in Spa too (Spring, Charles, 2018), (Pope, Emma, 2018). They are ready to stay for a full day or longer in the peaceful setting of Spa instead of just one or two hours for massage, and they are ready to pay more for the health enduringness.

Hence at first, spa comes to the modern definition, given by the International SPA Association (2004) claims that SPA is an “entity devoted to enhance overall wellbeing through a variety of professional services that encourage the renewal of mind, body and spirit. According to Mueller and Kaufmann (2006, cited by the Canadian Tourism Commission) the SPA 39 experience contributes to a “wellness” feeling. Both authors think that it constitutes a “state of health featuring the harmony of body, mind and spirit, with self-responsibility, physical fitness/beauty care, healthy nutrition/diet, relaxation/meditation, mental activity/education, and environmental sensitivity/social contacts as fundamental elements”. So we can get more information about these two things at the same times from many reports after the year 2015.

Thailand reaps the rewards. Dubbed Asia's Spa Capital by the Asia Spa Awards, Thailand's health and wellness tourism has been expanding as a part of the overall tourism industry. Health and wellness tourism was forecast to grow by 10 percent in 2017, after reeling in over \$1.25 billion in revenues in 2016. Thailand was voted the World's Best Spa Destination in 2015 at the World Spa Awards.

Wellness Economy

Globally, the spa industry, growing into Wellness, is one of the fast growing segments of tourism, according to Lonely Planet, the publisher of global travel guides which said that the wellness tourism is forecast to grow by 10 percent in 2016. The United States-based Global Wellness Institute said the Global Wellness Tourism had 691m trips, expensed \$563b expenditures and had 17.9m jobs globally in 2015. It valued up to \$US 215.7b in North America, \$US 193.4b in Europe, \$US 111.2b in Asia-Pacific, \$US 30.4b in Latin America-Caribbean, \$US 8.3b in Mid. East-North Africa and \$US 4.2b in Sub Saharan Africa. It has forecast that the global spa industry will reach \$1.69 trillion by 2020 (Global Wellness Institute, 2017). (Fig.1)



Fig.1 Wellness Tourism

(Global Wellness Institute, Global Wellness Economy Monitor, January 2017. <https://globalwellnessinstitute.org/industry-research/>)

As for spa the Global Spa facilities had 121,595 spas in 2015, occupied 2.2m jobs and earned \$US78b revenues, Europe earned \$US 27.5b, Asia-Pacific \$US 21.4b, North America \$US 20.6b, Latin America-Caribbean \$US 4.9b, Mid. East-North Africa \$US 2.1b and Sub-Saharan Africa \$US 1.1b.(Fig.2)



Fig 2 Spa Facilities

(Global Wellness Institute, Global Wellness Economy Monitor, January 2017. <https://globalwellnessinstitute.org/industry-research/>)

In 2015, the Spa Economy \$99 billion could be divided into: spa facilities \$US 78b, spa capital investment \$US 20b, spa education \$US0.9b, spa media association & events \$US 0.2b and spa consulting \$US0.1b.(Fig.3)

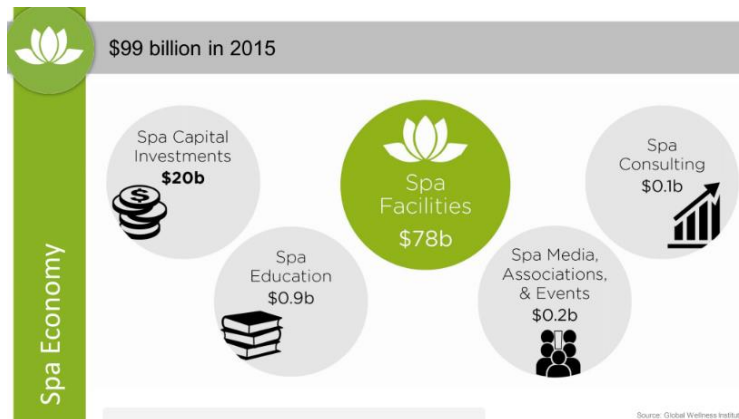


Fig 3 Spa Economy

(Global Wellness Institute, Global Wellness Economy Monitor, January 2017. <https://globalwellnessinstitute.org/industry-research/>)

The Asia-Pacific leads the world in total number of spas, and treatments in Asia-Pacific are significantly more affordable than in most other regions. Within spa and wellness tourism: “Thailand is a key market in the Asia-Pacific and is a hot destination,” according to a report by U.S.-based Orbis Research.

And with the numbers of tourists traveling to Thailand for spa treatments, detox and cleansing regimens, and even meditation and mindfulness retreats, the Kingdom’s wellness industry can expect to remain healthy for a very long time to come.

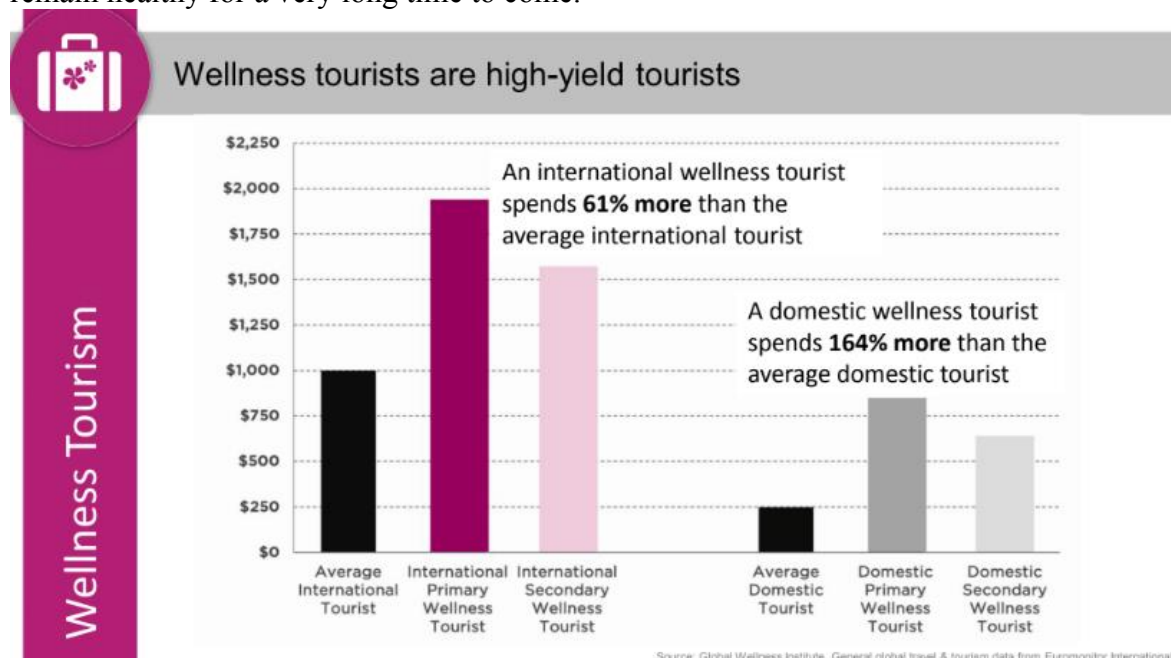


Fig. 4 Wellness Tourism

(Global Wellness Institute, Global Wellness Economy Monitor, January 2017. <https://globalwellnessinstitute.org/industry-research/>)

The Global Wellness Institute had also emphasized that an international wellness tourist spends 61% more than the average international tourist and a domestic wellness tourist spends 164% more than the average domestic tourist. This is the most striking reason for up grading spa to wellness center.(Fig.4)

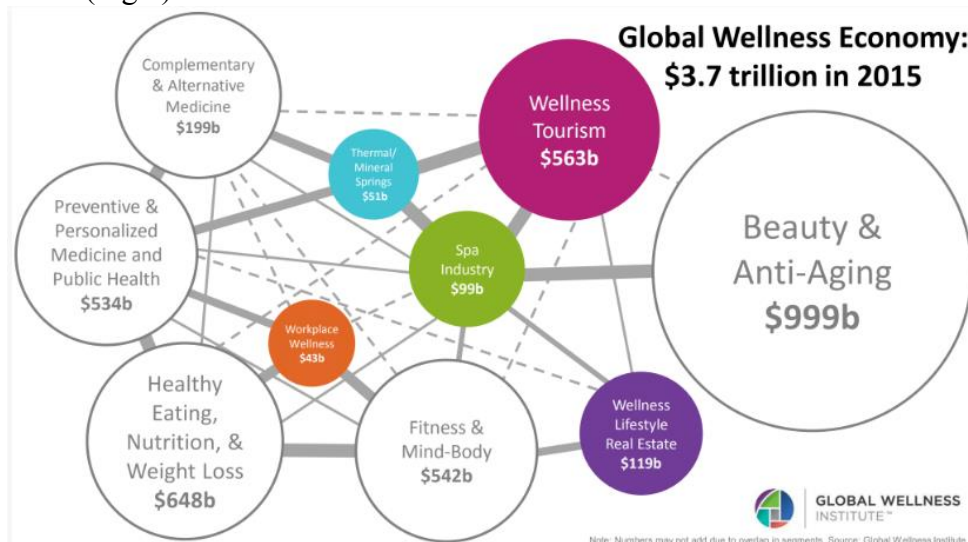


Fig. 5 Global Wellness Economy

(Global Wellness Institute, Global Wellness Economy Monitor, January 2017. <https://globalwellnessinstitute.org/industry-research/>)

In summed up, the global wellness economy in 2015 strike for \$US 3.7t, can be divided into beauty & anti-aging \$US 999b, healthy eating, nutrition & weight loss \$US 648b, wellness tourism \$US 563b, fitness & mind-body \$US 542b, preventive & personalized medicine and public health \$US 534b, complementary & alternative medicine \$US 199b, wellness lifestyle real estate \$US 119b, spa industry \$US 99b, thermal/mineral spring \$US 51b and work place wellness \$US 43b. (Fig.5)

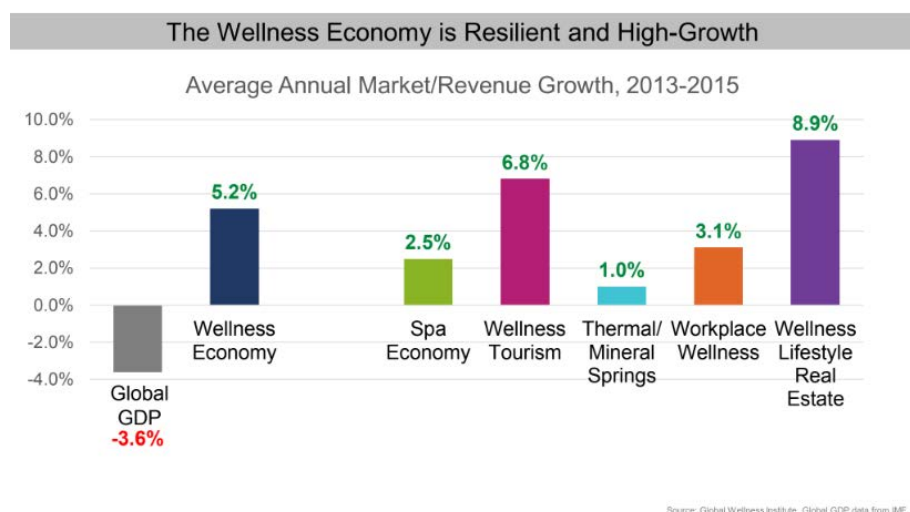


Fig. 6 The Wellness Economy is Resilient and High Growth

(Global Wellness Institute, Global Wellness Economy Monitor, January 2017. <https://globalwellnessinstitute.org/industry-research/>)

Wellness economy is resilient and high growth. The average annual market/revenue growth from 2013-2015, while the global GDP decreased 3.6%, in the contrary wellness economy grew 5.2%.

The most growth business were: wellness lifestyle real estate 8.9%, wellness tourism 6.8%, work place wellness 3.1%, spa economy 2.5% and thermal/mineral springs 1.0% . (Fig.6)

| Top 20 Countries by Revenue | | | |
|-----------------------------|------------------|-------------------------|--------------------|
| Spa Facilities | Wellness Tourism | Thermal/Mineral Springs | Workplace Wellness |
| 1 United States | 1 United States | 1 China | 1 United States |
| 2 China | 2 Germany | 2 Japan | 2 Japan |
| 3 Germany | 3 France | 3 Germany | 3 Germany |
| 4 Japan | 4 China | 4 Russia | 4 United Kingdom |
| 5 France | 5 Japan | 5 Italy | 5 France |
| 6 United Kingdom | 6 Austria | 6 Austria | 6 Canada |
| 7 Italy | 7 Canada | 7 Turkey | 7 Italy |
| 8 Russia | 8 United Kingdom | 8 Hungary | 8 South Korea |
| 9 Canada | 9 Italy | 9 Spain | 9 Spain |
| 10 Spain | 10 Mexico | 10 Poland | 10 Australia |
| 11 Austria | 11 Switzerland | 11 France | 11 Netherlands |
| 12 Mexico | 12 India | 12 Brazil | 12 Sweden |
| 13 South Korea | 13 Thailand | 13 Czech Republic | 13 Taiwan |
| 14 India | 14 Australia | 14 United States | 14 China |
| 15 Switzerland | 15 Spain | 15 Switzerland | 15 Switzerland |
| 16 Thailand | 16 South Korea | 16 Slovenia | 16 Denmark |
| 17 Indonesia | 17 Indonesia | 17 Slovakia | 17 Austria |
| 18 Australia | 18 Turkey | 18 Portugal | 18 Belgium |
| 19 United Arab Emirates | 19 Russia | 19 Iceland | 19 Norway |
| 20 Hong Kong | 20 Brazil | 20 South Korea | 20 Finland |

Fig. 7 Top 20 countries by revenue

(Global Wellness Institute, Global Wellness Economy Monitor, January 2017. <https://globalwellnessinstitute.org/industry-research/>)

The top 20 countries by revenue separated into: spa facilities, of which Thailand ranked the 16th, wellness tourism, of which Thailand ranked the 13th. As for thermal/Mineral springs and workplace wellness Thailand had not been ranked up.(Fig.7)

The Role of Wellness Tourism and Economic Model of Thailand 4.0

Thailand has announced the economic model of Thailand 4.0 (Royal Thai Embassy Warshington D.C.,2018). It is to aim at unlocking the country from several economic challenges resulting from past economic development models which place emphasis on agriculture (Thailand 1.0), light industry (Thailand 2.0), and advanced industry (Thailand 3.0). These challenges include “a middle income trap”, “an inequality trap”, and “an imbalanced trap”. There are 4 aspects of development: 1. *Economic Prosperity*, 2. *Social Well-being*, 3. *Raising Human Values*, 4. *Environmental Protection*

The new engine of growth relies on 10 S-Curve targeted industries: next-generation automotive, smart electronics, affluent, medical and wellness tourism, agriculture and biotechnology, food for the future, robotics, aviation and logistics, biofuel and biochemical, digital, medical hub. (Fig.8)

Be said that, Wellness industry is one of the economic pillars for Thailand 4.0.

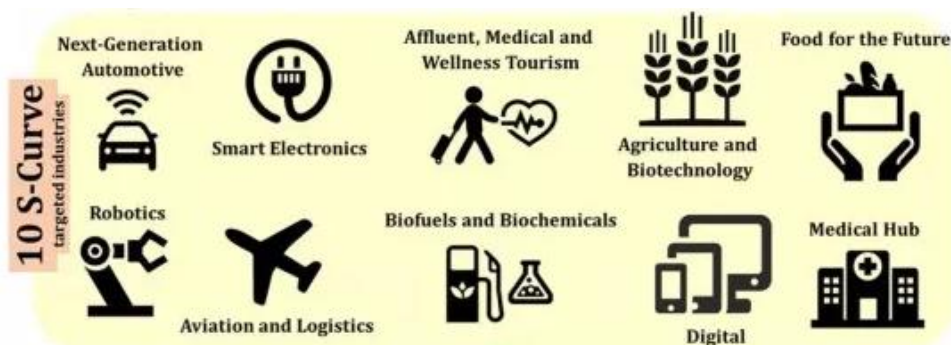


Fig.8 The 10 S-Curve

The Meaning of Wellness

As wellness has a very long history and many diversifications in content, when we are putting wellness into practicing, it gains more important to define the meaning of wellness (Yurcu, Gülseren, 2017)

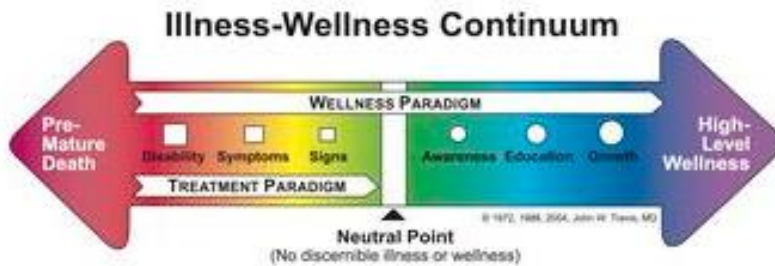


Fig 9 The meaning of Wellness

(Wikipedia, the free encyclopedia [https://en.wikipedia.org/wiki/John_Travis_\(physician\)](https://en.wikipedia.org/wiki/John_Travis_(physician)))

John W. Travis is an American author and medical practitioner. He is a proponent of the alternative medicine concept of "wellness", originally proposed in 1961 by Halbert L. Dunn, and has written books on the subject. In the 1970s, Travis founded the first "wellness center" in California (Hans A. Baer, 2004). He originated the Illness–Wellness Continuum (RMIT University, 2013).

The Illness-Wellness Continuum is a graphical illustration of a wellbeing concept first proposed by Travis in 1972 (Sharon Elayne Fair, 2010). (Fig.9) It proposes that wellbeing includes mental and emotional health, as well as the presence or absence of illness.

Travis believed that a medical approach that relied on the presence or absence of symptoms of disease to demonstrate wellness was insufficient. As shown in the Continuum. The right side reflects degrees of wellness, while the left indicates degrees of illness (Ferguson, Tom, 2013). The model has been used to describe how, in the absence of physical disease, an individual can suffer from depression, anxiety or other conditions (G. E. Alan Dever, 1997).

He contends that medicine typically treats injuries, disabilities, and symptoms, to bring the individual to a "neutral point" where there is no longer any visible illness. However, the Wellness Paradigm requires moving the state of wellbeing further along the continuum towards optimal emotional and mental states (Thomas J. Sweeney, 2009),(Huhn, Robert, 2007). The concept assumes that wellbeing is a dynamic rather than a static process (DeSales University, 2014).

The Illness-Wellness Continuum proposes that individuals can move farther to the right, towards greater health and wellbeing, passing through the stages of awareness, education, and growth (DeSales University, 2014). Worsening states of health are reflected by signs, symptoms and disability.

Definition of Wellness-the National Wellness Institute, in USA.-along with the help of leaders in health and wellness--shared many interpretations and models of wellness. At last the definition of wellness is consistent with these tenets: Wellness is an active process through which people become aware of, and make choices toward, a more successful existence.(National Wellness Institute, 2017)

Dr. Bill Hettler, co-founder of the National Wellness Institute (NWI) had proposed The Six Dimensions of wellness: emotional, occupational, physical, social, intellectual, and spiritual.

Addressing all six dimensions of wellness in our lives builds a holistic sense of wellness and fulfillment.(Fig.10)



Fig.10 The Six Dimension of Wellness

(National Wellness Institute, 2017. https://www.nationalwellness.org/page/Six_Dimensions)

In conclusion Wellness is: The active pursuit of activities, choices, and lifestyles that lead to a state of holistic health. Wellness Economy is: Industries that enable consumers to incorporate wellness activities and lifestyles into their daily lives

Combination of Wellness: Dr. Geogi Georgiev, Associate Professor in Bulgaria, mentioned a conceptual model on spa and wellness industries in Bulgaria that wellness should have six basic means (Georgiev, G., 2010): I Physical health: - Customized regime of physical exercises improving the motive activity of the body; - Personal nutrition diet/ regime; - Massage and manual treatments and procedures for physical renewal of the body; II Emotional and spiritual health: - acquaintance with Eastern: and/or Western philosophic teachings and practices – meditation, yoga, Ayurveda and etc. - educational programs in the field of health; - psychological consulting; - special therapies aimed at spiritual renewal, such as aromatherapy, color therapy, aero-therapy etc. To be a wellness center should have a combination of minimum three services from the any of the both categories.

As for Thailand, in the year 1981, “Food as Medicine” turn to be the world health trend, Dr.Banchob Junhasavasdikul, who gained expertise on Natural Medicine, initiated the first Detox Health Tour in Thailand. He led people practicing diet control, hydro-therapy, samma bath, body and mind practicing. Research disclosed that it can lose weight, lower down blood fat, control hypertension, DM, treating allergy, rheumatism, sleeplessness, destress, accompanying with the understanding of changing life style of their own in the future (Junhasavasdikul, Banchob, 1983). His accomplishment turn to be a prototype of health course, health resort, health services in hotel and spa of various kind. Unknowingly his prototype is an original model of Wellness service in the era of World Wellness three decades later.

After the Thai government has put forward the economic model of Thailand 4.0 and realized that Wellness business is one of the economic pillars, the College of Integrative Medicine (CIM), Dhurakij Pundit University led by Dr.Banchob had hosted the first official meeting on Empowerment of Wellness Thailand 4.0 with the Ministry of Tourism and Sport, Ministry of Commerce and Ministry of Labor on August 17, 2015 (Komchatluek, 2017), (Biztosuccess, 2017), (DPU News, 2017). This meeting emphasized on the need for standardizing Wellness services in Thailand, stressed on the importance of up grading Spa to Wellness which will gain beneficial for all parties. Wellness providers will gain more income bring about markedly income for the country, best of all clients will gain their own health durability. This meeting also concluded the 6 aspects of standard services should be provided in Wellness services: 1.Physical improvement 2.Beauty 3.Nutrition & Detoxification

4. Massage and manipulation 5. Body & Mind connectedness 6. Education. Meanwhile the urgency of the dream team of Wellness personnel training was realized by all parties. The highlight of such meeting is that the word “Thai Wellness” was first introduced by Thai Doctor Komsan Thinnakorn Na Ayuthaya to be the signature of Thailand presenting to the world era of Wellness.

Thai Wellness

In the highly competitive situation of the world, in order to push this country to be number one in the world class of Wellness business, it is essential to formulate a unique Wellness signature of Thailand. Let us name it as “Siam Sabai Sathan”. It is a place serving people with a graceful, affable and tenderness in the style of typical Thai culture, treating everyone like a close relative, not as a patient or just a client (Thinnakorn Na Ayuthaya, Komsan, on publishing). It is to apply Thai Traditional Medicine into practice for the Wellness Center, utilizing the inheritance from our Thai ancestor for the modern world. Anyone coming to Siam Sabai Sathan should inspired the atmosphere of kind hearted doctor, the charm of Thai food, the present aroma of Thai fragrance and the peacefulness of Thai house, then healthily back home.

The Thai Wellness Center should be looked after by a Thai traditional doctor, both for the patient or the healthy people. The philosophy of TTM stresses on looking after one’s health before sickness, which is the exact concept of Wellness. By considering that one should be “healthy inside, charming outside”, the services in Thai Wellness Center will be as following:

1. TTM doctor diagnoses one’s constitutional element
2. Specify the integrative approaches for each individual using, massage, manual procedure right to his.
3. Services will be classified into 3 categories: medication, massage with other manual procedure and supporting activities like: Thai food, fragrance and aqueous adjuvant.
4. Post service evaluation, both body and mind, Including educating further proper diet and life style changing, home medication and appointment for follow up.

The following menu may be prescribed for each individual: “Body & Mind comfort-getting knowledge”, “Staying with TTM- treating ancient disease”, “Living with TTM-curing present sickness”, “Before sickness care-beware of disease”, “Happy life by Thai style eating, living and working out”, “Man’s health for family”, “Back to be young girl”, “Thai style anti-aging”, “Fire healing after confinement” etc.

Manual procedure can be specified as following: “Hair spa for each constitutional element”, “Face spa for each element”, “Face transparency”, “Whole body spa by individual element” etc.

Healing manual procedure can be added on: Medicinal burning, medicinal grilling, medicinal daubing, medicinal fumigating, medicinal heaping, medicinal baking, charcoal sitting, cool medicinal mud daubing, cool medicinal compress, cool medicinal fumigating, cool medicinal spraying, cool medicinal sweeping, cool medicinal besmirch, cool medicinal bath etc.

Thai cuisine according to element: “Neutral stage match with every taste”, “Water element with sputum desire sour”, “Wind element with gas desire hot”, “Fire element with fever desire bitter”.

In sum up, many mode of Thai Traditional medical health care can be prescribe for 1 day, few days or long staying with Thai Wellness for either sick or not sick person of every age for happy living and longevity.

Conclusion

Tourism is a major economic contributor to the Kingdom of Thailand. It gains 10% or more growth in every year, contributing 19.7% or more of GDP in 2014. The revenue is expected to expand in 2019 reaching 3.4 trillion baht. Thailand's extensive tourism and healthcare industries turned to be “Medical tourism” as a large and growing sector after 2014. Besides splendid Western based medical expertise of Thai doctor with competitive price of services, the reasons medical tourists embark to Thailand is: Thailand has luxurious accommodation and excellent service plus exotic vacation

destinations including Thai style marvelous service of tenderness which is a character inherited from our Thai ancestor.

By the same reasons, the spa business in Thailand was on the start in 2000 and rocketed up in the next 10 year. In 2010 Spa-based medical tourism is a global phenomenon. Thai spa treatments had turned to be more of a necessity than an extravagance. Thai spa has been recognized as one of the top five services in the world. More and more foreigners are visiting Thailand as a spa destination for seven to 10 days. Some come for long stay. These visitors spend a lot of money as they come for health, relaxation and detoxification.

Since 2015 the global spa tourism gained a new word “Wellness”. Thailand reaps the reward. Dubbed Asia’s Spa Capital by the Asia Spa Awards, Thailand’s health and wellness tourism has been expanding as a part of the overall tourism industry. By the ranking of Global Wellness Institute, the top 20 countries by revenue separated into: spa facilities, of which Thailand ranked the 16th, wellness tourism, of which Thailand ranked the 13th. In 2015 Thai government announced the economic model of Thailand 4.0. Wellness industry is one of the economic pillars for Thailand 4.0.

As Wellness has a very long history and many diversifications in content, when we are putting wellness into practicing, it gains more important to define the meaning of wellness. The College of Integrative Medicine (CIM), Dhurakij Pundit University led by Dr.Banchob Junhasavasdikul, who had accomplished success on Wellness health tourism since 1981, had hosted the first official meeting on Empowerment of Wellness Thailand 4.0 with the three ministry on August 17, 2015. The meeting emphasized on the need for standardizing Wellness services in Thailand, the importance of up grading Spa to Wellness which will gain benefit for all parties. This meeting had concluded the 6 aspects of standard services should be provided in Wellness services. The word “Thai Wellness” was disclosed by Thai Doctor Komsan Thinnakorn Na Ayuthaya to be the signature of Thailand presenting to the world era of Wellness.

Thai Wellness is service with typical Thai culture which is the inheritance from our Thai ancestor, treating everyone like a close relative. Anyone coming to Thai Wellness service should inspired the atmosphere of kind hearted personnel with the charm, calm and peacefulness of Thai atmosphere. Thai Wellness service is for every person who likes health care before sick. It will be looked after by Thai Traditional Doctor who will specify the integrative approaches for each individual using: Thai medical practice, massage, manual procedure right to his constitutional element. Thai cuisine, flower fragrance and aqueous adjuvant along with many accompanying activities will be added on in order to let the client to realize the way of life for his health enduringness.

Be said that, Thai Wellness will be a key success for Wellness business in Thailand, contributing a glorious economic income and propagate the fame of thousand year of Thai civilization.

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Strategies for Enhancing Problem Solving Skills Through Cognitive Development For Multimedia Students

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Abstract

This is a conceptual framework to study new methods for enhancing problem solving skills through cognitive development for multimedia students. The study reviews literature on the General Cognitive Development (Byrnes, 1999), Piaget's theory of cognitive development (McLeod, S. A., 2012), Life-span psychology (Charlotte Buhler, 1968), IPS (Information Processing System) Theory (Newell, A. and H.A Simon, 1972), The Shape-of Theory, and Knowledge Acquisition. Finding of this paper are implementing problem-solving based classroom, encourage Collaborative Problem Solving in class and increase resource allocation in classroom cognitive development helps multimedia student communicate ideas, feelings, messages using different type of visual solution and multimedia produced. The paper ends with recommendations such as help increase students' capacity in demonstrating pieces of artwork with higher creativity as students are likely being able to capture lesson taught in class using cognitive skills which eventually help them express into great artwork through range of creativity techniques to solve relevant problems in field of multimedia.

Keywords: Problem Solving, Cognitive Development, Problem Solving skills, Multimedia students, Critical Thinking

Introduction

Problem Statement

Multimedia students require better ways to study and be more engaged in the classroom as many of the activities in class is passive. As a multimedia student, they are required to have skills in areas such as creativity, communication, teamwork, artistic talent, time management and many more. Therefore, there is a gap to fill and this research. Cognitive development refers to changes in the ability and capacity to learn, manipulate and develop reason about particular information. The purpose is to help create more effective ways in order to help multimedia students acquire better knowledge in their field of study.

Purpose of Inquiry and Inquiry Questions

This conceptual paper is intended to identify and understand to what extent Cognitive development enhances Problem-solving skills and to propose strategies for enhancing problem-solving skills through Cognitive Development for Multimedia Students in a design institute.

Therefore, the inquiry questions for this paper are:

1. What extent does Cognitive development enhance problem-solving skills?
2. What are the strategies for enhancing problem-solving skills through Cognitive Development for Multimedia students in a design institute?

Literature Review

Cognitive Development

1. General Cognitive Development (Byrnes, 1999)

Cognitive development refers to changes in the ability and capacity to learn, manipulate and develop reason about particular information or contexts. According to the study, the ability and capacity of mind are differed when compared between two different age groups, better performance is associated with group with higher age, and for instance, old people usually comes up with more appropriate inferences due to wider life-experiences. The theory suggests that ages and influences contribute sense of cognitive development. Therefore, it is very essential to understand changes that occur in different ages. The study describes changes and influences associating with cognitive development as follows:

1.1 Changes in Structural Aspects of Cognition

Structural analysis of human's physical and mental system is the focus on organs, body parts and how they were organized to work together or interrelated in one way or more, for example, healthy diet boost both physical and mental ability as the body received appropriate dose of nutrients to feed and translated into well-functionality of body and mind. On the other hands, knowledge, experience and processing capacity are the key factors in cognitive development. According to the study, people can perform wider physical and mental tasks when they have more knowledge, experience and processing capacity. Moreover, the study also indicate people with rich knowledge, experience and processing capacity could do both physical and mental tasks more accurately and efficiently.

1.2 Knowledge Changes

According to Byrnes (2002), the word knowledge refers to three kinds of long-term information structures, which are memorized in human brain. The three kinds of long-term information consist of declarative knowledge, procedural knowledge and conceptual knowledge. First, declarative knowledge is extremely similar to the complication of facts and information perceived by individual from many different sources in different forms, for instance, knowing that Earth has 24 hours a day, Earth has one Moon, or knowing answer to $1+1$ equal to 2. In contrast, procedural knowledge is the knowledge on knowing how to conduct procedures to accomplish particular tasks, for example, knowing how to use mobile phone, computer or knowing how to eat, swim, or smoke a cigarette. Lastly, conceptual knowledge refers to person's understanding of facts, procedures and systems, for example, knowing why $1+1$ is

equal to 2, knowing why elephant is classified as mammal or why citizens vote in national election.

Numerous studies also have shown that all those three kinds of knowledge will develop and increase between childhood to adulthood as the study shown significant differences in knowledge between those two age groups associating with the large-scale study that are regularly conducted by the federal government in a form of National Assessment of Educational Progress which indicate the younger groups of student have difficulty comprehending or understand all type of knowledge which are related to all subjects taught at school or academic institution. Therefore, young people in elementary level are mostly categorized as basic level, on the other hands, the result shown high school students are able to comprehend or understood all kinds of knowledge which are also class-related better than those young kid in elementary. However, the majority of children and young teenagers fail to demonstrate deep conceptual understanding of core topics of all kinds of knowledge, for example, complexity of financial market, legal or political system, although, all kids including adults are equipped with equivalent ability to learn, understand and acquire fundamental notions of knowledge.

1.3 Capacity Changes

Additionally, capacity is the features that play big roles in cognitive development; it is the ability to perform more complex physical and mental tasks, which is considered as form of working memory, for example, making decision on many career alternatives or in investing in capital market. Such change started over ages, as the more information people know, the higher processing capacity people have (Swanson, 1999).

1.4 Learning and Retrieval

Learning and retrieval are directly interconnected, and they can be measured through the form of test as the test score will indicate the ability of person in recalling information learnt. (Anderson, 2004). Expertise, a person with extensive knowledge, could easily overcome novices by demonstrating knowledge as a meaningful whole by using that extensive knowledge acquired over times. (Ericsson, Charness, Feltovich, & Hoffman, 2006). The study also shows that older children would naturally recall more than younger children in most situations since older children have more knowledge than younger children, moreover, adults are more likely to be able to recall information more effectively than younger children. (Bjorklund, 2004), in other words, the ability to recall information will become more effective overtime.

1.5 Reasoning

According to scientists, there are two types of reasoning which are; deductive reasoning, the reasoning from set of information which translated into conclusion, for instance, Ferrari is more expensive than Lexus, Lexus is more expensive than Toyota so, Toyota is way cheaper than the Ferrari. On the other hands, inductive reasoning is generated from particular rule or set of specific information or social norm, for instance, knowing the reason why people dress professionally on job interview date, or why people dress casually on vacation.

1.6 Decision Making

Generation of information, evaluation and selection of options are the key processes in decision making in order to accomplish specific accomplishment or goal, for example, deciding which smartphone to buy. According to studies, older people seem to understand better on the difference between options that would satisfied as many goals as possible, older people also be

able to determine the consequences of their actions as well as learning successes or failure because of their decision compared to children (Byrnes, 2008).

1.7 Metacognition

Metacognition helps children and teenagers transform into adults who have most of the skills sufficient to help them become successful in the future. Additionally, some adults are more productive and successful than others, therefore, it is quite challenging to determine cognitive abilities emerged and intervened which help individuals to be successful.

2. Piaget's theory of cognitive development (McLeod, S. A., 2012).

Jean Piaget, the Swiss psychologist, had developed the comprehensive theory about nature and development of human intelligence. His theory deals with knowledge and how humans learn, understand, construct and apply it. He referred cognitive development as a progressive development of mental processes because of physical maturation, environment and individual's experience. Jean Piaget also believes that kids are able to construct understanding of the world around them, experience things, discover something new, then adjust their ideas accordingly. Moreover, he classified stages of cognitive development into 4 stages as follows;

2.1 Sensorimotor

Infant to 2 years old kids are classified into "Sensorimotor" group, this group of newborn children understand the world through actions, senses, and recognition. However, they barely have no idea what actually is going on around him or her.

2.2 Preoperational

2 – 7 years old children are classified into "Preoperational" group, this group of children learn and understand the world through perceived languages, emotion and mental images, for instance, kids this age are able to understand emotion of their parents.

2.3 Concrete Operational

7 – 12 years old children are classified into "Concrete Operational" group which they could learn, perceive and understand the world through basic logical thinking and categories, for example, being able to understand that having all meals on time helps avoid stomach-related diseases, or doing poorly in lesson reviewing will result in unsatisfying GPA.

2.4 Formal Operational

Those over 12 years old are considered as "Formal Operational" group which they could understand the world through analysis, hypothetical thinking, and scientific reasoning. For instance, we were able to know that diving in deep ocean or climbing high mountains are very risky, or knowing that our Solar System has only one Sun.

3. Life-span psychology – (Charlotte Buhler, 1968)

The pioneer in life-span psychology, Charlotte Buhler, made significant study on theory of human development from observing and analyzing over 400 biographies. She discovered psychological stages, which are associated with different biological phases or ages. She classified infant to 15 years old as first stage which one grows physically and begins to experience decision making. She described 15 – 25 years old as a period of sexual reproductively and experimental goal setting, then those aged between 25 – 45 were found to be a period of biological stability, and self-determination of goals. Moreover, people aged between 45 – 65 years old are considered as the fourth phase of human life when all ability ranging from biological, reproduction and many others

are declining. Lastly, those over 45 years old will experience biological declines and final self-esteem.

Problem Solving Skills Development

4. IPS (Information Processing System) Theory (Newell, A. and H.A Simon, 1972)

Of course, human being has to deal with different tasks, problems and depend on several factors such as task environment and situation. Therefore, this theory describes how human process different type of data, information, symbol and decode them as whole understandings. The theory also describes processes of human problem solving, characteristics of information systems in human body, and nature of how processes operate. IPS theory claim as follows;

- I. Engaging into problem and the must to solve problem are represented as information processing systems.
- II. Problem solving involves the differences of problem structure, method and content.
- III. Environment involves problem solving and the effectiveness of problem solver reflects the behavior of the problem solvers and how efficiently the human's information processing system operates.

However, it is quite challenging to compare actual human behavior with the theory, as human brain is truly dynamic, though, the study finds human intelligence refers as adaptive mechanism or system, which shapes them into different environment and situation. Additionally, performance of a computer directly depends on computer, memory size, speed, processing rate, and flexibility to facilitate problem then solve which are usually be set to be very adaptive. On the other hands, human intelligence and memory processing could be effective only if there are significant information about each particular problem as well as how well problem solver use such brain function to overcome different problems and situations, therefore, availability of information truly is essential in problem solving.

5. The Shape-of Theory

This theory proclaims that human is an information processing system, especially when it comes to solving problems, the theory also presents the set of mechanisms and systems that adds up and translates into sequence or behavior of human thinking. Although, Shape-of theory fail to demonstrate the exact interrelation between the functionality of body organs and human is solving problem. However, there were scientific studies, which support this theory and suggest that the central nervous system, internal mechanisms are key components in human problem solving, while, the success or the outcome of problem solving will determine and reflect as physical or intangible evidence.

6. Knowledge in Problem Solving

The knowledge is always required in problem solving, and it is consider as a fundamental basis of problem-solving performance. The study indicates students who have good understandings of concept or core knowledge usually perform tasks and solve problem consistently, on the other hand, those students with lower performances associated with lack of understanding in concept or core knowledge. However, even when several children perform same particular task successfully, but it does not always necessarily mean that they all have same level of knowledge or understandings (Dean, Chabaud, & Nridge 1985).

Development of Problem Skills through Cognitive Development

7. Higher Cognitive Skills

According to the studies, researchers still struggle to define the complexity of learning, thinking and problem solving as researches conducted previously were focusing on effectiveness of comprehension skills, student performance and effective problem solving through set of constructive training, advisory, instructions and measure from different forms of result. However, we can recognize that there are common features of knowledge, problem-solving and cognitive skills as well as interrelationship among them, for instance, one researcher described key cognitive skill as: knowing when you know, knowing what you know, knowing what you need to know and knowing the how to take steps to transform state of knowledge. Likewise, in problem solving, these skills include analysis of problem, recall knowledge, search for knowledge, develop solution, track down progress, and evaluate result against expected accomplishment or goal (Brown 1980).

8. Knowledge Acquisition

It is challenging to understand how human acquire and memorize complex bodies of knowledge, long time ago; Barlett (1932) explained that knowledge acquisition depends on previous general knowledge as much as on the new things to be learnt. Likewise, Anderson (1978) was very active in demonstrating that people's background knowledge or expectations for upcoming knowledge affect its interpretation and what is remembered. Barlett also added that knowledge is part of cultural heritage, people from different culture would have difficulty to recall knowledge on unfamiliar culture.

Strategies for enhancing problem-solving skills through Cognitive Development for Multimedia Students in a design institute:

- A. Problem-solving based classroom
- B. Encourage Collaborative Problem Solving in class
- C. Increase resource allocation in classroom

Conceptual Summary

A. Problem-solving based classroom

According to Kohler (1927), the scientific study of problem-solving behavior indicates a problem solution appears to be a sudden event, and sometimes come in a form of insight. Likewise, researchers were able to describe steps in problem solving by studying people trying to find resolution to problem. Steps in problem-solving process were explained as follows:

1. Recognize and define problems
2. Explore and determine situation and relationship
3. Analyze problem
4. Gather, recall and organize information
5. Formulate alternatives.
6. Implementation of alternatives
7. Evaluate outcome
8. Try another alternative if necessary

Therefore, there is great potential for lecturers to develop students' cognitive capacity and boost problem-solving skills effectively by transforming lecture class into problem-solving based classroom. For instance, student would be able to determine problems in field of multimedia study like design problems, 3D defects, excessive time-consumption, coding errors, audio and visual, then solve them effectively instead of sitting in lecture class noting down all stuffs but fail to handle multimedia related problems as students are likely to know only about theories but not the insights.

B. Encourage Collaborative Problem Solving Activity in class

The primary difference between problem-solving by an individual and collaborative problem solving skills is the social nature which always associating with the needs for communication, exchange of ideas, sharing information, negotiation, discussion and interpersonal skills, likewise, steps and progress done by all students are observable.

According to Polya (1973), collaborative problem solving encourage student to work, explore and identify problem as a team in which students can learn more from idea of their classmate, they also have chance to discuss, share information and collaborate to define problem and develop best alternative to solve problem from wider pools of idea. As a result, students will contribute more knowledge, skills, materials, procedure with individuals' cognitive skills as well as collective efforts.

Therefore, more frequent group activity and project for multimedia classes so that they have chance to work together, build relationship, and acquire more core knowledge on multimedia study as a collective which would translated into better individual performance eventually. For example, instructor could assign something challenging like complex design works, or any tasks, which require knowledge of artistic-program like Adobe Photoshop, Adobe Premiere, Motion builder, and Autodesk Maya. As a result, students will acquire insight and knowledge, and be able to solve problems that are related to core-subject effectively and efficiently.

C. Increase resource allocation in classroom

As according to Byres (2002), three kinds of long-term information consist of declarative knowledge, procedural knowledge and conceptual knowledge. Declarative knowledge is extremely similar to the complication of facts and information perceived by individual from many different sources in different forms, for instance, knowing that Earth has 24 hours a day, Earth has one Moon, or knowing answer to $1+1$ equal to 2. In contrast, procedural knowledge is the knowledge on knowing how to conduct procedures to accomplish particular tasks, for example, knowing how to use mobile phone, computer or knowing how to eat, swim, or smoke a cigarette.

Lastly, conceptual knowledge refers to person's understanding of facts, procedures and systems, for example, knowing why $1+1$ is equal to 2, knowing why elephant is classified as mammal or why citizens vote in national election.

Therefore, the design institute should increase resources allocations in classroom, the resources include better learning facilities, efficient learning material, technology, gadget to all amenity necessary to conduct multimedia-related course.

As a result, students will be able to acquire all kind of knowledge effectively and efficiently using better classroom resources that are better than traditional learning material like textbook, or using whiteboard. For example, multimedia courses like Illustration, 3D design etc. should provide comfortable learning environment and up-to-date facility consisting of well-equipped devices, updated software, high gadget which are user-friendly like touchscreen computer or stylus pad, in order to allow student to express their skill and learn things easily and efficiently.

Conclusion and Contribution

It is still unclear whether how human brain exactly operate to gain, recall cognitive skills, both existing and new knowledge, then process all information into logical thought which help people develop solution to solve problems. However, many studies that were conducted previously found several ways to define those activities in form of words that translated into conceptual understanding of why we are able to learn through observation, recalling of past experience and existing knowledge, or

memorize new thing into our brain to how we process information, define and solve problem as well as the interrelationship between knowledge, cognitive capacity, and problem solving skills.

Moreover, cognitive development helps multimedia student communicate ideas, feelings, messages using different type of visual solution and multimedia produced. Likewise, it potentially help increase students' capacity in demonstrating pieces of artwork with higher creativity as students are likely being able to capture lesson taught in class using cognitive skills which eventually help them express into great artwork through range of creativity techniques to solve relevant problems in field of multimedia.

The studies of cognitive development and development of problem-solving skills can be applied to all industry and to all people. People could gain several benefits from understanding them. It is highly recommended for younger generation to go deeper into this topic as it is very beneficial in very aspects. Moreover, neurogenic scientist would be able to discover how exactly our brain operate. As a result, we all will be able to become more creative and productive whether at work, school and daily routine.

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Development of Sustainable Ecotourism Routes

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Abstract

This research aims to survey potential of tourism resources and develop tourism routes in Bansong, Wiengsra, Suratthani located in the southern part of Thailand. Participatory Action Research (PAR) from tourism stakeholders was conducted to accomplish the research objectives by applying in-depth interview, focus group and site observations, the 30 key formants involved in the potential investigation and route development. Additionally, FAM trip with 19 participants was applied to check participant's satisfaction as well as to boost the tourism route's awareness.

The results found that tourism resources' potential in the Bansong was high. There were diversities of tourism resources including natural, historical, agricultural and creative tourism. 3 tourism routes were proposed by the involvement of tourism stakeholders consisting of 1) Slow Life at Ban Suan Kluay (Banana Garden Village) for two days and one night trip, 2) Tracking King Phumipol's sufficient philosophy at Ban Suan Kluay for one day trip and 3) Grand Wiengsra for two days and one night trip. While, the FAM trip results indicated that accessibility, valuable trip, safety, distances of each destination and numbers of destination were high satisfaction. The top 5 highest impressions were abundant rainforest, local tumbler, the Tan Tip waterfall, local breakfast and ancient wild banana forest, respectively. Lastly, the recommendations were that some activities should be moved according to exhausted of tourists and adding local products or souvenirs for selling in the trip.

Key words: Ecotourism, Tourism Route Development

1. INTRODUCTION

Tourism has an important role for the economy of Thailand and is a vital tool of every Thai government in generating income and jobs. In 2017, tourism generated 92 Billion USD in revenue from 35 million tourist (Tourism Department, 2018). Tourism in the southern part of Thailand has continuously grown, according to the abundances of natural resources: sea, sand, sun and rainforests. This alone attracts a significant number of visitors around the world. Suratthani is a province in the southern part where the tourism growth has increased in ranking to the third best tourist province, following Phuket and Krabi, which attracted 5.5 million tourists and 2.826 Billion USD in 2017 (Infographic, 2018). The main destinations attractions are: Samui Island, Tao Island, Nang Yuan Island, Ang Thong Marine National Park, Phangan Island, Ratchaprapa Dam and Khoa Sok National Park. However, there are attractive destinations where fewer public relations and the lack of systematic development. Bansong District is in Wiengsra, a connection between well-known destinations Islands in Suratthani-Samui Island and Krabi. There is an abundance of tourism resources in the area due to it's location near the Tai Rom Yen national park. There are waterfalls, rainforests, fresh air with ozone and warm local hospitality with a local identity lifestyle. Additionally, it's claimed that the Tan Tip water had high standard for Ecotourism, with a score of 180 out of 250 (Nakphin, Chitintorn, & Tripongpun, 2018). This area has a large vegetation of

rainforest, rare wild birds, waterfalls, accommodation with tourism potential. Importantly, there is an ancient historical area nearby called “Ancient Wiengsra Town” that indicates the former Srivichai Kingdom. Chalorsantikhun (2013-53-54) explained that the Wieng Town was explored by the Fine Arts Department who found historical traces separating 2 areas, an inner and outer town, as well as, antiquities such as high sculpture of Gautama Buddha being in the 11 Buddhist Century that was influenced by Indian Art in the Gupta Empire, Shiva Sculpture being in the 12 Buddhist Century and Fierce Shiva Sculpture being in the 16 Buddhist Century. Nowadays, there are remaining ancient cultural heritages such as local wisdom folk dancing “Manohra”, local ironsmith and local ancient treatment by herbs and massages. Nakphin, Chitintorn, & Tripongpun (2018) suggested that the community should have a group to manage sustainable tourism systematically. Furthermore, local interpreters, tourism routes and other facilitates such as guide signs, homestay, local souvenir shop, etc. should be developed for sustaining tourism in the area. Lastly, participation from the local community and other stakeholders should be concerned for developing sustainable tourism.

Tourism route is a vital tool for tourism organizations and academic learning. The economic will attract income from both domestic and foreign tourists and generate income for communities (Lourens, 2007a, b; Rogerson, 2007). Furthermore, tourism routes can stimulate economy, enhancing quality life of the local natives and developing necessary facilities in the area such as electricity, water and roads. It's a good mechanism for motivating participation from local communities, the public and private organizations. Tourism routes can also be main and special routes (Rogerson, 2007). The main routes will normally contain well-known destinations. This will be a good magnet to link with other new destinations in order to expand profitable business and income, but to get the tourists to other areas. Many countries have applied main and new tourism destinations in a route aiming to attract both new and re-visiting tourists. Importantly, tourism routes have been applied in order to expand travelling durations, increase tourism expenditures and sustain tourism. Academic confirmed that tourism can also reduce conflicts between national park and locals, and is also a good mechanism to stimulate nature consciousness and preservations of locals (Kala & Maikhuri, 2011). Bansong is located near the Tai Rom Yen National Park, therefore, there are some conflicts between locals and the park. Tourism can be a proper solution to help regulate this problem. Importantly, systematic planning and organizing can enhance sustainable tourism, as well as, reduce the negative impact of tourism toward nature, environment, social, culture and locals. Without a systematic planning, community-based tourism has precisely reached inescapable traps such as community conflicts, crowded, deterioration of nature and culture, environment problems such as garbage, air and noise pollution.

This research aims to investigate tourism potential and develop tourism routes in Bansong, Wiengsra, and Suratthani in order to sustain tourism through participation of tourism stakeholders in the area and the local community contributions.

2. LITERATURE REVIEWS

2.1 Tourism Potential

Tourism potential is measured from various factors based upon the context of areas. In Thailand, Tourism Authority of Thailand (TAT) proposed measurements for assessing Eco-tourism potential consisting of 3 components; value of natural resources and risks for destroying, potential for developing tourism, and tourism management (TAT, 2557a).

Additionally, Thai academic applied four components for evaluating Eco-tourism which are Eco-tourism potential, management for developing sustainable Eco-tourism, management of educating and making a concern for environments and participations in tourism managements (TAT, 2557b ; Sangjomnong, 2010). Apart from that, there is a classic tourism component applying worldwide, 5A's of Dickman (1996) consisting of accessibility, accommodations, attractions, amenities and activities. However, Cooper, et.al. (2005) proposed a model for community-based tourism with 4A's being Attractions, Accessibilities, Ancillaries and Amenities. It is different from the 5A's of Dickman in the case of activities that included in attractions and accommodation is included in amenities which include accommodations and other tourist's facilities. Furthermore, in this model tourism stakeholders are included, it is important mechanic for creating sustainable tourism (Andrianto & Sugiyama, 2016).



Figure 1. Assessing tourism potential in this research

Sources : Adapted from Dickman (1996), Cooper, et.al. (2005) and Andrianto & Sugiyama (2016)

2.2 Development of Tourism Routes

From the previous researches, there are various types of tourism routes depending on the context of resources in the studied areas. Historical and cultural tourism routes are suitable for the sites that prominence of history and culture (Lancaster, 2013; Chardvanit, 2012; Thaothong, 2012). There were developing tourism routes according to transportations such as cruising tourism routes (Rungchaiyan, 2002), bicycling tourism routes (Imvithaya, Durongdej & Vechaphurt, 2001), self-drive tourism routes (Shih, 2006; Hardy, 2003; Prideaux & Carson, 2003). Additionally, specified tourists or customers are applied to create tourism routes, for example, Malaysian tourists (Jariyachamsit & Wongleedee, 2012), and Middle East (Maitreekaew, 2011).

Prevalent research indicates that there are several factors influencing the development of tourism routes, for instant, attractions and activities (Shih, 2006; Lourens, 2007a; Smalinskis, 2010; Denstadli & Jacobsen, 2011; Haugland et al., 2011), worthiness or costs include geographical distance, travel time, amount of money to cover the distance and cognitive distance (Meyer, 2004), target market of tourism routes (Prideaux & Carson, 2003), tourist movement (Lew & McKrecher, 2006), tourism management (Smalinskis, 2010), accessibilities (Lew & McKrecher, 2006; Shih, 2006; Lourens, 2007a; Denstadli & Jacobsen, 2011; Haugland et al., 2011), promoting and public relations (Shih, 2006; Lourens, 2007A; Smalinskis, 2010; Denstadli & Jacobsen, 2011) as well as participations of both private and public organizations (Lourens, 2007a; Smalinskis, 2010; Haugland et al., 2011).

According to creating a sustainable tourism route, there are 4 Deming cycle to concern which are Plan, Do, Check and Action or PDCA (Deming, 1986). Thus, tourism routes can be continuously improved to fit with tourism contexts. In the stage of plan includes studying tourism potential, analyzing strength and weakness of each tourism resource, setting target market and route's theme. Doing means creating tourism routes from participation of tourism stakeholder including improving tourism facilities such as signs, park, toilets, tourism maps, etc. After that

checking is a product testing, test the tourism routes leading to have a real market test or FAM trip. Lastly, action means improving tourism routes according to recommendations from the FAM trip leading to promote the tourism routes in proper media as well as apply tour agents to promote and sell the routes.

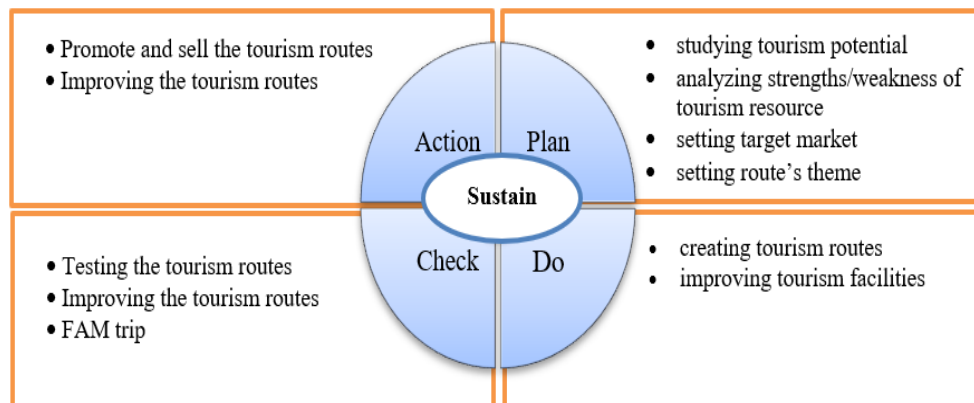


Figure 3. Management and Development of Tourism Routes
Sources : Adapted from Smalinskis (2010) and Deming (1986)

3. RESEARCH METHODOLOGY

This research is a Participator Action Research (PAR). Key formants consisted of local people, community leaders, local governments such as Bansong municipality, Wiengsra District Official and the Tai Rom Yen national park, and private sectors such as guides, tour operators, etc. Integration of various methods for collecting data included focus group, in-depth interviews and site observations to study tourism potential and develop tourism routes. FAM trip with 19 participants consisting of tourists, academic, guides, tour operator and public organizations was conducted to test the tourism routes and promote the routes.

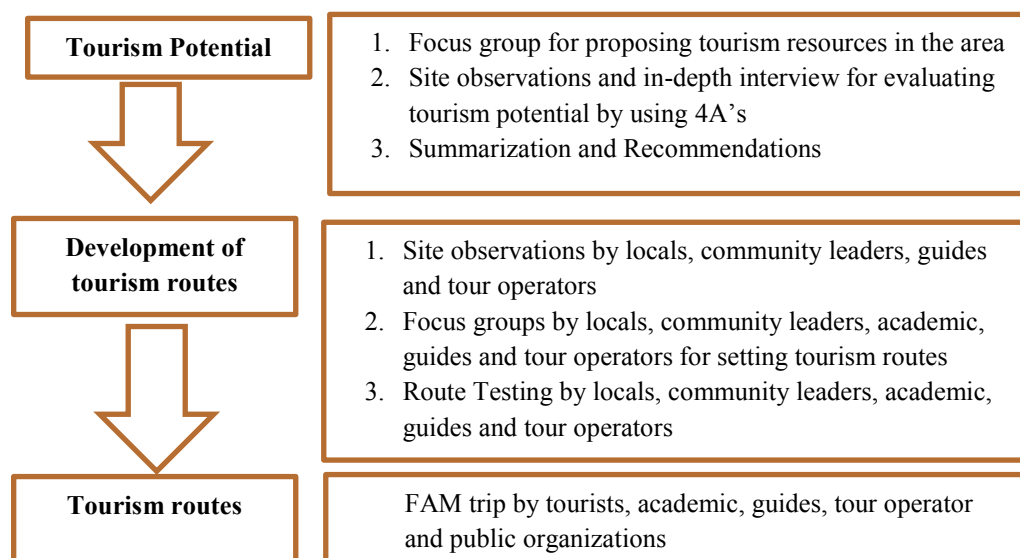


Figure 4. Research methodology for this research

4. RESEARCH RESULTS

4.1 Tourism Potential

The results from applying focus groups, in-depth interview and site observations by participating of tourism stakeholders found that Wiengsra had high tourism potential. It can be explained according to 4M's as following;

Attractions- It found that Wiengsra had high adequateness, diversity and attractiveness of tourism resources. The existing resources including nature, history, culture and local lifestyle were adequate to develop tourism routes. Furthermore, the resources are diversified, several types of tourism destinations such as natural attractions-waterfalls, stream, flora and fauna, mountains, etc., historical attractions-Communists, tranquil life styles of local agriculture-based communities such as fruit gardens, rubbers, livestock, etc. There were local groups of community to produce local products from agriculture such as mushroom, flower broom, parkia speciose, etc. There also were various tourism activities such as hiking, trekking, bird or wildlife watching, agriculture tourism, tubing, swimming, temple tourism, herb massage, local Thai food cooking, etc.

Accessibilities- This district takes 1 hour from the Suratthani International Airport, there is good condition local roads to each destination. However, there is no public transportations into Ban Suan Kluay, tourists can only have self-driving or renting a car. In Ban Suan Kluay are full service of electricity and water supply. Furthermore, safety in this community is under security volunteer participating with local polices. Additionally, waterfalls are in the national park therefore the national park officers are in charge for taking care of tourists.

Amenities- The main destinations are in Ban Suan Kluay where is far about 20 minutes from the district, there were full facilities for tourists such as restaurants, accommodations, shops, bank, etc. However, in Ban Suan Kluay can find 2-3 local food restaurants, 2 resorts and 3 local shops.

Ancillaries – This area had various stakeholders consisting of the national park, local governments such as the Bansong municipal, local leaders and district officers. There is less tourism business because less promoting, most of tourists are nearby.

4.2 Tourism Routes

Tourism stakeholders had been involved in the discussions in the created tourism routes. Many topics were brought to debate and consider which lead to create 3 tourism routes in the area. The 3 tourism routes focus on different groups of tourists and accord with resources and contexts of Ban Suan Kluay.

1. Slow Life at Ban Suan Kluay (Banana garden village) for 2 days and a night trip, this trip focuses on company officers and workers, working age who would like to seek calmness and relaxation, recharge life with slow life and simple life at Ban Suan Kluay. The trip starts at the Ban Suan Kluay, community office, tourists will be warm welcomed from the community leader followed by introducing the local homestay' owner, local interpreters and trip detail. Tourists will get an authentic lunch with local loincloth from the homestay owner and move to the Tai Rom Yen national park to enjoy a hike that'll conclude with a memorable lunch at the Tan Tip waterfall. During the walking trail, tourists can experience the vegetation of the rainforest, huge banyan tree, wild banana forest, flora and fauna of the rainforest, tacking communist history before conquering the Tan Tip waterfall. After that, tourists go back to local homestay and have traditional experience

with the homestay, such as local Thai food cooking, visiting fruit gardens such as rambutan, durian, mangosteen, wollongong, etc. For dinner, tourists can enjoy local tumbler which are full with local authentic foods such as chicken curry with banana stalk pith, Chili paste with boiled local vegetables, and bamboo communist' chicken, etc. During the dinner, tourists can also enjoy communist historical show and Ban Suan Kluay village song from community. In the morning, tourists can experience giving foods to Buddhist monks, local breakfast and the view point with morning mist. Tourists can enjoy swimming and tubing at stream called “Ta Nam-Wang Hin” or Niagara-Wiengsra before finishing the trip. The price is 1,200 Thai Baht per person.



Figure 5. Tourism Destinations and Activities in the first trip- Slow life at Ban Saun Koay

2. Tracking King Phumipol’s sufficient philosophy at Ban Suan Kluay for one day trip, this trip aims visitors who want visiting and educating about combining sufficient philosophy of King Phumipol with agriculture, thus, it is agriculture tourism being unique tourism resources of this village.



Figure 6. Tourism Destinations and Activities in the second trip

3. **Grand Wiengsra for 2 days a night trip**, this trip offers a different trip. A combination between eco-tourism and historical tourism to give exciting experiences to tourists. The first day will stay at Ban Suan Kluay and hiking to the Tan Tip waterfall and stay overnight at local homestays. It is similar to the first trip-Slow life at Ban Suan Kluay. The difference is the second day trip, tourists can experience Srivichai Kingdom at Ancient Wieng Temple, Manohra, Ironsmith and foot treatments with Thai herbs. The price is 1,500 Thai Baht per person.

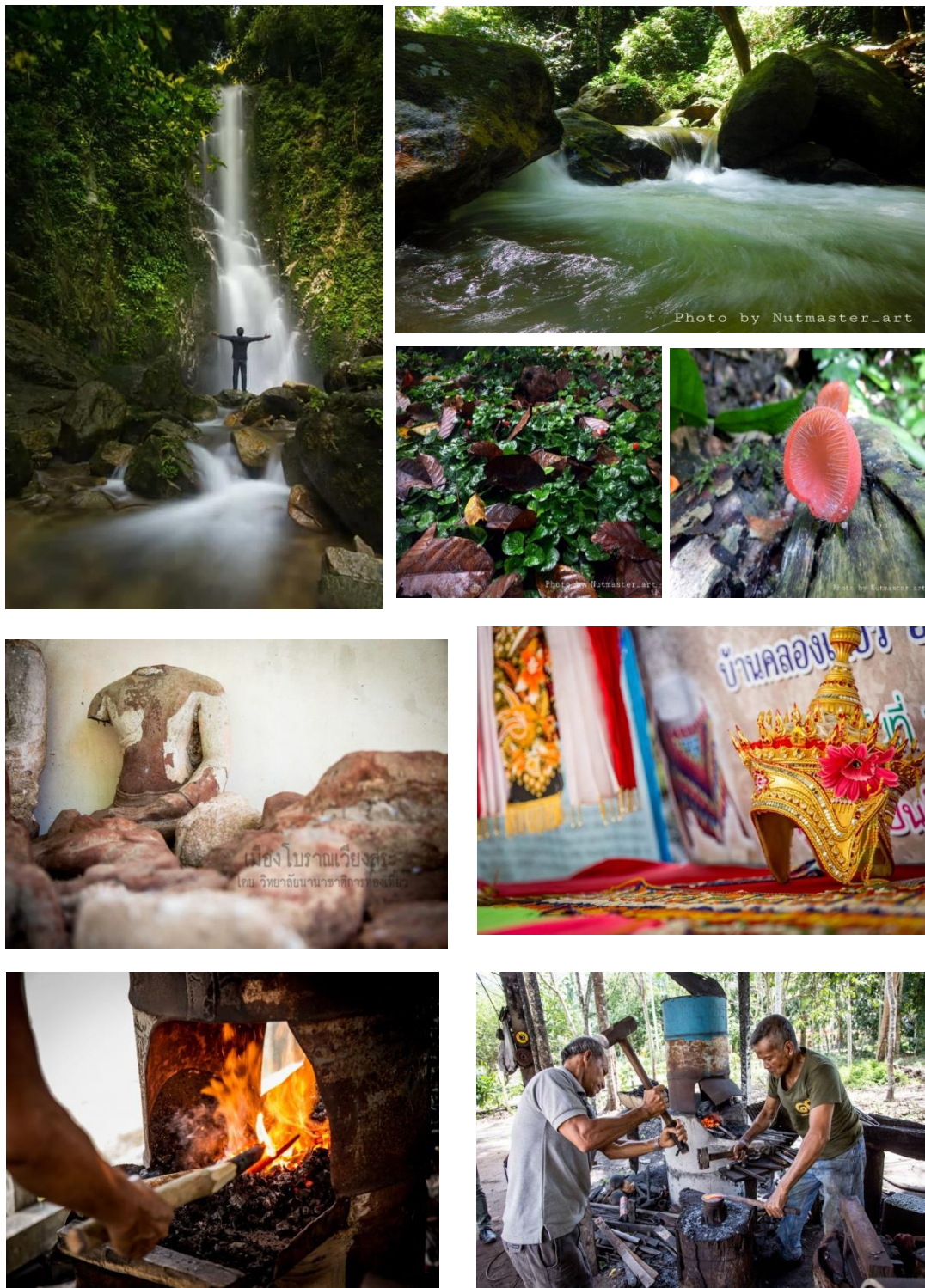


Figure 7. Tourism Destinations and Activities in the third trip

4.3 FAM Trip

There were 19 respondents in the FAM trip for the third tourism route. It is noted that the main reasons selecting a tourism route for applying FAM trip were time and budget limitations while the third tourism route covered all tourism resources in the Wiengsra district and long duration trip. Most of respondents is equally male and female, 52.6% and 47.4%, respectively. Most of them are in a range of 30-44 years old, 73.6%. Their hometowns are in Suratthani, Trang and Bangkok with bachelor degree. Public officers are the highest proportion followed by owner

business, university students and private company officers, respectively. Most of them are tourists followed by academics, tour operators and guides.

Table 1. Satisfaction level toward the third tourism route

| Attractiveness of the tourism routes | Min | Max | Mean | S.D. |
|---|------------|------------|-------------|-------------|
| Before travelling | 3 | 5 | 4.16 | .602 |
| After travelling | 3 | 5 | 4.05 | .621 |

According to table 1, it is found that the level of agreement in attractiveness of the tourism routes before travelling is slightly higher than that of after travelling.

Table 2. Satisfaction level toward tourism resources in the third route

| Tourism Resources | Min | Max | Mean | S.D. |
|---|-------------|-------------|--------------|---------------|
| Abundance of rainforest | 4 | 5 | 4.79 | 0.419 |
| local tumbler | 4 | 5 | 4.63 | 0.496 |
| The Tan Tip waterfall | 3 | 5 | 4.58 | 0.692 |
| Local Breakfast | 4 | 5 | 4.58 | 0.507 |
| Ancient wild banana forest | 3 | 5 | 4.53 | 0.697 |
| Local Homestays | 4 | 5 | 4.53 | 0.513 |
| Tracking Communist History | 3 | 5 | 4.37 | 0.761 |
| Welcoming and hospitality of local people in Ban Suan Kluay | 3 | 5 | 4.32 | 0.582 |
| Authentic Lunch with Loincloth | 3 | 5 | 4.32 | 0.671 |
| Huge Banyan Trees | 3 | 5 | 4.26 | 0.733 |
| Ironsmith with the Ancient way | 3 | 5 | 4.26 | 0.653 |
| Night Activities | 3 | 5 | 4.21 | 0.787 |
| Lunch for the second day | 3 | 5 | 4.16 | 0.688 |
| Welcoming and hospitality of local people in Weing Temple | 3 | 5 | 4.11 | 0.567 |
| Vipavadee Temple | 3 | 5 | 4.05 | 0.848 |
| Activities with homestays in the first day | 2 | 5 | 3.89 | 0.809 |
| Tracking the former Srivichai Kingdom | 2 | 5 | 3.89 | 0.737 |
| View point in the morning | 1 | 5 | 3.11 | 1.197 |
| Total | 3.00 | 5.00 | 4.255 | 0.6865 |

According to table 2, the average of total satisfaction was high (4.255). Most of tourism resources were highly satisfied, only one item-view point in the morning was medium satisfaction. Abundance of rainforest, local tumbler, The Tan Tip waterfall, Local Breakfast, Ancient wild banana forest and local homestays were in the range of highest satisfaction.

Table 3. Attitudes toward the third tourism route

| | Min | Max | Mean | S.D. |
|--|-------------|-------------|-------------|--------------|
| Impression | 4 | 5 | 4.58 | 0.507 |
| Travelling Convenience | 3 | 5 | 4.37 | 0.597 |
| Trip Value | 4 | 5 | 4.32 | 0.478 |
| Safety | 3 | 5 | 4.26 | 0.562 |
| Duration appropriateness of trip | 3 | 5 | 4.16 | 0.501 |
| Distance appropriateness of each destination in the trip | 3 | 5 | 4.11 | 0.459 |
| Adequate Numbers of destinations and activities through the whole trip | 3 | 5 | 4.05 | 0.621 |
| Coherence of trip's theme and activities | 3 | 5 | 3.68 | 0.671 |
| Total | 3.88 | 4.88 | 4.19 | 0.332 |

According to table 3, the respondents did totally agree with all items of attitudes toward the third tourism route (4.19). They had high impression toward the route (4.58) and highly agree with travelling convenience, trip value, safety, appropriateness of duration, distance, number of destinations and activities, and coherence of trip's theme and activities.

Table 4. Recommendations and Pricing

| | Min | Max | Mean | S.D. |
|-----------------------------|------------|------------|-------------|-------------|
| Recommendation others | 4 | 5 | 4.63 | 0.496 |
| Price: Thai Baht per person | 800 | 2,200 | 1,188.89 | - |

According to table 4, the respondents were likely to highly recommend others, the proper price should approximately be 1,189 Thai baht for 2 days and a night trip.

5. DISCUSSIONS AND RECOMMENDATIONS

The development of tourism routes is an essential tool boosting economy of both local and country level. Existing resources of Bansong were high potential and diversified; ecotourism, attractive waterfall, historical sites both Srivichai Kingdom and communists, etc. Therefore, tourism routes should be integrated both ecotourism and historical destinations to create different experience in the routes to serve different types of tourists, importantly, there is a magnet destination to attract visitors and combine other destinations in the routes aiming to distribute benefits to other areas. Differently, some areas having many similar attractions can produce tourism routes in one unique theme such as ecotourism, agricultural tourism, historical tourism (Pinkaew, 2008). Therefore, types of routes depend on number of tourism attractions in that areas.

It is noted that the achievement of tourism route development relies on many factors such as local people's involvement, tourism businesses-tour, guide and supporting from local governments (). Applying tour and professional guide in the first stage can enhance marketing success, tour operators can recommend an high potential route as well as experience and promote the tourism routes in the future. In the case of local government, it is very important to have high participation from them in the tourism route development, especially, some attractions are in the national park, therefore, it is essential to have the national park officers in the process to make possible routes. While, other local governments play important role in supporting such as budget, policy, machine, experts, and coordinating other stakeholders. Lastly, local people should involve in the first step of process to reduce conflicts which might occur in the long term future. From this study, local leaders were important key success of community based tourism, to gear the tourism in the community, however, the local leaders have to create high participations from the whole of local people.

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The motives and implications of Chinese tourism in Bangkok

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Abstract

The tourism industry is one Thailand's main economic sectors, accounting 6-7% of its GDP. According to the latest facts from The Tourism Authority of Thailand, Chinese tourists have taken the number one spot in the TOP 10 arrivals by nationality list visiting Thailand (TAT, 2018). China is one of the fastest growing economy of the world and Chinese people have a growing real income, so, the Thai government are mobilizing all its efforts on promoting its tourist destinations to this market. In 2018, Forbes named Bangkok the most visited city in the world (Forbes, 2018). In this research, we discuss and take a closer look at some important factors and related issues why Chinese tourists visit Thailand and namely Bangkok. Based on a sample of 392 Chinese tourists collected in various locations of Bangkok we are answering the question why Chinese tourists choose to visit Bangkok and how they evaluate their experience. Our objectives are to identify the categories of Chinese tourists in Bangkok and assess what motivates them to be willing to come back to Bangkok again; we also give a profile of a typical Chinese tourist who is visiting Bangkok.

2. Introduction

Since this world becomes more globalized, people are able to travel more often. Thailand is one of the best choices for tourists to visit, because of the uniqueness of cultural, people, environment, and history, in which all of these convince tourists to visit Thailand (Business Monitor International, 2014). Bangkok is the capital city of Thailand; it is one of tourism destination for visiting Thailand. Bangkok has population over 8 million people it is one of the most civilized cities in AEC, it has many activities for tourists to enjoy during their trips. However, in this research, this paper will focus on the main purpose of Chinese tourist visiting Bangkok and how to improve the tourism experiences for Thai tourism industry.

With the growing impact of Chinese visitors on the economy of Thailand the matter if dissecting the motives of their behavior is getting greater urgency, since tourism industry is one of the main income sources for Thailand according to CEIC (2017) Thailand tourism revenue had reached 54 billion US dollar in December 2017.

Our research hold the main purpose of identifying the motives and implications of Chinese tourists visiting Bangkok. Our research objective is to identify the behavior of Chinese tourists so that we would be able to provide the tourism industry of Thailand, such as hospitality with useful information and the latest trends so, that they would be able to evaluate and make adjustments and/ or improvements to their services to be able to better meet the needs of the customers. These tourism industries will also be able to assess any problems related to Chinese tourists to prevent them from happening again. As a result, tourism industries in Bangkok will be able to penetrate new markets and attracts more tourists from all over the world.

Our research is exploratory in purpose, and is using the inductive approach, as we are aware of some patterns from the existing literature on tourism, but we also are exploring the new possible motives and

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implications that we can get from the collected data. We will also provide our conclusions and recommendations to boost up the Thai tourism industry. After gathering all the necessary information, we will be able to analyze the data and make conclusions about their main purpose, such as; most attractive tourist places and also what are the things that make them love Bangkok to further improve them. From the previous study, we will further investigate the reasons why Chinese tourists visit Bangkok and finds any factors that they don't like about Thailand's tourism industry to make advices and make changes to improve these factors to the industry. This would attract more tourists to Thailand and brings more revenue to the country.

3. Literature review

The object of this research is Bangkok. The environment in Bangkok is changing all the time, many things have happened in the past 10 years since 2007 and affected the purpose of visiting Thailand (Kontogeorgopoulos & Chulikavit, 2009). According to the impact of Thai culture on Thailand's destination image research (1997), the response on the unique characteristics are overlapped with physical components and those affect Thailand's destination images. So those tourism industries need to understand the factors of how Bangkok will meet the needs of Chinese Tourists. According to Sasitorn Chetanont (2015), Chinese tourists come to Thailand because they want to experience a different culture and visit shopping malls, buy sacred objects, eat seafood or healthy food, which are inexpensive as compared to China.

3.1 Medical Tourism.

This type of tourist activity focuses on improving health, physical appearance and fitness level. Thailand promotes medical tourists especially from the middle eastern countries by expertise the doctors and surgeons and improve the hospitality services. According to the previous studies, tourists from all over the world come to visit Thailand for because it is believed that such tourism is associated with the concept of sustainability such as environmental, economic, and socio-cultural components (Lopez. J & Bhaktikul. K, 2017). The Thai travel & tourism industry has grown 7.5 percent in 2015 made the value reach 98.6 billion US dollar (Travel & Tourism in Thailand, 2016). The increasing costs of healthcare in the middle to low income countries lead to the increasing of medical tourists in Thailand due to low medical care costs and high-quality services in Thailand. This leads the country to the revenue of about 9% of Thailand's total revenue (Noree, Hanefeld & Smith, 2014). The number of the patient that are foreigners has increased from 40,000 to 550,000 patients since 1996 to 2007 (Medical tourism in Thailand, 2008).

3.2 Sports tourism.

This type of tourism focuses on training at sports facilities in Bangkok for famous Thai sports such as Muay Thai, and soccer. Since the soccer league in Thailand has become more famous many tourism come to Thailand to see their favorite team games as Thailand is positioning itself as a dream destination for sports tourism (Wattanavrangkul, 2016) such as Muangthong United FC (Fighting Championship), which has a strong fan base. Another popular sport among tourists is golf.

3.3 Religious tourism.

This type of tourism is where people go for religious locations in Bangkok such as temples for religious ceremonies. This tourism is attractive during Khao Phansa period. Moreover, Wat Phra Kao is also one of the most attractive places for religious tourism. The research found that the number of people who come to visit the famous temples such as Wat Pro or Wat Arun is over 13 Million a year (Pathomchaiwat, 2014).

3.4 Nightlife tourism.

This type of tourism is the main category of tourism in Bangkok where foreigners will visit pubs and bars and night streets walks. Bangkok has a famous reputation of nightlife activities especially at Khao San road, and RCA. This tourism activity brings a lot of revenue into Thailand. According to Morris (2002) the estimated income of nightlife tourism is around 2.5 to 4 billion dollars each year and it

employs more than 200,000 people. Another source estimates that the revenue of this kind of tourism to Thailand is \$6.4 billion per year. This includes massage, karaoke bars, and food/ beverage bars (Johnson, 2007). To further support this, the alcoholic beverages in Bangkok are also said to be cheaper than other countries at a range from \$1.44 to \$2.87 USD. Due to low price of these beverages, it attracts more people to come to Thailand especially Bangkok.

3.5 Shopping tourism

This type of tourism focuses on visiting the shopping malls in Bangkok, since Bangkok has so many big shopping areas such as Siam paragon, Central world, Central Ladprao, Platinum, MBK shopping center, etc. so tourists can enjoy walking around in those shopping malls and do some shopping. According to Li Yan (2018) Chinese tourists brought more than 520 million USD revenue to Thailand; and one Chinese tourist usually brings minimum 3,000 Yuan to spend in Thailand and most of the money is spent on shopping activities.

4. Methods

Our research is a mixed-method study of a more quantitative nature with both primary and secondary data collected and analyzed. For our primary data, we are using a survey strategy, for which we designed and disseminated questionnaires, the questionnaires are done both in Chinese and English and the answers were collected both face-to-face and online. By interviewing available tourists around the 2 main airports of Thailand and around tourist attractions such as Asoke and other Sukhumvit locations we collected a sample of 392 responses. We identified the target population as the whole body of tourists from China who come to Bangkok for various purposes but as tourists, the target population is estimated as several million people yearly, at a given point in time there might be up to 1 million Chinese tourists in Bangkok.

Besides, the primary data we also have to use secondary data to explore existing facts, statistics, data and trends to gain more information about recent development of the tourism industry in Bangkok, Thailand.

For our secondary data, we searched the open access statistical databases for information about the Chinese tourists visiting Bangkok.

For the qualitative research, we will go to interview the tourist agencies for a more insight into the research question since they have the more understanding of the reasons, opinions of the Chinese tourists. By doing this, we will have more insight to develop ways to improve the tourism industry in Thailand.

We also used semi-structured interviews with Chinese tourists to get more ideas on their motives in visiting Bangkok. For instance, there is a huge difference in Chinese tourists' income which will affect them partly rely on cheap air tickets to travel Thailand, but rich people will not pay attention to the fluctuation of airfares. Semi-structured interviews helped us to put off new suitable questions for different people; we asked some predetermined questions for all candidates, while others were asked spontaneously, which provided a more personalized and spontaneous approach that allowed exploration of interesting points in specific candidate's responses.

The sample size is a mathematical estimation of the number of units/persons to be included in our study. The larger the sample size the more accurate the findings from a study will be. However, we could not collect data from the whole population, in this case from Chinese tourists who are visiting Bangkok, Thailand, which would be subject to a time constraint. So our intended sample size was 384 people, for the confidence level of 95% including a margin error of 5%, however we managed to collect 392 responses, which decreased our margin of error to 4.95% and improved the significance of our results.

For analysis, we are using the IBM SPSS software to conduct simple analytical procedures of significance testing of the association between variables as cross tabulation of categorical data

(including Chi-square tests) and correlation statistics for quantitative data (Pearson's correlation) and finally we are exploring the cause-and-effect relationship between variables assessing the strength of the coefficient of determination using the multiple linear regression analysis.

For the MLR method, we chose the dependent variable to be the willingness to return to Bangkok, and multiple independent variables identified in the process of survey, starting with individual characteristics of tourists and continuing to their perception of various aspects of the visit. In the course of analysis, we isolated the factors which significantly affect the tourists willingness to visit Bangkok again and factors affecting their evaluation of the current visit.

We are using Model 1 to assess the tourists evaluation of the visit with the dependent variable being their rating of the visit between 0 and 5, and independent variables being their individual evaluations of the quality of such categories as "Food" ($FOOD_{i,t}$), "Shopping" ($SHOP_{i,t}$), "Services" ($SERV_{i,t}$), "Tourist Spots" ($TOUR_{i,t}$), "Healthcare" ($HEALTH_{i,t}$) and "People" ($PPL_{i,t}$). Model 1 has the following specification:

$$EVAL_{i,t} = \alpha_0 + \alpha_1 FOOD_{i,t} + \alpha_2 SHOP_{i,t} + \alpha_3 SERV_{i,t} + \alpha_4 TOUR_{i,t} + \alpha_5 HEALTH_{i,t} + \alpha_6 PPL_{i,t} + \varepsilon_{i,t}, \quad (1)$$

We are using Model 2 to assess the factors affecting the tourists willingness to come back we find that the overall evaluation ($EVAL_{i,t}$) of the current visit contributes the tourists' willingness ($WILL_{i,t}$) to return to Bangkok, as the dependent variable, in the presence of such additional (independent) variables as the source of income ($SOURCE_{i,t}$), marital status ($MAR_{i,t}$) and monthly income ($INC_{i,t}$).

Model 2 has the following specification:

$$WILL_{i,t} = \alpha_0 + \alpha_1 EVAL_{i,t} + \alpha_2 SOURCE_{i,t} + \alpha_3 INC_{i,t} + \alpha_4 MAR_{i,t} + \varepsilon_{i,t}, \quad (2)$$

We tested the models with control variables such as gender, age and education, neither one of them had any statistically significant effect of the intercept of both models.

5. Findings

The descriptive statistics on the sample show the following patterns (see Appendix A):

Gender: the shares of men and women among Chinese tourists visiting Bangkok is approximately the same (51.4 to 48.6 %).

Age: the most populous age group was 21 to 40 years old (51.2 % of the sample) and the less numerous group was teenagers (6.5%), in this aspect our data was supported by the interview results with tourist agencies officials.

Marital status: the statistic of marital status of Chinese tourist shows that most of Chinese tourists who come to Bangkok are married by (42.5%), followed by single (37.3%) and divorced (20.2%). Married people also tend to say that Bangkok is cheap and they like it the most about the location.

Income: people who have income around 2001 to 3500 RMB are the biggest group visiting Bangkok (27.9%) followed by the people who make 3501 to 5000 RMB which covers 21.5%. Wealthier people also tend to prefer coming to Bangkok for Thai national festivals, while less wealthy people either have no preference or prefer to come on Chinese national holidays. A worrisome result was that the largest number of tourists who would not want to come to Bangkok again was among the high income people.

Occupation: most of Chinese tourists in Bangkok are office workers (28.1%) followed by business owners (20.2%) and the third biggest group is Managers which covers 18.9 percent.

Education: The degree of education shows that most of Chinese tourists in Bangkok hold a bachelor's degree which (54 %) followed by 26.6 % of post-graduates and the smallest group is high school degree (19.4%).

Frequency: most of Chinese tourists are people who come for the first time (51.9%) followed by people who come for the second time (26.9%) and frequent visitors (more than three times) constitute 21.2% of the sample.

Source of information: Chinese tourists got the tourism-related information from the Internet and social media (44.5%), however 24.3% people gathered the information from family and friends and only 19.4% used the services of a travelling agency, 11.8% of visitors got the information from TV, brochures and periodicals, which were primarily the elderly people (37%).

Company: most Chinese tourists come in tour groups, almost 38% of the sample, the group is closely followed by those who came with family or partner (27.1%) and almost 20% came to Bangkok with friends.

Reason: we found 4 most frequent reasons for visiting Bangkok among Chinese tourists: “History and culture”, “Recreation”, “Food” and “Shopping”. People of older age also tend to report culture as the main reason for visiting Bangkok.

Occasion: 65.7 percent of Chinese tourists prefer to come to Bangkok on festivals and 34.3 percent do not express any preference for festivals neither local nor Chinese. Out of those who prefer to come to Bangkok during festivals, 63.1% want to come to Bangkok during Thai national festivals and 35.3 percent want to come during Chinese national festivals. Moreover the estimate shoes that the Chinese tourists start expressing preferences towards Thai festivals mostly after 51 years of age (22% of elder people against 0.65% of younger).

Accommodation: 78.5 percent of Chinese tourist who come to Bangkok stay in hotels and only 10% stay with friends and another 10% rent apartments. Only the group with low income reported willingness to stay at hostels, but the share was low (6%).

Source of Income: most of Chinese tourist who come to Bangkok support themselves (74.7%) and another 24.8 percent get income from family.

Price: most of the Chinese tourists think that entertainment is expensive in Bangkok (52.4%), 29.2 % believe accommodation to be too expensive, with only 12.8% thinking that about transport (mainly women) and the smallest groups (5.6%) think the most expensive item to be food. Both men and women agree upon that. Moreover, people between 21 and 50 years of age mostly report Bangkok as cheap

Factors: the main factor that influenced the travelling plan of Chinese tourists to Bangkok was transportation which covered 27.1%, followed by convenient location (19.9%), with only 16% of people naming climate, which interestingly was not reported as a reason for visiting among the group of low income tourists.

Satisfaction: most people are satisfied with food and dining, same with shopping, service and people. However when it comes to medical services more people feel unsatisfied.

Evaluation: the statistic shows that 48.6 percent of Chinese tourists evaluate the current visit as excellent, 45.5% think it was good, and 5.9 % are believe it was bad and worst combined.

As the next step we do a correlation analysis of the main selected variables.

Table 1. Correlation analysis

| | Gender | Age | Marital Status | Monthly income | Source of income | Gender | Evaluation | Willingness |
|------------------|--------|--------|----------------|----------------|------------------|--------|------------|-------------|
| Gender | 1 | -0.015 | -.110* | 0.024 | -0.058 | -0.058 | 0.095 | .108* |
| Age | | 1 | .269** | .111* | -.132** | 0.034 | 0.016 | -0.025 |
| Marital Status | | | 1 | 0.034 | -0.056 | 0.048 | 0.040 | -0.003 |
| Monthly income | | | | 1 | -.378** | -.104* | 0.003 | -.197** |
| Source of income | | | | | 1 | 0.012 | -0.003 | -.119* |
| Gender | | | | | | 1 | 0.045 | .107* |
| Evaluation | | | | | | | 1 | .346** |
| Willingness | | | | | | | | 1 |

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 1 presents the results of a bivariate Pearson correlation analysis of the variables for Model 2. We find significant correlations between the variables of evaluation of the current visit and the willingness to return, with the correlation coefficient of 0.346 at a high significance level ($p\text{-value} < 0.05$). Most of the listed factors contributed significantly to the tourists' willingness to come back to Bangkok, the most significant impact was from the variables of income and evaluation.

We will dissect the variable of evaluation with the help of model 1. Table 2 shows the result of the full model specification.

Table 2. Regression results. Model 1a

| | Unstandardized Coefficients | | Standardized Coefficients |
|---------------------|-----------------------------|------------|---------------------------|
| | B | Std. Error | Beta |
| (Constant) | 1.742 | .180 | |
| Food | .076 | .054 | .0 |
| Shopping | .163 | .054 | .184** |
| Services | .121 | .058 | .129** |
| Tourist spots | -.055 | .066 | -.058 |
| Medical | .004 | .048 | .005 |
| People | .196 | .067 | .215** |
| Adj. R ² | .197 | | |

** p-values are < 0.05

Table 2 presents the results of regression in the Model 1 specification “a”. The dependent variable is the tourists' evaluation of their stay in Bangkok on the scale from 0 to 5, we ran the regression to the full set of independent variables – the tourists' evaluation of individual aspects of their experience: satisfaction with food, shopping, services, tourist attractions, health are, people. However not all independent variables prove to have a significant impact on the intercept, which is in this model “evaluation”. We see high and significant values of the beta for only three factors: shopping, services and people. The value of the adjusted R² is not high though (0.197), which means that there are unobserved factors influencing the tourists' evaluation of their stay in Thailand. We will test another model specification, Model 1b, excluding the non-significant factors.

Table 3. Regression results. Model 1b

| | Unstandardized Coefficients | | Standardized Coefficients |
|---------------------|-----------------------------|------------|---------------------------|
| | B | Std. Error | Beta |
| (Constant) | 1.790 | .168 | |
| Shopping | .179 | .050 | .202** |
| Services | .140 | .054 | .149** |
| People | .173 | .057 | .190** |
| Adj. R ² | .197 | | |

** p-values are < 0.05

Table 3 indicates that Model 1b is a better fit, because with the determination coefficient unchanged (0.197) the beta values for the factors “shopping” and “services” increased. Therefore, we conclude that the most important factors out of those observed in evaluating the current visit as good or excellent are the three: shopping, people and services, the rest are unobserved factors.

In model 2 we will try to identify what factors affect the tourists' willingness to come back to Bangkok. We run a regression with the dependent variable of the tourists' willingness to come back, coded as a dummy variable with "0" for "no" and "1" for "yes"; and the independent variables include source of the tourists' income, size of income, marital status, and the tourists' evaluation of their stay. Table 4 summarizes the model results.

Table 4. Model 2a regression results

| Model | | Unstandardized Coefficients | | Standardized Coefficients |
|-------|-------------------------|-----------------------------|------------|---------------------------|
| | | B | Std. Error | Beta |
| 1 | (Constant) | .618 | .076 | |
| | Source of income | -.150 | .031 | -.236** |
| | Monthly income | -.043 | .010 | -.242** |
| | Evaluation | .150 | .020 | .345** |
| | Marital Status | -.038 | .020 | -.098** |
| | Adjusted R ² | 0.201 | | |

** p-values are < 0.05

Table 4 indicates that Model 2a supports the result of correlation analysis in terms of the main impact on the willingness to come back coming from the overall evaluation of the current visit. However other factors were statistically important as well, and they had a negative association with the willingness to come back: monthly income ($INC_{i,t}$) and source of income ($SOURCE_{i,t}$), which means that the willingness to visit Bangkok decreases with the increase of income and independence. We test another specification of the model having added the control variables "age" and gender" (Table 4).

Table 4. Model 2b regression results

| Model | | Unstandardized Coefficients | | Standardized Coefficients |
|-------|-------------------------|-----------------------------|------------|---------------------------|
| | | B | Std. Error | Beta |
| 1 | (Constant) | .614 | .079 | |
| | Source of income | -.148 | .031 | -.234** |
| | Monthly income | -.043 | .010 | -.241** |
| | Evaluation | .147 | .020 | .339** |
| | Marital Status | -.038 | .020 | -.099** |
| | Gender | .041 | .026 | .073 |
| | Age Group | -.003 | .010 | -.013 |
| | Adjusted R ² | 0.202 | | |

** p-values are < 0.05

Table 4 presents the results of the regression run o Model 2, specification "b" including the control variables of gender and age. The results show conclusively that age and gender had no significant impact on the willingness of the tourists to come back to Bangkok, we can see that from high p-values for those variables in the model, and the R squared remained virtually the same. Therefore, we conclude that for evaluation of observable factors affecting the Chinese tourists' willingness to visit Bangkok again were evaluation of the current visit (from 0 to 5), source of income (from dependency to independency), monthly income, and marital status (from single to divorced).

6. Discussion

From all analyses, we can conclude upon a profile of a typical Chinese tourist who come to Bangkok. Among Chinese tourists who come to Bangkok females will be more numerous than males and people at ages of 21 to 40 are the biggest group that comes to Bangkok (also in line with interview results). The biggest group that come to Bangkok are office worker who have income around 2001 to 3500 RMB and more than half are highly educated people having bachelor's degree or higher. Most people come to Bangkok for the first time by the tour group and they got information from the internet. There are 4 main popular purposes that Chinese tourists like to come to Bangkok: history and culture, food, recreation, and shopping. Most of Chinese tourists want to come to Bangkok during Thailand national festivals and most of them stay in the hotel. Most of Chinese tourists think that entertainments in Bangkok are very expensive and the thing that influenced them to traveling in Bangkok is transportation. Most people feel fairly satisfied with food, shopping, services, tourism spots, medicals, and people by they give Bangkok as the excellent experience and all most of them willing to come back again.

Interesting findings are about the group of older and wealthier Chinese tourists, these tourists are more often dissatisfied with various aspects of the tour, but are highly interested in Thai culture, however are more likely to say that they are not willing to come to Bangkok again.

Tourists who are satisfied with the current visit are more likely to be willing to come again, however such a tendency is more likely to occur in lower (or middle)-income single people dependent on their parents, and married high income independent tourists are less likely to express it.

People are mostly satisfied with their visit because of good shopping, nice local people and high quality services provided in Bangkok, and food, tourist spots and medical care don't seem to be important for tourists.

This research is conducted to find out about Thailand tourism market and internal and external factors that attract tourists to Thailand. Our results show that Thailand is not a place only for one or two attractions but there are many reasons why people choose to visit Thailand. Thailand is not limited to any age or gender almost everyone with medium income love to come to Thailand to enjoy the culture, entertainment life, food and people of Thailand. Some people do find the transport and entertainment expensive but still there is a large share of tourist who still pays for it and would love to come to Thailand again.

7. Conclusion and recommendations

When tourism industry understands what the market demands, it can use the data to improve the industry to be more focused or be more specific to every individual group of tourists. For example, if the tour company knows what groups of Chinese people like to study and learn about Thai culture they can organize tours to be specific the place that make the Chinese tourist see what they want to see. Therefore, the new research will help tourism industry serve the right thing to the different categories of tourism and make the tourism come back in the future, to increase the popularity of Bangkok and increase the country's revenue from tourism.

Our results support those of Chetanont (2015) and Li Yan (2018) in the way that we find that tourists enjoy shopping and find the location attractive due to that, however no indication was found as to the religious motives. As we identified, 4 most frequent reasons for visiting Bangkok among Chinese tourists are "History and culture", "Recreation", "Food" and "Shopping", so the motives of sport and medical treatment do not hold for the Chinese tourists, thus our research in a way contradicts that of Lopez. J & Bhaktikul. K, (2017) and Morris (2002).

Our recommendations to the tourism industry of Thailand include the following: to increase the willingness of the Chinese tourists to come back to Bangkok again there has to be a distinction by income status, marital status, and dependence. These groups prefer different things. However, to increase the overall satisfaction with the visits to Bangkok and therefore the tourists' willingness to

come back, its important to provide them with higher quality shopping, services and communication with local people.

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Segmentation of beach destination tourists by destination loyalty

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Abstract

The study aims to segment beach destination tourists based on the degree of their destination loyalty. In addition, each segment was profiled with various demographic factors. The results were drawn from a survey of 1,964 international tourists who had holiday in Phuket. Three clusters of beach destination tourists were identified including the low loyalty group, the medium loyalty group and the high loyalty group. The three clusters demonstrate differences in their demographic factors including age, nationality and previous visit experience to Thailand. The levels of satisfaction were found to vary consistently with the degree of loyalty in each cluster. Discussion and implications of the results were offered in this paper.

Keywords: Tourist segmentation, beach destination, destination loyalty, demographic factors

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1. Background

Needless to say, Phuket is one of the most attractive tourist destination in Southeast Asia. Now and then, tourism has been dominated the island's economy as, each year, a large number of international travelers visiting this island. Despite the remarkably tourism conditions such as beaches, warm climate, and multi-cultural atmosphere, Phuket has been effected by the destination competition. Increasing competition among tourist destinations in an increasing significant trend (Mariani & Baggio, 2012). Thus, it is an essential for destination managers to realize and ensure that the destination remains competitive in the future market. Meng, et al. (2008) find that destination planners and marketers are able to identify the destination strategies and make more effective decisions by using the information obtained from the tourists' assessment.

Consumer loyalty has been accepted as one of the crucial driving factors in market activities (Henry, 2000; Brodie, Coviello, Brookes, & Victoria, 1997). The customer loyalty causes the higher profitability through lower costs obtained from serving returned customers with less marketing efforts. These returned customers tend to be willing to pay more and offer a recommendation to others (Bowen & Shoemaker, 2003; Gounaris & Stathakopoulos, 2004; Skogland & Siguaw, 2004). In the tourism industry, a destination must attract and retain its target market as same as any business organization (Gursoy, Chen, & Chi, 2014). It has been confirmed that loyalty towards the destination plays an important role in obtaining profitability, and subsequent growth and development (Yoo & Bai, 2013).

The results obtained from general tourists are useful since destinations attract tourists from different demographic characteristic such as age ranges and nationalities, and also their repetition; however, it is needed to classify tourists into segments or clusters in order to understand their similarities and differences (Kozak, 2001). Although, significant number of researches have been done in the area of tourist segmentation, it seems to have few studies focusing on profiling tourists based on their loyalty, especially, in the beach destination such as Phuket. In addition, since tourists in Phuket have a variety of perception such as travel behaviors, age ranges, and nationalities, their loyalty is likely to be heterogeneous. Information of demographic characteristics may not be applicable to represent a general framework. The destination loyalty may remarkably distinguish tourist groups and offer marketing insights to destination marketers in order to develop appropriate products and services.

The aims of this paper are, firstly, to classify beach destination tourists into clusters based on their destination loyalty degree. Secondly, this study aims to compare these clusters based on their demographic characteristics including age, nationality and previous visit experience to Thailand. Phuket is chosen as the location for this study as it is considered as one of the world's most attractive beach attractions.

2. Literature Review

Tourism market segmentation

In the tourism industry, it is an importance to recognize and understand tourists' interests however it is not easy to reach out every tourist. Businesses require tools to support their thinking and make decisions. Segmentation is a management strategy and a central part of marketing strategy for businesses, organizations and tourism destinations (Dolnicar, 2014). The expected outcomes from the segmentation are to provide competitive advantages by grouping tourists in the way that is of most managerial value (Dolnicar, 2008), to market a destination effectively (Pike, 2005), and to assist organizations for maximizing financial resources (Perdue, 1996).

In tourism, market segmentation has been grouped into many ways. Kotler (1980) described four segmentation bases which are geographic, demographic, psychographic, and behavioral. Demographic segmentation relies on tourists' personal data such as age (Reece, 2004), gender (Hudson, 2000), and lifestyle (Srihadi, Hartoyo, Sukandar, & Soehadi, 2016). Geographic segmentation relies on tourists' country of origin (Promsivapallop & Jarumaneerat, 2018). Psychographic segmentation relies on data such as travel risk perception (Promsivapallop & Kannaovakun, 2017), travel motivations (Bieger, 2002). Behavioral segmentation relies on tourists' knowledge of, attitude toward, uses for and responses to a destination (Khwanyuen, 2018). Besides, new market segmentations have been introduced from time to time. Hanlan (2006) presented a summary of market segmentation within marketing and consumer behavior literature including benefits, usage, image, situation, and loyalty.

Tourism destination loyalty

Destination loyalty has been recognized as one of the most important factors of tourism success (Gursoy, Chen, & Chi, 2014). According to the literature, the destination loyalty provides several benefits and marketing competitiveness. The benefits of loyalty are related with the current and future benefits in terms of a stable source of income (Moliner, Gil, & Ruiz, 2009). In terms of desirability of tourists, loyal visitors can be less price sensitive than first-time customers (Petrick, 2004).

Loyalty segmentation is to divide tourists based on their loyalty to a particular destination (Hanlan, 2006). In literatures, researchers group people into varying degrees of loyalty by using different behavioral factors. Some classified their information into low, latent, spurious, and true loyalty (Baloglu, 2001; Zins, 2001). Also, some researchers categorized the loyalty into premium, inertia, covetous, and non-royals (Gounaris & Stathakopoulos, 2004). Rowley & Dawes (2000), in order to acquire more understand loyal customers, focused only on non-royal customers in their work and identified those into disturbed, disenchanted, disengaged, and disruptive categories. Another recent research paper classified travelers into laggards, retirees, dormant, and loyal (Tasci, 2017).

Tourism loyalty measurement

To measure tourists' loyalty, there is no clear concept of how to gauge those tourists' commitment since several researched works has been measured the loyalty in different ways. Oliver (1999) defines loyalty as a commitment to rebuy or revisit a preferred product or service causing a repeated purchasing. Shoemaker and Lewis (1999) defines loyalty as a customer's trust in a company's ability to meet his or her needs. Riechheld (2002) also confirms that the concept of loyalty that customers are not switching for small prices or differences. However, Garland & Gendall (2004) point that the customers' loyalty has depended on circumstances when and how the questions are being asked. Under different circumstances and different techniques, the result has been influenced and changed.

However, to measure the destination loyalty in tourism field, two key indicators have been widely conducted by several researchers. First, the intention to revisit the destination has been used as a measure of loyalty in tourism researchers which attaining high values in probability of repetition (Kim, Eves, & Scarles, 2009; Petrick, 2004; Promsivapallop & Jarumaneerat, 2018). Secondly, the intention to recommend to other people is another indicator to measure the customers' loyalty. It has high perceived risk in the decision of choosing tourist destinations as it provides qualified information and trust in the tourists (Promsivapallop & Jarumaneerat, 2018; Nam, Kim, & Hwang, 2016). Albaity & Melhem (2017) explained the determinants of antecedents of loyalty reported in the literature including satisfaction, destination image, service quality, experience, emotion, destination attachment, and perceived value. Also, Sun, et al., (2013) has summarized several researches, which use the two loyalty indicators and its antecedents in the measurement, conducted in many countries such as Spain (Bigne', Sa'nchez, & Sa'nchez, 2001), Taiwan (Chen & Tsai, 2007), Portugal (Oom do Valle, Silva, Mendes, & Guerreiro, 2006), and Korea (Lee, Jeon, & Kim, 2011).

Influent factors on destination loyalty

Consumers' loyalty is considered as a sensitive object which is influenced by several internal and external factors. Gounaris & Stathakopoulos (2004) classified factors into three groups: consumer characteristics, brand characteristics, and social factors. Similarly, the factors that may influence the consumer loyalty in hospitality and tourism include tourism and hospitality characteristics, competitor company and product characteristics, company product characteristics', consumer characteristic, macro-environmental factors (Tasci, 2016).

Besides, diverse types of consumer characteristics can influence consumer loyalty. Demographic factors such as age, gender, and travel behavior are found to influence consumer loyalty (Skogland & Siguaw, 2004; Promsivapallop & Kannaovakun, 2017; Khwanyuen, 2018). To measure the consumer loyalty by using the demographic factors, the results are found that older consumers have high loyalty than the younger ones (Henry, 2000). Promsivapallop & Jarumaneerat (2018) found that Chinese and Australian tourists has no difference in the level of destination loyalty. Likewise, this research develops the variables based on tourists' demographic characteristics. First,

tourists' age range has an influence on their destination loyalty. Secondly, by different cultural background, tourists' nationality has an influence on their destination loyalty.

In addition, another factor that may influence on tourists' loyalty is past visit experience. Several researches represented the result that travel intention and loyalty are influenced by past visit experience. The satisfied past experiences strengthens the intention to revisit (Assaker, Vinzi, & O'Connor, 2011; George & George, 2004). Promsivapallop & Kannaovakun (2017) confirms that there is only previous visit experience provided contribution to the prediction of intention to visit together with political risk. Hence, based on the above literature on past visit experience, this research develops another variable whether the past visit experience influences the beach destination loyalty.

3. Methods

This paper is based on a larger scale of study on the Phuket Tourist Experience Index research project by the Faculty of Hospitality and Tourism, Prince of Songkla University. The data were collected by personally administered survey at Phuket International Airport during a three-week period between December 2016 - January 2017. Tourists who were 18 years of age or older and stayed at least for two nights in Phuket were invited to participate in the survey as they would have sufficient travel experience in Phuket to express their satisfaction and loyalty. The survey took place at departure areas where tourists were waiting to board the planes.

Key variables in this study include destination loyalty and destination satisfaction. Loyalty measurement was based on Promsivapallop and Jarumaneerat (2018) which consisted of two items including 'willingness to revisit' and 'willing to recommend' on a five Likert scale where 1 refers to strongly disagree and 5 denotes strongly agree. The Cronbach's alpha value of 0.804, demonstrates satisfactory internal consistency and thus the two items were combined to form the destination loyalty variable. Overall holiday satisfaction was measured with a single item "Overall, Phuket offers me everything I need for my holiday" on the same five-point Likert scale as destination loyalty.

In total 1,964 tourists participated in the study. 63.10% of the respondents indicated that this was their first trip to Phuket. More than half of the respondents were less than 35 years of age. The sample was made up of many nationalities but dominated by four key nationalities including Chinese, Russian, Australian and Thai.

Data analysis of this study involved a number of steps. First, the sample was cluster analyzed using K-Mean clustering method based on destination loyalty. Second, ANOVA was implemented to test whether there would be any differences in overall holiday satisfaction Phuket has offered among the clusters. The final step of data analysis comprised a series of Chi-square tests to examine whether there would be differences in age, nationality, and previous visit experience to Thailand among the clusters. The results are reported in the following section below.

4. Findings

The data were firstly cluster analyzed using a K-Mean clustering method based on destination loyalty in order to categorize the respondents into groups. The result, reported in Table 1, reveals three clusters of tourists by their destination loyalty. ANOVA test confirms significant differences among the three clusters ($F = 4,920.398$, $p < 0.001$). The three clusters are described below:

Cluster I: Low loyalty tourists. This cluster has 230 of respondents, representing the smallest cluster among the three clusters. The average mean score for loyalty is recorded low at 2.60.

Cluster II: Medium loyalty tourists. This cluster contains the highest number of sample including 895 tourists. It is far larger than Cluster I but only slightly larger than Cluster III. The average mean score of loyalty is 3.82.

Cluster III: High loyalty tourists. This cluster includes 810 respondents who score an average of 4.75 for destination loyalty. The cluster is slightly smaller than Cluster II but much larger than Cluster I.

Table 1 Cluster analysis of tourists based on destination loyalty

| Cluster (Mean) | | | ANOVA | |
|--------------------------|-----------------------------|---------------------------|----------|----------|
| Low loyalty (N = 230) | Medium loyalty (N = 895) | High loyalty (N = 810) | <i>F</i> | <i>p</i> |
| 2.60 | 3.82 | 4.75 | 4920.398 | 0.000 |

The three clusters were further tested with ANOVA to examine whether there are differences in the mean values of holiday satisfaction among the three clusters. Differences among the three clusters in holiday satisfaction can be confirmed by the test result ($F = 1,515.756$, $p = 0.001$). The post hoc test reveals that respondents in the low loyalty cluster had lower satisfaction level (Mean = 2.52) than both the medium loyalty cluster (Mean = 3.75) and the higher loyalty cluster (Mean = 4.67).

Table 2 ANOVA test result comparing overall holiday satisfaction between the three clusters

| Factor | Mean | | | ANOVA | | Post Hoc Test |
|---|-----------------|--------------------|------------------|----------|----------|---------------|
| | Low loyalty (L) | Medium loyalty (M) | High loyalty (H) | <i>F</i> | <i>p</i> | |
| Overall, Phuket offers me everything I need for my holiday. | 2.52 | 3.75 | 4.67 | 1515.756 | 0.001 | L<M, L<H, M<H |

The next step of analysis involves a series of Chi-Square tests in order to examine the characteristics of each cluster and to determine whether there are differences among the clusters in terms of age, nationality, and previous visit experience to the destination. The results of these Chi-square tests are reported in Table 3

The result of the first χ^2 goodness-of-fit test which was performed between the clusters and three age groups of the respondents suggest a significant relationship between the clusters and the age groups ($\chi^2 = 10.32$, $p < 0.05$). Due to unbalance number of respondents in each age group, relative percentages within the same age groups rather than the actual number of respondents should be observed. The low loyalty group includes the higher proportions within the same age groups of the less than 35 years and 55 years or older groups. The medium loyalty group is dominated by the less than 35-year group. The high loyalty groups are proportionately dominated by the 35-54-year group and the 55-year and older group.

Table 3 Chi-square test results among three clusters on demographic factors

| Factor | Low loyalty cluster | Medium loyalty cluster | High loyalty cluster | Chi-Square Test |
|----------------------------|---------------------|------------------------|----------------------|------------------------------|
| Age | | | | $\chi^2 = 10.32, p < 0.05$ |
| <35 years old | 66.1% | 61.3% | 56.9% | |
| 35 - 54 years old | 25.7% | 32.6% | 35.5% | |
| 55 and > years old | 8.3% | 6.1% | 7.5% | |
| Nationality | | | | $\chi^2 = 102.28, p < 0.001$ |
| Chinese | 15.7% | 27.7% | 22.2% | |
| Australian | 21.3% | 18.0% | 16.3% | |
| Russian | 13.9% | 11.7% | 23.9% | |
| Thai | 10.0% | 16.1% | 14.1% | |
| Other Asians | 7.0% | 11.1% | 10.4% | |
| Other Westerners | 32.2% | 15.4% | 13.1% | |
| Previous visit to Thailand | | | | $\chi^2 = 18.00, p < 0.01$ |
| Yes | 27.0% | 35.5% | 58.5% | |
| No | 73.0% | 64.5% | 41.5% | |

Another Chi-square test was implemented to examine whether there is a relationship between the clusters and the nationalities of the respondents. There is evidence to confirm statistical differences among the nationalities of the three clusters ($\chi^2 = 102.28$, $df = 10$, $p < 0.001$). The proportions of nationalities suggest the following patterns:

- The low loyalty cluster is observed to be proportionately dominated by the Australian tourists and other Westerners.
- The medium loyalty cluster includes Chinese, Australian, Thai, and other Asians as the major nationalities who have percentages with nationality higher than the average.
- The high loyalty group includes Russian and other Asians dominant as they show higher percentages than the total's average with nationality.

In addition, whether previous visit experience to Thailand has any relationship with the three clusters was also tested with Chi-Square test. Differences in previous visit experience among the three loyalty groups are confirmed ($\chi^2 = 18.00$, $df = 2$, $p < 0.01$). There is a pattern to suggest that low and medium loyalty tourists are proportionately dominated by the tourists who have no previous visit experience to Thailand. The opposite is true for the high loyalty cluster, which has the respondents who have previous visit experience to Thailand as the dominant group based on the percentage proportion.

The characteristics describing each cluster are summarized in Table 4. The majority of respondents were classified into medium and high loyalty clusters. The younger tourists tended to be in the low and medium loyalty clusters while the older tourists were split in both low loyalty and high loyalty groups. Repeat visit tourists were more likely to be in the high loyalty cluster. The clusters based on the loyalty levels are consistent with the levels of holiday satisfaction.

Table 4 Cluster profiles

| Cluster (Mean value of loyalty) | Number of members | Dominant proportions | | | Satisfaction (Mean = 1 - 5) |
|---------------------------------|-------------------|--|---|-----------------------------------|-----------------------------|
| | | Age | Nationality | Previous visit experience | |
| Low loyalty (2.60) | 230 | Less than 35 years and 55 years or older groups | Australian tourists and other Westerners | Have no previous visit experience | 2.52 |
| Medium loyalty (3.82) | 895 | Less than 35 years group | Chinese, Australian, Thai, and other Asian tourists | Have no previous visit experience | 3.75 |
| High loyalty (4.75) | 810 | 35 - 54 years group and the 55 years and older group | Russian and other Asian tourists | Have previous visit experience | 4.67 |

5. Discussion

This study profiles the tourists who visited a beach destination, Phuket, Thailand, into clusters based on their loyalty degree. The degree is derived from two main indicators are “willing to revisit” and “willing to recommend”. It is classified into three clusters which are low, medium and high loyalty degree. The comparative analysis on each cluster has been performed in three perspectives which are age range, nationality, and the past experience. The results have revealed significant differences among the three studied perspectives. In the low loyalty cluster, it was found to be young and the old tourists who have Australian and other westerner nationality. Also, it is important that this cluster has no past visit experience. Secondly, in the medium loyalty cluster, it was found to be young tourists having Chinese, Australian, Thai, and other Asian nationality. Again, there is no past visit experience found in this cluster. Lastly, in the high loyalty cluster, it was found to be middle-age and older tourists who are Russian and other Asian nationality. Importantly, this cluster obtains the previous visit experience.

The results are in line with past researches, age range influenced the attitudinal loyalty (Skogland & Siguaw, 2004). The high level of destination loyalty is found the middle-age group tourists more than other age ranges on both researched locations (Tasci, 2017). Almeida-Santana & Moreno-Gil (2018) found that most loyalty tourists are in the age range of 35-54-year-old. The older customers have firmer loyalty than the younger (Henry, 2000). The older tourists are more likely to repeat visits than younger group (Correia, Zins, & Silva, 2015). On the other hand, Cossio-Silva, et al. (2018) found that the younger are more likely to profile into high performance tourists in a domestic destination.

Besides that, the tourists' nationality influences the consumer loyalty. The results are in line with the previous researches since nationality influence loyalty on each destination. Almeida-Santana & Moreno-Gil (2018) shows the differentiating in destination loyalty between each nation in their profiled samples. Also, there is another research confirms that Chinese tourists are more loyal than the Australian (Khwanyuen, 2018). However, Promsivapallop & Jarumaneerat (2018) found there is no difference in destination loyalty for Chinese and Australian tourists based on the satisfaction on accommodation.

Moreover, when using the past visit experience as an indicator to determine customer loyalty, the results are the same as several previous researches. The customers who have past visit experience tends to have a high destination loyalty. In addition, the highest number of previous visit are found in the loyal tourist segment (Tasci, 2017). Past visit experience significantly influence the destination loyalty of tourists (George & George, 2004; Assaker, Vinzi, & O'Connor, 2011; Promsivapallop & Kannaovakun, 2017).

6. Recommendations

Since destinations competition is getting more intense in the future, the destination marketers should gain a better understanding of tourists' loyalty and how to improve it. This study has significant managerial implications for tourism marketers. The findings can help the destination marketers to identify the characteristics of tourist based on destination loyalty level. Also, destination marketers should take into account that the loyalty is influenced by tourists' age and nationality. To foster and improve the loyalty in each cluster, it is necessary to act differently.

Firstly, the high loyalty cluster is the superior group. The destination marketers should maintain and enhance their loyalty at an individual level. Since they are middle-age and older, personalized products and services can be recommended in order to establish a stable long-term relations and loyalty (Cossio-Silva, Revilla-Camacho, & Vega-Vázquez, 2018). Also, they are Asian nationality who have similar cultural background so it is recommended that the marketers can integrate a cultural view into tourism products and services.

Secondly, the medium loyalty cluster is a developing group. The marketers should improve their competitive strategies and build loyalty-based program in order to transfer this cluster become the high loyalty one. Since they are teenagers and young workers who have no past visit experience, destination images can improve their intention to visit and finally the loyalty. As finding, the most destination images for young tourists are beautiful beaches, local cuisine, and friendly people (Promsivapallop & Kannaovakun, 2017). Similar to the high loyalty group, they are mostly Chinese and Asian who have similar cultural and norms, the destination marketers can promote the cultural-based products and service with

Lastly, the low loyalty cluster is a challenging group. It is recommended to find out and analyze more intensely on this group's requirements. With appropriate competitive strategies, it is possible to improve their loyalty and transform them into higher loyalty group.

Furthermore, as the research findings suggests that past visit experience is major factor influencing tourists' loyalty, the marketers should identify what would provide a good visit experience to every tourist cluster, especially those visit for the first time.

7. Limitation

This study has several limitations that present opportunities for future research. First, because most of travelers visits Phuket are Chinese, Australian, and Russian, the findings may have limited to other countries in terms of generalizability. For that reason, the future research should test the theory in other locations where other nationality tourists visit. Second, despite the efforts in increasing the sample size, the respondents may include either independent or package tour tourists. This potentially undermines the validity of the findings since both group have different travel experience in several perspectives. Future research might need to classify the independent and package tour tourists. Third, the comparative analysis is based on limited tourist characteristics which is only age and nationality. However, other sociodemographic characteristics such as income, gender, and educational level may also influence the destination loyalty; as well as geographic characteristic such as travel distance, and domestic or international tourists. To acquire a more accurate finding, future study might need to include other characteristics in comparative analysis.

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Classroom Strategies to Create Student Engagement and Motivation to Learn

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Abstract

This article is a conceptual paper, the purpose of which; is to research new methods of enhancing classroom engagement for adolescents and how to motivate them inside the classroom. Since human beings develop more emotionally during the early stage of growth it is important that teachers learn new ways to handle different generation of young adults. The following article will help pin point some major issues that involve teenage students improving in their academic year. It will explore the relationship of a student and teacher, analyse the classroom environment, as well as the students psyche, to better understand what makes them tick and their motivation to stay engaged and learn. The focus will be more on the class environment than the technical and theories of how to run a proper classroom. Given that teenagers are at a stage in their lives where everything is new and confusing, it is appropriate to focus our strategies to help stimulate their minds, body, and soul.

Keywords: Engagement, Empathy; Adaptation, Critical Thinking, Encouragement, Role Model, Support, Guidance

Introduction

Today's student have a very short attention span when it comes to lessons in class. The reason behind this is that teenagers tend to lose interest within 15 to 20 minutes when it is something they are not particularly interested in. First of all, some interviews were conducted where a small sample of students were asked what they did not like about their subjects, and then a plan was formulated to come up with a strategy that could help improve upon ways to help adolescence participate more in their studies.

After interviewing teachers from various schools, a majority of them stated that the education system, and how lessons were prepared, were not very challenging, and did not stimulate any of the students' thirst for knowledge. One teacher Pimsuda Congcum of Kittivit Banphru said

"It has become very challenging for me and our staff to find new ways to keep our students active during lessons, one thing that we all have to face is the fact that most teens become rebellious at their age. Having to keep up with new generations of students is a tough job as well; a lot of the teens today are way different than those 10 to 20 years ago. The best thing us teachers can do is hope that students can understand and use the lessons they have learned in class to help pursue their future goals."

Teenagers today have become, in a way, more aggressive and introverts, and many teachers, as well as parents, blame this on technology, media and the internet. However, some teachers have said that the method used in lessons should be the very thing that has a hold on teen attention. If students like to play video games, shouldn't a teacher capitalize the opportunity and convert it to an application to the classes? As teenagers are always on Facebook, Twitter, Instagram, etc., why not conduct an experiment to see how certain posts could affect the sites algorithm? These are examples of suggestions that seems very interesting and plausible. The current system of education is out of date and there needs to be a referendum, a revolution in the schools, and new strategies that could help improve education on young minds.

Getting teenagers to actively focus during class has become quite the challenge for teachers. Since every generation has different upbringing, teachers must then adapt to the changes, apply new ways to motivate students, and lay out new guidelines to improve teenager's intellectual and cognitive minds. Surprisingly, the environment students learn in is one of the most crucial things needed to help push them in the right direction. One of the main focuses of this study is to find new teaching strategies that can be applied in the classroom to help adolescents (age 11 to 19) participate and grow into sophisticated active thinkers.

Today teenagers are losing interest in their studies as they find no value or reason in taking their subjects seriously, as many teachers have come across the question "when will I need to apply this outside the classroom" and at times teachers cannot give them the answer or rather, they cannot formulate an answer that is satisfying. A teacher affects a student's life as much as their parents, as they spend more time with them during their school years. Therefore, it is the teachers' job to prepare them once they go to college or decide to pursue a life-changing career.

Classroom Environment

It is no surprise that students spend a majority of their lives sitting in a classroom from 6 to 8 hours a day and given that, a teacher must first understand how they can create an environment that helps support students to be active during classes. This isn't necessarily about how the layout of the classroom looks (although there is importance to that as well), but more to the point of how a teacher reacts with teenagers, inviting them to participate with one another, expanding their creative minds to solve complicated problems, and most importantly, a place where they are anticipating for something new each and every day (Hannah, 2013)

Creating Trust

As a Teacher, gaining students trust could prove to be a challenging task, and when it comes to adolescents, they automatically assume all adults are against them. One thing to keep in mind is that in a classroom it isn't just the teacher *"and"* a group of students, but a teacher *"with"* a group of students. What this means is, both teacher and students have to work with each other so that the understanding of both sides are shared openly. Tomlinson (2002), once summarized that a teacher needs to respect each student as an individual and how important it is to look through their eyes and how they see things, to help them understand who they are and what their potentials might be, that their success is central to the classroom and that they are growing and will keep on growing, as there is always growth in learning. Basically, there is no *"you and I"* in a classroom, but *"we"* because learning is a two-way street. If a teacher cannot understand the students, then how can students rely on their teacher that they have their best interest at heart.

Getting to Know You

Students should not only rely on their teachers as they must also rely on others and the best way to do this, is to create activities where each student can get to know their fellow classmates, seeing as students always meet with each other in the classroom as much as their teacher. Now that teenagers live in a technological age it makes sense that they communicate with each other in class as much as possible to have a better understanding of who they go to school with. Social media isn't necessarily a bad thing, but interacting face-to-face with someone can teach you about them than reading wall post on Facebook. Frank (2011) had an effective method where student would pair up and have to write a "two-word poem" about the other person, this activity focused on how one perceives each individual just by getting to know him or her. The way two word poem works is just how it sounds like, two students have a conversation and tell the class about them by listing a series of two words that best describes the person you just met, this not only creates a bond between students, but sharpens their minds to really process what they see in each other and express that feeling in only two words.

Scenery

Waking up every morning, taking the bus to school and ending up in the same classroom day in and day out can exhaust student's mental capacity to learn during class. To combat this, a good change of scenery every now and then can improve teenagers' attitude towards a subject. Then it becomes something to look forward to as it creates excitement through the class. By going outside, for example, adolescents can appreciate what they learn and apply both theory and reality in their studies. The amazing thing is that students develop an improved personal and social skill (Manifesto, 2006). If we visualize how much better a student would feel if s/he could lie down under a tree, and as a teacher starts to explain how the tree creates carbon dioxide and takes in oxygen during the day and a reverse process at night, teens will have a better time envisaging what is being explained to them, and come up with new questions they never really thought of asking before.

Emotion

Understanding how students feel about the community they live and how they feel during class may benefit young adolescents more than one thinks. By tapping into their psyche, it is possible to bring out a diamond hidden in the cave. Some key points to take into consideration is how they behave towards their teacher, fellow classmates, studies, and people of different ethnicity. If students do not feel like they have worth towards society it creates a barrier that later becomes difficult to break down. Majorities of teenagers are pressured to succeed and are expected to have excellent grades and that could distort a young one's ego. An important thing to remember is that each individual student is special and unique in their own way. Grouping them all as just "*teenagers*" may cause more harm than good, to the students, not the teacher. Taking Thailand as an example, a country where most students are taught to memorize than critically think about the answer, students are subjected to such an outdated learning system that they tend to ignore the participation of classroom activities. If a student cannot see the importance of what they are learning, they become ignorant to the subjects and behave negatively at teachers for harassing them for an answer. This really isn't anyone's fault, but it is crucial that young adults see the grave importance of critically thinking about their subject for the future.

The direction to take on this matter is to train young adults to think for themselves, rather than thinking for them. Do they want to pursue a career after they finish high school, maybe continue in their studies and apply for college, or opt to go into a major program their parents always wanted them to pursue (Walton, 2007)

It's no surprise that teenagers are put under a lot of pressure and stress from both inside the classroom and the outside world. Certain times, society can be cruel and unfair on the minds of young adults. Guiding them through such a period is also the role and responsibility of a good teacher, because there is more to education than just teaching students about math, science, literature, etc. Preparing teens for the harsh realization of what the world has to offer them is something that many teachers have neglected in the past few decades as most would put the blame on students for not caring about their own future. But if a student fails at his/her task, then maybe there is a problem in how they were educated and cared for. A young adult's self-esteem can be caused to waver by many factors and being able to realize which are having a negative effect on student can prevent them from feeling unwanted, being subjugated, and discriminated as well.

Technology

We now live in an age where technology has become more of a necessity to life than just convenience. The current generation of adolescents have been brought up with ever evolving influence of technology and has relied more upon it than approaching other people for queries and assistance. Currently, the only real connection they have on a daily basis is their phones (Nixon, 2016). Nixon (2016) has described adolescents' current relationship with their phones as 'troubling', but also normal, since they are very young, but not children anymore, but also not adults, it was if they were stuck in limbo and were certain of anything. There is a silver lining to this and it involves the very same technology that teenagers have attached themselves to that can be inverted and used to connect with more openly.

Connecting with students isn't something that is impossible if there are ways to reach them, and what better way to connect with adolescents than to join the world they have closed themselves in. In 2011, there was a survey done by Pew Internet Survey and this was the following information provided straight from the Huffington Post.

"95% of U.S. young adults between ages 12 through 17 are online, of whom, 80% have profiles on social media sites, as compared to only 64% of the online population aged 30 and older" (Ramasubbu, 2015)

With teenagers spending so much time on the internet it is possible to connect with them more openly and see what it is they do on a day to day based. One thing that a lot of people in our current generation have done is create Avatars that represent who they are in an online community. By adapting this into the classroom, young adults can communicate more freely and openly while also being impressionable (Annetta, Klesath, & Holmes, 2008). This is just one of the examples available, and can be further used with other applications on computers and smartphones, such as a photo application where teens could share photos or avatars, in a way that helps students in the class connect more, and be vocal about what they fear in life, and it is great for taking off the pressure adolescents receive every day at school.

Rao (2012), discovered an interesting way to get students to interact more during assignments or when they are on a holiday. Suggesting the students use "word clouds", students go online and use application tools to form certain words that best describe who they are, what they enjoy doing in their free time, and just developing up with life goals to share with the friends and see what they think about

Conceptual Summary

Now that we have some basic understanding of how to setup a great environment to help teach teenagers, it is possible to formulate a plan for teachers who wish to improve their teaching skills. This means that a teacher must show how much they care and need to stick with it to gain the trust and respect of the students. Reverting to the “Getting to Know You” section of this paper, it is evident that teens need to open up more about who they are and express how they feel.

Here are a few strategies that teachers may need to follow in order to better communicate and improve teenage understand of who they are, what they need to achieve success, and stand triumphant after they leave school grounds and into their future. Most of the following suggestions, if not all, stem from Erikson’s stages of psychosocial development & high school students (Erikson’s, n.d?).

1. Support

Support your students by helping them discover what they want to do with their lives. They might not realize what it is now, but you must find a way to bring the potential dwelling inside them. If possible, get parents involved since they do not spend as much time with their children during their middle/high school years as much teachers do. Make students appreciate who they are by being positive with them, and there will be a positive response.

2. Encourage

Encourage students to interact with one another more openly in class as well as on social media; setup activities where they can express how they feel about other people; let them have discussions that they wouldn’t normally have and let them be critical about it. Make sure they can understand the difference in culture, ethnicity, diversity in society, and tolerance. If a teacher can get through to them on these matters teenagers will appreciate others and look at them in a new light.

3. Pleasant Environment

Creating a classroom with a pleasant environment will get students to engage more. Having an excursion occasionally, decorating the classroom for every upcoming festivity, and mixing things up a bit by swapping student’s seats, so they can interact with other peers of the same class more often.

4. Creating Bond

Create a strong bond between your students, make them trust you and show how much it is you care to see them succeed, talk to them after classes and listen to hear about what they have to say about themselves. Interact with students even when they are not at school by creating a group chat online so that everyone is connected, this very doable as a majority of teenagers have Facebook, Twitter, Gmail and etc.

5. Creative Activities

Come up with new activities to get students excited for class or challenge their intellectual minds and make sure that they are not getting bored. Most of the time, students become bored of their studies than just being lazy and not wanting to listen. If the classroom is interesting and teens have something to react to while learning and having fun at the same time, it has a longer lasting effect on them.

6. Act as a Role Model

The final and most important thing teachers can do for their students is be a role model that they can look up to and follow as an example. Students, especially in their teenage years tend to have a better impression of their teacher when they can feel the affection and dedication to want the best outcome for their lives.

The only way to understand a student is to get to know them, interact with them, show how much you care and how much you want them to succeed. It is easy to think how gaining their trust or improving a classroom's environment can improve teenage students learning experience and making sure they become involved in important topics, but what is truly important about being a teacher isn't the fact that you're reading from a textbook and hope your students will suddenly understand, but to guide and nurture them until they reach adulthood, to prepare them for the long journey ahead, and to make sure they make the right decisions for their own future. When it comes to being a teacher, creating a strategy to teach teenagers is something that everyone will have to experiment on their own, and discover what suits the class they are taking care of. In many cultures, in the world being a teacher, is like being a second parent and the responsibility that has been given is something that every teenage student will appreciate when they grow up. Moreover, it is important to keep in mind, that if you care about your students then it is possible to give them the future they need.

Conclusion

Teenagers or Adolescents are in a situation where it is hard to understand what they are thinking, how they feel about you or the people around them, but what is important is that as a teacher, there is no task too difficult if your mind is set on improving the well-being of your student. If you are still wondering and need a few pointers, then here a few that might just help in your cause to improve the well-being of young adults. This is not a strategy, but more of recommendations

1) What they want

Allow students to decide for themselves what they want to do, with proper guidance. Now this is not a popular opinion, but what if your students had some ideas about what they wanted to learn to help you come up with a strategy that could be applied to their needs. The trouble with this one is that not all students want the same thing, so as a teacher you need to find a middle ground.

2) Understanding

Be friendly, and the connection between you and the student will become closer. Each side still has their own responsibility to take care of, but now students can be straight forward about their thoughts and what they might want to do later in life without fear of being looked down upon.

3) Learn from others

Reach out to other academics and see what they have done to improve the learning of their students. If they haven't come up with a concrete plan then you could still share information about the problems you come across while you were caring for your students.

4) The teacher is also the student

Don't let your ego of being a teacher or an adult get the better of you. It might be true that you have a higher degree of education, or that you have been through the same things they have, but most importantly to remember is that each generation is not the same, therefore, teachers must improve themselves for the sake of the students.

5) Make a change

This one is recommended should you wish to change the education system as a whole.

Contact parents of your students and inform them of the problems their children are facing, let them know that the system doesn't work, even if you, as a teacher could change the environment of the classroom, it is difficult to adapt the curriculums of each subject to fit in perfectly. However, that is

why many teachers continue to work the same job even if they too see the problem and cannot do anything about it, they can try their best to make sure that their students will receive the form of education they can provide for them.

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Tendency to Revisit and Intention to Invite: A Case Study of Nan

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Abstract

Tourism in Nan is positively changing nowadays. This is caused by an increasing in the number of tourists which is the third highest rate in 9 provinces of northern region from 2009-2016. It was also selected by Tourism Authority of Thailand in 2015 to be one of Thailand's 12 Hidden Gems. However, the proportion of tourists in Nan is much less than mainstream provinces like Chiang Mai. Therefore, we tried to prove tendency to revisit and intention to invite of tourists in Nan because we believed that this concept may imply tourism status of Nan. From these potentials, there is an issue: do tourist attractions and conveniences in Nan affect revisiting and inviting towards tourists? Thus, the purposes of this study are to investigate factors affecting tendency to revisit & intention to invite of tourists and to study tourists' preferences. The paper applied utility model predicting tourists' preferences towards revisiting and inviting by considering ordered logit for estimating the model. The data came from primary source by interviews of 301 Thai tourists in Nan. The results indicated that satisfaction in cultural & historical or natural attractions significantly affects tendency to revisit and intention to invite. Moreover, satisfaction in attractions was ranked the third among preference factors. Similarly, satisfaction in accommodations significantly influenced tendency to revisit. In addition, satisfaction in conveniences, mountain travel, and consideration of temperature significantly affected intention to invite. The results are consistent with previous literatures which mostly indicated that destination image, hotels, and emotional recognition will lead to positive effect on tourism demand.

Keywords: Tendency to revisit; Intention to invite; Preference factors; Word of Mouth; Nan

Background

Nan is the province locating in the north of Thailand. An important spotlight of Nan is cultural identity involving various historical backgrounds. Civilization evidences have been discovered since the 13th - 14th century according to the migration of people from Laos across Mekong River to the north basin which is border between Pua and Bo Kluea District nowadays (Wallipodom, 2017).

A trend of tourism in Nan is positively growing. It was performed by an increasing of tourists which was the third highest rate in 9 provinces of northern region from 2009-2016. The number of tourists in Nan is growing at average rate 19.97% per year (National Statistical Office of Thailand, n.d.). This is because its image is propagated by social media to present ancient cultures and natural attractions. These beautiful sceneries can drive an upward trend of tourists. Moreover, Nan was selected by Tourism Authority of Thailand in 2015 to be one of Thailand's 12 Hidden Gems due to its appropriate identity and local cultures for tourists' destination.

However, the proportion of tourists in Nan is much less than mainstream provinces, especially Chiang Mai. It is important to maintain the number of tourists among alternative or secondary cities along with enhancing more tourists. We believe that rotation tourists are necessary to create brand loyalty of tourists among these cities as well as Nan. To illustrate, this kind of tourists can be predicted by revisit intention because tourists' intention to revisit is considered a proxy to tourists' loyalty (Yoon & Uysal as cited in Stylos, Bellou, Andronikidis, & Vassiliadis,

2017). In addition, remembered experience can be a positive effect on revisit intentions (Barnes, Mattsson, & Sorensen, 2016). We also think that word of mouth or invitation can increase new tourists because satisfaction is positively associated to conversations with others in some ways (Mehl, Vazire, Holleran, & Clark as cited in Lam & So, 2013). Thus, we adapt the concept from revisit intention and word of mouth by focusing on some components of tourism, including attractions and conveniences, which the government departments can manage. From these issues, this study detects how attractions and conveniences in Nan affect tendency to revisit and intention to invite towards tourists.

The purposes of this study are to investigate factors affecting tendency to revisit and intention to invite of tourists and to study tourists' preferences considering components of tourism. To answer the question, utility model is used for predicting tourists' preferences towards revisiting and inviting and ordered logit is considered for estimating the model. Also, data collection process is surveying as it is more accurate than secondary data. A basic hypothesis is that if tourists are satisfied with quality or attributes of tourism in Nan, they will decide to revisit in a shorter period of time or invite others.

Above all, the findings can explain behavior factors of tourists in the past few years that affected intention to invite and tourists' attitudes, e.g., people who often consider weather or atmosphere significantly tend to focus on Nan. This may imply how to target group of tourists. In other words, the authors hope that this study will be useful for creating strategies in private sectors and making suggestions to government in improving the scenery of Nan as it helps the authorities involving tourism sector understand the behaviors of tourists who choose Nan as their main destination.

Literature Review

Most of previous research papers about tourism can be divided into 2 groups which are positive and negative factors affecting tourism according to relationship between dependent and independent variable. For satisfaction levels, many papers indicated the same way. For example, the studies from Choosrichom (2011) and Global Insight, Inc. (2004) concluded that the quality of accommodations is positively significant to decision of tourists. Similarly, a study from Vetitnev, Romanova, Matushenko, & Kvetenadze (2013) showed that choice of accommodations positively influences satisfaction level. However, some authors concentrated on the negative factors affecting tourism. To illustrate, Gallego, Nadal, & Fourie (2016), and Hua & Yang (2017) similarly investigated that crime has negative and significant effect on number of tourists and hotel performance.

Moreover, there were some studies using intention to revisit or revisiting as concept instead of satisfaction levels. Considering concept for a dependent variable side, there were some researchers who clearly explain the relationship between intention to revisit and logical factors, such as Ruangkanjanases & Thiumsak (2016) and Stylos, Vassiliadis, Bellou, & Andronikidis (2016). Both papers indicated that destination image significantly influences intention to revisit. In addition, some researchers, i.e. Loi, So, Lo, & Fong (2017), used public service to evaluate intention to revisit. The study pointed that quality of shuttles significantly and positively affects intention to revisit.

Word of Mouth (WOM) is another concept for tourism trend. Abubakar, Ilkan, Al-Tal, & Eluwole (2017) identified that eWOM (electronic word of mouth) significantly influences destination trust. Conversely, some authors selected WOM as a dependent variable. For example, Hudson, Roth, Madden, & Hudson (2015) considered WOM in the context of music festival. The result from this paper proved that emotional attachment and brand relationship quality significantly affect WOM. In the same way, Filieri, Alguezaui, & McLeay (2015) focusing on CGM (consumer-generated media) confirmed that website trust has significant and positive effect on WOM. Many literatures focused on either intention to revisit or WOM, whereas this paper integrated both

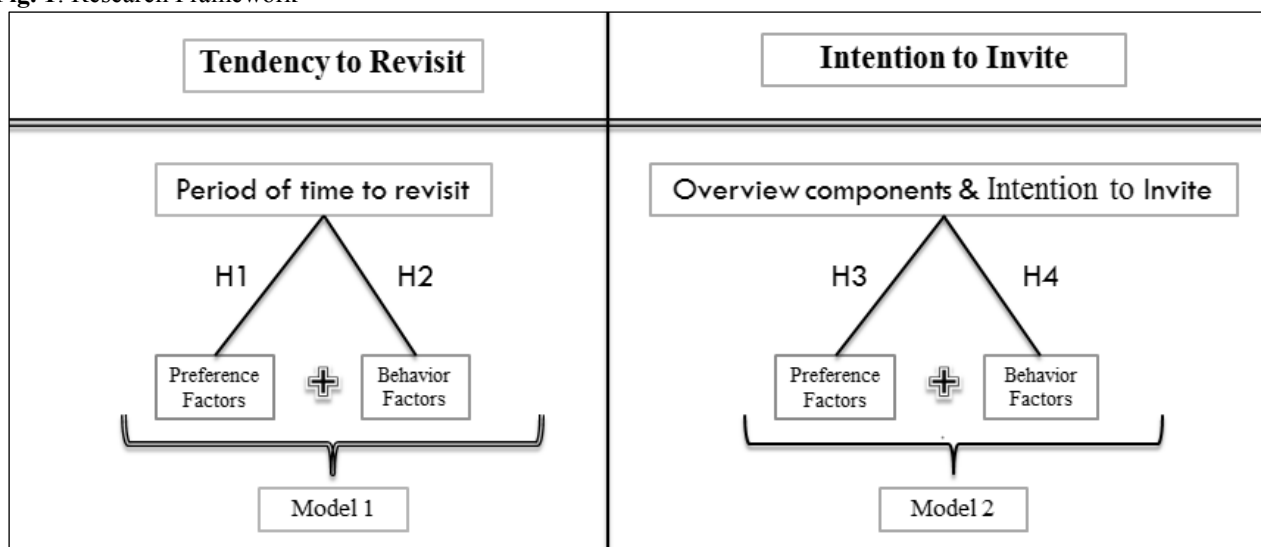
concepts in the same framework. However, we added probability to make intention to revisit more realistic and changed WOM into intention to invite as its name was more formal.

A core concept in this paper is familiar with the previous literatures talking about “intention to revisit” and “WOM”. Consequently, a concept is divided into 2 main models referred to concept for dependent variables which are tendency to revisit and intention to invite. Each model contains 3 types of variable; preference factors, behavior factors (cognitive factors), and control variables. The first model is defined by tendency to revisit as a dependent variable, while the second model focuses on intention to invite as some categories of WOM.

The main hypothesis (H1) of the first model is that all preference factors (except individual factors) have positive effect on a shorter period of time to revisit followed by higher probability. In other words, if tourists are satisfied with the factors of tourism in Nan, it will lead to more tendencies to revisit. In addition, behavior factors or cognitive variables may identify whether the past behaviors have an effect on tendency to revisit. Therefore, another hypothesis (H2) is that tourists who perform these behaviors frequently will revisit sooner with higher chance.

Apart from both hypotheses for tendency to revisit, H3 and H4 are created to explain relation between independent factors and intention to invite in the second model. An explanation for H3 is that if tourists are satisfied with preference factors, they will perform a higher score in overview tourism factors and invite other acquaintances or relatives. For H4, it specifies that tourists performing cognitive behaviors frequently will give a higher score in overview tourism factors and also invite other people to visit Nan. All hypotheses and research framework are shown in fig.1.

Fig. 1: Research Framework



Methods

Sampling

Referred to the tourists data set accumulated by National Statistical Office of Thailand, sample size calculation from Wayne (1994), and estimating by the authors in case of invalid questionnaires, the calculated sample was approximately 370 respondents of first-time visit tourists since their sets of destination were separated and spread over the province (Oppermann as cited in Liu, Lin, & Wang, 2012) which was suitable for this study. The sampling process was accidental because this investigation planned to interview every first-time Thai tourists who were able to give us information.

Data Collection

The data collection in this paper required primary data because preferences and decisions could be known directly from tourists by interviews. Besides, all respondents are Thai as they are easier to revisit than the foreigners. The focused areas covered 5 districts of Nan including *Mueang Nan, Phu Phiang, Pua, Tha Wang Pha, and Bo Kluea* since these contain famous attractions for tourists. The areas where we decided to collect data were *Wat Phuket in Pua, Wat Phra That Chae Haeng in Phu Phiang, Wat Si Mongkol in Tha Wang Pha, Mountain Rock Salt in Bo Kluea, and National Museum of Nan in Mueang Nan*. 3 out of 5 places are historical landmarks of Nan. The process of collection proceeded between June and July of 2018.

Measurement

For the core model used in analysis, this study applied utility model (Adamowicz, Boxall, Williams, & Louviere, 1998) because it contains direct and indirect utility function which relates to independent factors in this study. Also, it is flexible for independent variables defining suitable components. Moreover, utility model contains many types of dependent variables, and gives us many choices to use indicator from a dependent variable side as well. Utility model consists of 2 parts of variables which are attributes directly affecting utility and characteristics indirectly influencing utility. An equation “u” clarifies details of utility model.

$$U_i = \sum_{k=1}^K \beta_k X_{ik} + \sum_{h=1}^H \gamma_h Z_{ih} + \varepsilon_i \text{ ---- (u)}$$

For individual *i* in this paper, *U* means utility performed by revisiting. *X(s)* are various attributes which are 10 preference factors and 7 behavior factors. *Z(s)* are other characteristics including 5 control variables which are gender, age, income, education level, and length of stay. In addition, *k*, *h*, and ε represent order of attributes & characteristics, and error term respectively.

In a dependent term, we chose “*tendency to revisit*” (VIS), which is concept of tourists’ final decision (Stylos, Vassiliadis, Bellou, & Andron- ikidis, 2016), because it is an overall or summation of tourists’ preferences (Loi, So, Lo, & Fong, 2017). The variable period of time to revisit or tendency to revisit is classed from 1 year to more than 3 years. It can explain that the shorter period of time, the more benefits for tourism will be in term of rotation tourists.

For independent variables, an idea to create preference indicators extracted from previous literature reviews while some variables were from our own attitudes towards attractions in Nan. The independent variables consist of 10 preference factors and individual characteristics of tourists.

In addition, we selected group of behaviors or cognitive factors for explaining tourists’ behaviors before they visited Nan back in 2-3 years. The main reason for choosing these variables is that tourists’ behaviors can be one of the key factors to provide appropriate environments for tourism (Wu, Cheng, & Ai, 2018). After adding behavior and control variables, the model can be estimated as equation 1.

$$VIS_i = \beta_0 + \beta_1 ATT_i + \beta_2 QUA_i + \beta_3 CONV_i + \beta_4 TRANS_i + \beta_5 SAFE_i + \beta_6 LOCAL_i + \beta_7 ACC_i + \beta_8 IDEN_i + \beta_9 COST_i + \beta_{10} CLIMATE_i + \beta_i CHARAC_i + \beta_i BEHAVE_i + \varepsilon_i \text{ ---- (1)}$$

Dependent and independent variables are as follows:

For individual *i*, the expanded details of all variables are as follows:

VIS – Tendency to revisit

ATT – Cultural & historical or natural attractions are beautiful, valuable to study, and unique.

QUA – Attractions are clean and also have many activities & food stores nearby.

CONV – The quality roads cover most attractions. Moreover, information services are spread all over the province.

TRANS – Transportation into Nan is comfortable and miscellaneous.

SAFE – Tourists feel safe while travelling.

LOCAL – Local people of Nan are generous and friendly to tourists.

ACC – Accommodations are quality and varied.

IDEN – Nan has identity of culture and lifestyle.

COST – Overall cost in Nan is inexpensive compared to other provinces.

CLIMATE – Province's atmosphere or temperature is suitable.

ε – Error term

CHARAC – Control variables or characteristics of tourists --- gender, age, income, education level, and length of stay.

For the variable BEHAVE, it consists of the sum of:

$$(\text{WEEKEND}_i, \text{ALTER}_i, \text{PRIVATE}_i, \text{COUNTRY}_i, \text{MOUNTAIN}_i, \text{FAR}_i, \text{and } \text{TEMP}_i)$$

For individual i,

WEEKEND = Tourists preferred travelling in long weekend to normal holiday or weekend.

ALTER = Tourists avoided main stream provinces. They would like to travel in alternative provinces or destinations.

PRIVATE = Tourists would rather have travelled with few family or friend members.

COUNTRY = Tourists preferred cultural or countryside attractions to attractions in urban area.

MOUNTAIN = Tourists preferred the sight of mountains to the sea.

FAR = Tourists liked to travel in a long distance from their hometown due to its new atmosphere.

TEMP = Tourists probably considered temperature or climate towards destination.

Table 1 explains how respondents answer from the questionnaires. Respondents can choose how long they will revisit Nan from 1 year to more than 3 years. At the same time, they also have to choose a probability to revisit. The sum of probability must be equal to 100% which means tourists can choose 1-4 blanks. The value will be 0-4 considered by frequency in revisiting. A shorter period of time to revisit means the higher value from scaling, for example, expecting to revisit Nan within 1 year = 4, expecting to revisit Nan in the next 3 years = 3, not revisit = 0. Then, for calculating, scale from 0-4 is multiplied by probability. For instance, a selection of “expecting to revisit Nan within 1 year” with 25% probability and “expecting to revisit Nan within 2-3 years” with 75% probability must be a value of $(4 \times 0.25) + (2 \times 0.75)$.

Table 1: Scaling tendency to revisit

| Revisit/Not revisit | Probability (approximately) | | | |
|---|-----------------------------|-----|-----|------|
| | 25% | 50% | 75% | 100% |
| I will not revisit Nan. (0) | | | | |
| I expect to revisit Nan within 1 year. (4) | | | | |
| I expect to revisit Nan within 1-2 years. (3) | | | | |
| I expect to revisit Nan within 2-3 years. (2) | | | | |
| I expect to revisit Nan in next 3 years. (1) | | | | |

Moreover, respondents have to grade the level of preference for every independent variables or factors. All these factors are defined in positive opinion towards Nan. Scores are from 1-5 (extremely dissatisfied to extremely satisfied) as shown in table 2. In the same way, respondents must select the frequency of their travel behaviors. They can choose the behaviors from level 1-4 (never to usually) as seen in table 3.

Table 2: Scaling preference factors

| Preference factors | Extremely Dissatisfied 1 | Dissatisfied 2 | Neutral 3 | Satisfied 4 | Extremely Satisfied 5 |
|-----------------------|-----------------------------|-------------------|--------------|----------------|--------------------------|
| 10 preference factors | | | | | |

Table 3: Scaling cognitive variables

| Travel behaviors | Never | Sometimes | Often | Usually |
|--------------------|-------|-----------|-------|---------|
| 7 behavior factors | | | | |

However, there is a different point in concept for a dependent variable side. Some authors attached importance to “word of mouth (WOM)” as an alternative way to assess tourism trend. Tourists may invite their friends, relatives, or other tourists after finishing their trip. This can indicate that WOM can be incentive factors for tourists. Also, it will enhance tourists’ loyalty of destination (Abubakar, Ilkan, Al-Tal, & Eluwole, 2017).

From this point, this study tries to create another dependent variable called “*intention to invite*” (INV) which means tourists can either invite other people about this trip or not. Respondents must evaluate all 3 overview factors of tourism in Nan which are *scenery of attractions*, *tourism infrastructure*, and *worthiness of cost*. Also, tourists can decide whether they will invite their friends or relatives after considering these 3 factors. A scale of each factor ranges from 1-5 as same as preference factors. The model becomes an equation 2, while independent variables are the same as equation 1.

$$INV_i = \beta_0 + \beta_1 ATT_i + \beta_2 QUA_i + \beta_3 CONV_i + \beta_4 TRANS_i + \beta_5 SAFE_i + \beta_6 LOCAL_i + \beta_7 ACC_i + \beta_8 IDEN_i + \beta_9 COST_i + \beta_{10} CLIMATE_i + \beta_i CHARAC_i + \beta_i BEHAVE_i + \varepsilon_i \text{ ---- (2)}$$

The table 4 explains how respondents make decision for inviting. First, they have to choose “invite” or “not invite”. Then, they must consider main reasons. We assume that most tourists will invite others through these reasons. If they choose to invite, the sum of score will be positive. On the other hand, the sum of score will be negative when they do not want to invite others.

Table 4: Scaling intention to invite

| Invite other people | | | | | |
|---|------------------------|---------------|--------------|------------|---------------------|
| Reasons | Strongly Disagree 1 | Disagree 2 | Neutral 3 | Agree 4 | Strongly Agree 5 |
| Nan has identity and beautiful attractions. | | | | | |
| Infrastructure and conveniences in Nan support tourism. | | | | | |
| Overall cost of travelling in Nan is worthy. | | | | | |

| Not invite other people | | | | | |
|--|------------------------|---------------|--------------|------------|---------------------|
| Reasons | Strongly Disagree 1 | Disagree 2 | Neutral 3 | Agree 4 | Strongly Agree 5 |
| Nan does not have identity and beautiful attractions. | | | | | |
| Infrastructure and conveniences in Nan do not support tourism. | | | | | |
| Overall cost of travelling in Nan is not worthy. | | | | | |

Findings

Respondents Profile *(reference available upon request)*

There were 301 valid questionnaires (81%). The sample contained most female respondents (66%). Respondents' age ranged from 14-80 years old, with an average of 35 years old. Most respondents (66%) qualified a bachelor's degree (or the same level). All respondents earned approximately 0-300,000 Baht as an income per month (0 means people who are housewife), with an average of 33,993 Baht. Most of respondents were single (71%) and were private employee (38%). Also, most Thai tourists travelling in Nan came from Bangkok (30%).

Tendency to revisit and intention to invite

A maximum value of tendency to revisit is 4 while the minimum value is 0. Value 4 means tourists who expect to revisit Nan within 1 year with a 100% (or almost) probability. This means that they are confident that the components of tourism in Nan match their desires.

On the other hand, value 0 means tourists who do not expect to revisit definitely (100%). The following main reasons are from their opinions in the negative part of questionnaire; first, they did not like to revisit because it possibly wastes time. Second, they thought that Nan is too far from their hometown. Generally, most values (16%) for "tendency to revisit" variable are "3". In addition, 225 respondents (74.75%) gave scores which are equal or higher than value 2. Referred to most tourists' decision on "revisiting", it concluded that most respondents tend to revisit in the near future with high probability because average value, 2.478, exceeds the half of 4 which is 2.

Considering "intention to invite" side, the results showed that almost respondents (98.67%) tend to invite other people to travel in Nan. A maximum score from evaluating 3 factors of tourism is 15, while a minimum score is -12 which is from tourist who does not want to invite other travellers. Full score in all 3 factors means that tourists have a good attitude towards overall factors of tourism in Nan. Also, they will invite other people to experience the same trip as them. Proceeding of most respondents, the result revealed that tourists have positive perspective on tourism structure in Nan as an average value, 12.246, exceeds the half of 15 which is 7.5.

Rank and Frequency

The three highest score of 10 preference factors were hospitality, identity, and attractions respectively. The first one explained that local people please tourists with their good attitude and courtesy, so a score was the highest at average of 4.395 from 5. The second rank, identity, showed that many tourists are delighted at cultural identity of Nan, so a score became 4.385. For the third rank with score 4.262, this interpreted that cultural and historical or natural attractions are valuable and charm for tourists. All ranks are shown in table 5.

Table 5: Satisfaction Score

| Rank | Factors | Average Score |
|------|--|---------------|
| 1 | Hospitality of local people | 4.395 |
| 2 | Identity of Nan | 4.385 |
| 3 | Cultural & historical or natural attractions | 4.262 |
| 4 | Province's atmosphere | 4.110 |
| 5 | Quality of attractions | 4.033 |
| 6 | Accommodations | 4.033 |
| 7 | Safety while travelling | 4.010 |
| 8 | Conveniences of tourism | 3.824 |
| 9 | Transportation into Nan | 3.804 |
| 10 | Overall cost | 3.660 |

Perversely, the lowest 3 factors were convenience, transportation, and cost. The eighth rank of preferences, convenience, pointed that there are concerns of facilities while travelling among attractions in Nan, especially traffic signs or guide signs. Most tourists who answered this factor were inconvenient from obscure guide signs. Transportation was a nearly last factor. Because several tourists were from far regional, it was possible that they were tired from transporting. Moreover, a landscape of Nan is covered by most mountains, so this directly affects travelling of tourists from hometown. The lowest score of all factors was cost (overview). This appeared that most tourists do not think the cost of travelling in Nan is inexpensive. Although there were some factors determined as weakness of tourism, all of average preference factors exceeded a value 3. This implied that most Thai tourists' preferences in Nan range between 3 and 5 score, which means that they feel "neutral" to "extremely satisfied" with components of tourism in Nan.

Another result was performed through his or her frequency of cognitive behavior in last 3 years. 2 characteristics exceeding a value 3 (often) comprised "country" and "far". Variable "country" with an average score of 3.07 means that most tourists prefer cultural or countryside attractions to attractions in urban zone. Similarly, several tourists liked to travel in the destination which is far from hometown due to its new atmosphere. Thus, it leads to the highest average score 3.13 of the variable "far". Although the average scores of other 5 behavior variables are less than 3, all of them exceed 2 (sometimes). As shown in table 6, this means that at least most tourists have performed these behaviors at the frequency between sometimes and often. Cognitive variables reveal how tourism behaviors in the past affect attitude towards Nan at present.

Table 6: Frequency of Behavior Factors

| Rank | Factors | Average Score |
|------|---|---------------|
| 1 | Travelling in a long distance from their hometown | 3.13 |
| 2 | Preferring cultural or countryside attractions to attractions in urban area | 3.07 |
| 3 | Travelling with few family or friend members | 2.99 |
| 4 | Considering temperature or climate towards destination | 2.97 |
| 5 | Preferring the sight of mountains to the sea | 2.84 |
| 6 | Avoiding mainstream provinces | 2.64 |
| 7 | Preferring travelling in long weekend to normal holiday or weekend | 2.40 |

Consistency between revisiting and independent factors

Considering 10 preference factors, 2 of them which significantly influence tendency to revisit are satisfaction in attractions and accommodations. A positive coefficient showed that these 2 factors support main hypothesis (**H1**). After analyzing with ordered logit (**Liao, 1994**), the regression results are shown in table 7.

Table 7: Regression results from model 1¹

| Independent Variables | Coefficients | Marginal Effects | Std. Error | z-statistic | Mean Dependent Var. | S.D. Dependent Var. |
|-----------------------|--------------|------------------|------------|-------------|--------------------------------|---------------------|
| Attractions | 0.522122** | .0463993** | 0.238381 | 2.1903 | 9.913621 | 3.860809 |
| Accommodations | 0.61437*** | .054597*** | 0.196652 | 3.1242 | | |
| Gender | -0.704416*** | -.0625991*** | 0.22732 | -3.0988 | | |
| Age | 0.0176737* | .0015706* | 0.00933282 | 1.8937 | | |
| N=301 | | | | | Pseudo R ² = 0.0447 | |

Besides its third rank from all preference factors, satisfaction in attractions significantly leads to tendency to revisit sooner with higher chance. This can be implied that if tourists are satisfied with 1 higher score of attractions, they will revisit in a shorter period of time along with

¹ *=0.1 significant level

**=0.05 significant level

***=0.01 significant level

higher probability of 0.046 points at 95% confidence level. The result of satisfaction in attractions confirms an important effect of attractions towards revisiting in the research question. Furthermore, satisfaction in accommodations affects tendency to revisit significantly. The consequence shows that if tourists are satisfied with 1 higher score of accommodations, they tend to revisit in a shorter period of time along with higher probability of approximately 0.055 points at 99% confidence level.

Gender and age also have significant effect on revisiting. Being male and higher age will encourage higher chance to revisit Nan earlier at 99% and 90% confidence level respectively. Being a male tourist increases a chance to revisit about 0.063 while an older person gives higher chance to revisit about 0.0016. Maybe, older people impress the style of travelling in Nan more than the younger. The reason is that many attractions in Nan support recreation of older people, especially middle-aged people. Moreover, men have more tendencies to revisit than women as inconveniences from transportation and travelling among attractions do not affect men so much as women feel. However, there are not any behavior factors that significantly influence tendency to revisit. Thus, **H2** is not supported.

Intention to invite as an adjusted factor

Occasionally, concept for analyzing attitude of tourists is WOM or word of mouth which is changed to “intention to invite” in this study. This variable is filled because it makes dependent variable more subjective which is easy to understand. The instrument used to estimate intention to invite is different from main model (1). Ordinary least square (OLS) is selected since the dependent variable is positive and negative integer. The findings from regression give us a diverse way compared to the main model. Table 8 expresses the role of cognitive variables. It shows tourists’ behaviors in the last few years influencing attitude score and intention to invite which are mountain and temperature factors.

Table 8: Regression results from model 2

| b. Regression Results from Model 2 | | | | | |
|------------------------------------|--------------|------------|-------------|------------------------------------|---------------------|
| Independent Variables | Coefficients | Std. Error | t-statistic | Mean Dependent Var. | S.D. Dependent Var. |
| Mountain | -0.343852* | 0.197568 | -1.7404 | 11.96678 | 2.909563 |
| Temperature | 0.339163* | 0.187899 | 1.8050 | | |
| Attractions | 1.54252*** | 0.315443 | 4.8900 | | |
| Convenience | 0.644671** | 0.250414 | 2.5744 | | |
| N=301 | | | | Adjusted R ² = 0.347862 | |

A result from variable “mountain” is contradictory to H4 as it shows a negative coefficient. It implies that tourists who travel on mountain frequently compared to sea will invite other people with lower 0.344 score of overview factor significantly at 90% confidence level. In contrast, another important cognitive variable which supports H4 is temperature factor. This variable signifies that tourists who consider temperature or atmosphere before travelling frequently will invite other people and grade higher score about 0.339 significantly at 90% confidence level.

Satisfaction in attractions also influences intention to invite significantly. It indicates that if tourists are satisfied with 1 higher score of attractions, they tend to invite others with a 1.543 higher score at 99% confidence level. As seen on both result tables, satisfaction in attractions significantly affects tendency to revisit and intention to invite. This means that 3 types of attractions which are cultural, historical, and natural are the key factors that appeal tourists coming to Nan revisit and invite others. The last factor influencing intention to invite and tourism score is satisfaction in conveniences. The result confirms that if tourists are satisfied with 1 higher score of conveniences, they will invite others with a higher score about 0.645 at 95% confidence level. From the significant results of satisfaction in attractions and conveniences, this shows that H3 is supported too. Although satisfaction in conveniences cannot support an issue from the research question, this factor significantly explains how it affects intention to invite.

Discussions

As shown in a context of consistency between tendency to revisit, intention to invite, and preference factors, satisfaction in attractions is the most important factor that will lead to expected revisiting among tourists. Also, it will enhance tourists to invite others to visit Nan. The result was supported by studies of Ruangkanjanes & Thiumsak (2016) and Stylos, Vassiliadis, Bellou, & Andronikidis (2016) which concluded that destination image has an important effect on intention to revisit. Moreover, this supported the idea from the study of Liu, Lin, & Wang (2012) which can be summarized as follows: - Marketing personnel should focus on attractions' image for motivating first-time visitors.

The reason of this relation is that many attractions in Nan have interesting historical background because the north basin of province covers with Laotian culture whereas the south basin, especially urban zone, has Lanna culture (Wallipodom, 2017). Similarly, Nan has beautiful and serenity natural attractions such as *Wat Phuket*, where tourists can take a picture with scenery of *Doi Phu Kha* (Phu Kha Mountain). Another factor that has key effect on revisiting is satisfaction in accommodations. This was confirmed by Radojevic, Stanisic, Stanic, & Davidson (2018) who emphasized a role of hotel services by levels. They showed that star classification of hotel services mostly affects satisfaction of tourists in leisure trip.

Although satisfaction in conveniences may not be an important factor for tendency to revisit, it persuaded tourists to invite other people to travel in Nan. The reason that tourists did not focus on this factor as a key factor to make them revisit came from some concerns occurring while travelling between attractions in the province. However, there are some good sides since food stores, activities and well- connected roads can be easily found in some attractions. A summary can be explained by a case from Yan, Zhou, & Wu (2018) who indicated that restaurants and transport significantly influence many platforms of electronic word of mouth (eWOM). Satisfaction in conveniences was judged to be one of the lowest satisfaction score of tourism components referred to its rank despite the fact that it was statistically significant in explaining intention to invite. It was defined as a positive factor when tourists focused on an overview structure, but it revealed many problems when they considered specific points. Thus, conveniences factor may enhance intention to invite, but it cannot influence tendency to revisit Nan among Thai tourists.

The behavior factors of tourists in the past that significantly predict intention to invite in the future are mountain travel and consideration of temperature. However, a negative sign shown in the result of mountain travel factor means that most tourists seldom do mountain travel. In other words, it is feasible that tourists coming to Nan do not prefer mountain travel. Perhaps, they like to experience beautiful natural scenery rather than travel on the mountain. In contrast, consideration of temperature gives a positive coefficient. This can be implied that most tourists coming to Nan are people who concentrate on atmosphere or temperature. This is because Nan locates in the north which is influenced by proper weather due to its latitude location. The results from both behavior factors harmonized with a study from Zatori, Smith, & Puczko (2018) focusing on a role of experience predicting tourists' memorability which found that experience involvement directly affects perceived authenticity and memorability.

Recommendations

The most important thing shown from the results, government sectors should improve the bottom 3 components of tourism including conveniences while travelling, transportation into Nan, and overall cost. Conveniences should be improved by expanding information services, adding more guide posts, and repairing some roads among attractions, likewise, the process of repair and construction of roads or lanes into Nan should not be prolonged. Providing more information services can specifically support tourists frequently travelling far away from their hometown who are the most proportions of respondents. Maybe improving conveniences will urge satisfaction of

tourists and change their decision from inviting to revisiting based on considering this factor. Moreover, government should provide more efficient shuttles at the airport or transport station to facilitate old and middle-age people. Obtaining for high-quality shuttles will increase tendency to revisit of female tourists; in other words, this will reduce the gap of tendency to revisit between female and male tourists.

Meanwhile, cost of some local souvenirs should be controlled to an acceptable range of price as many tourists complained this concern with the authors. According to an important role of attractions factor, government should concentrate on clean environment and more toilets to impress tourists, especially those who love countryside attractions. In the long run, accommodations of local community should be supported by both government and private sectors in order to create various choices for tourists seeking for resorts or homestays. To put in another way, they should sustain and preserve attractions and accommodations because these are the key factors that raise the tendency to revisit Nan of Thai tourists. Finally, we can see that most tourists coming to Nan rarely travel on mountains; thus, developing natural attractions on the plains may appeal to these tourists and it also suits tourists who often consider temperature of destination even in the low season of tourism.

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Enhancing Thai speaking proficiency of Chinese learners majoring in Hospitality Management by Using Colourful Lexical Chunks

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Abstract

This study evaluates the effectiveness of the use of colourful lexical chunks on improving students' speaking proficiency in Thai. Participants of this research were 30 Chinese students majoring in Hospitality Management at Yunnan College of Foreign Affairs & Foreign Language in academic year 2017. These 30 students could improve their Thai speaking proficiency after using colourful lexical chunks in Speaking for Hospitality course. Their average score in speaking tests was higher post-treatment compared with that at the start of the course; their overall Thai speech production also improved according to a number of oral fluency predictors and to the judgement of three native speakers.

Keywords: Lexical Chunks, oral fluency, spoken language, speaking proficiency

1. Background

In Thai speaking courses designed to help second language (L2) students in their country of origin improve their Thai speaking proficiency, normally teaching necessary vocabularies as a word list has typically been taught through the techniques of pronunciation of words with citation form, word dictation and listening discrimination exercises using minimal pairs. Such techniques have not proven to be successful in equipping L2 students of Thai to deal effectively with their Thai speaking proficiency for their real hospitality careers

The objectives of using colourful lexical chunks in the Thai Speaking for Hospitality Course were to help Mandarin L1 students develop the L2 Thai speaking proficiency that would enable them to cope with their work.

2. Literatures

2.1 Focusing on Lexical Chunks

Pawley and Syder (1983) state that native speakers can produce long strings of speech which exceed their capacity for encoding and decoding speech. Native-speakers also can say sentences without hesitation. Lewis (1997:15) also points out that "fluency is based on the acquisition of a large store of fixed and semi-fixed prefabricated items". To reinforce L2 students' speaking performance become as native like fluency, teaching lexical chunks might be essential since lexical chunks can help L2 students "link units of language with facility" (Pawley and Syder, 1983:191).

In fact many different terms of lexical chunks have been used such as sentence stems by Pawley & Syder (1983), lexical phrases by Nattinger & DeCarrico (1992), chunks by Ellis, 1996, multiword items by Nation, (2013), and formulaic sequences by Wray (2002). In this study, lexical chunks are used.

Becker (1975) defines lexical chunks as a particular multiword phenomenon. The lexical chunks normally are presented in the form of formulaic fixed and semi-fixed chunks. They are varied in length and each is associated with a particular discourse function (Nattinger and DeCarrico, 1992). The lexical chunks tend to express pragmatic meaning rather than referential meaning. They have not only syntactic structure, but also functional meanings, such as greeting, refusing, accepting and so on (Lewis, 1993).

Speaking proficiency has been regarded as an evidence of communicative competence. The communicative competence is a highly complex ability since it includes “grammatical accuracy, intelligibility and acceptability, contextual appropriateness and fluency” (Nyyssonen, 1999: 160). To enhance L2 language learners’ communicative competence, it is better to raise students’ awareness of different kinds of chunks and pull out their difference to different situations (Lewis, 2002).

2.2 Retain lexical chunks with colours as visual aids

Visual aids can assist L2 students’ vocabulary acquisition (Sagarra & Alba, 2006; Shapiro & Walters, 2005; Avila & Sadoski, 1996). As one tool of visual aids, the use of colours for teaching vocabularies and expressions can lead language learners’ visual thinking since colours can capture and direct attention (Williams, 1996). Using colours can help language learners recall and retain information (Solso, MacLin, & MacLin, 1995).

Besides, according to the ‘Less is More’ hypothesis (Newport, 1990 cited in Jusczyk, 1998), L2 adults learners do not learn language as well as L2 younger learners do since too many kind of information in both L1 and L2 are competing for memory and attention. As a result, the L2 adult learners make selecting the relevant units in the speech input difficult. To assist L2 adult learners work out the mapping relations easier, highlighting the relevant units in the speech input might be required. That is to say the use of colour in lexical chunks can be regarded as one of both visual aids and highlighting tools.

3. Methods

3.1 Classroom procedure for Thai Speaking for Hospitality course

This course is designed to further enhance Hospitality students to develop their Thai speaking proficiency and enhance their speaking ability to deliver their best oral communications skills in a formal and informal setting in relation to customer services after their graduation. To this end, there are 2 phases used in the course: warming up and consolidation phases. Pronunciation session was used as the warming up phase. In this phase, colourful lexical chunks in term of hospitality fields were employed as pronunciation practices. Each pronunciation session was conducted around 30 minutes of every lesson. The lexical chunks employed in pronunciation practice used highlighting with multiple colours with 2 following purposes:

- Indicating ‘part of speech’ within chunks.
- Indicating boundaries

Samples of the use of lexical chunks

tôn-ka:n hôŋ tian-diaw rū: tian-khû: khá

ต้องการห้องเตียงเดี่ยว หรือเตียงคู่คะ

(Would you like a single bed or twin bed?)

khun tɔŋ-ka:n rót paj ráp thí: sa-nă:m-bin mǎj khá

thâ tɔŋ- ka:n di-chán ca cə:ŋ hâj khá

คุณต้องการรถไปรับที่สนามบินไหมคะ ถ้าต้องการดิฉันจะจองให้ค่ะ

(Would you like us to arrange an airport pick up?

If you do, we will make a booking for you.)

In the consolidation phase, role play activities were used in order to reinforce Chinese students' improvement on both pronunciation and oral skills. In this phase, the teacher provided students with a script which the students needed to memorise, rehearse and perform. While rehearsing, students were encouraged to incorporate practices using lexical chunk they learnt in the warming up phase. The teacher meanwhile walks around the classroom helping individuals.

3.2 Researching the impact of colourful lexical chunks

In order to investigate the impact of colourful lexical chunks in Thai Speaking for Hospitality course, an experimental group of 30 students followed the course over 10 weeks with 2 hours of classes per week. The experiment had been conducted in semester 2 in academic year 2017.

3.3 Subjects in the study

The subjects consisted of a voluntary group of 30 Chinese students. All participants were full-time undergraduate Chinese students in academic year 2017. They all had been studying Thai language as a second language in Hospitality Management at Yunnan College of Foreign Affairs & Foreign Language, PRC. The participants ranged from 20 to 23 years old. These students had been studying Thai in China for one year and a half or about 80 hours. Quantitative data were collected. Quantitative data collected consisted of speaking performances in the form of spontaneous speech.

3.4 Measures of speaking performance

The experiment on speaking proficiency involved only the experimental group due to institutional and time constraint. Spoken conversations from an oral pre and post- tests were collected before and after the treatment. Students were not allowed to read from a script. Therefore, the oral performances were performed totally from memory.

The tasks in the pre and post- tests were a 4 minute spoken conversation including 1 minute preparation time. In other words, Chinese students were provided with 1 minute for preparation and 3 minutes for speech delivery. Students were assigned a situation by drawing lots. The situations were about hospitality terms such as 'room reservation on phone', 'hotel check in', and so on. The pre-test was conducted once in the first week of the Thai Speaking for Hospitality course.

The post-test was also a 4 minute- spoken conversation which included 1 minute preparation time. To allow test takers to demonstrate their ability to use language effectively after the treatment, the topic in the test should be more complicate situation and more challenging (Taylor, 2001). Situations of the post-test, therefore, were about hospitality terms as well such as 'tourist service, 'complaint handling', and so on. These situations were likely to allow Chinese students to produce language at the appropriate level and of the required length.

3.5 Speaking marking

The spontaneous speaking performances were rated by three Thai native speakers. Each marker was trained to use a specially prepared rating scale based on the criteria of accentedness, comprehensibility and intelligibility. These three dimensions have been defined by Derwing and Munro (1997). The markers rated these three dimensions on a 1-9 point scale with '1' indicating 'very unlike a native speaker', 'not easy to understand at all' and 'not intelligible at all', and '9' indicating 'like a native speaker', 'very easy to understand' and 'highly intelligible'. The descriptions of each scale were adapted from the International English Language Testing System (IELTS), Chulalongkorn University's Thai Language Testing for Foreign Language Learners (CUTFL). The markers did not know the identity of the speakers nor whether the recording was recorded at pre-test or post-test

3.6 Speech Fluency

According to Kormos and Dénes (2004), one component of speaking proficiency, is commonly used as a criterion on speaking assessment. In this study, fluency was measured by scoring five features: the number of long sentences (LS), the speech rate (SP), the mean length of run (MLR), the phonation time ratio (PR), and the number of pauses (NP). These five variables were adopted from Grosjean's (1980) taxonomy Operational definitions are presented in Table 1. These five predictors were manually calculated using acoustic analysis with the PRAAT program.

Table 1: Operational definitions of the five fluency variables

| Feature | Definition |
|------------------------------------|--|
| Long sentences | Number of sentences longer than 8 syllables |
| Rate of speech | Number of phonemes/ per minute in duration of speech including utterance-internal silences |
| Phonation/time ratio | % duration of speech including utterance-internal silences |
| Mean length of runs (MLR_) | Mean number of phonemes between silent pauses |
| Number of silent pauses per minute | Number of silent pauses |

4. Findings

4.1 Speaking Marking

Speaking rating (by 3 human markers) from the pre-test and post-test of the experimental group were statistically analysed. Paired samples t-test was employed to compare the mean scores of the pre and post- tests. An inter-rater coefficient was calculated by Cronbach Alpha reliability test. The inter-rater reliability rating in the pre-test was 0.99 and in the post-test was 0.97. A reliability coefficient of .70 or higher was considered as acceptable (Traub, 1994).

Table 2: Comparison of pre and post speaking tests' scores of the experimental group using paired sample t-test

| | | N | Mean | SD | Sig. (2 tailed)** |
|--------------------|---------------------|----|------|------|-------------------|
| Experimental group | Pretest (speaking) | 30 | 2.85 | 1.20 | .000 |
| | Posttest (speaking) | 30 | 4.34 | .71 | |

**Significance level at $p < 0.01$ (2-tailed)

There was a significant difference between the average speaking rating in the pre-test and post-test of the experimental group. The pre-test was $M = 2.85$ and $SD = 1.20$. The post-test was $M = 4.34$ and $SD = 0.71$. The findings also showed that there was a significant difference between the pre-test and the post-test with $p\text{-value} = 0.000 < 0.01$.

4.2 Speech Fluency

Table 3: Comparison of Pre-test and Post-test 2 scores on five fluency measures

| Feature | Pre-test | | Post-test | | Sig (2-tailed)** |
|----------------------|----------|-----------|-----------|-----------|------------------|
| | <i>M</i> | <i>SD</i> | <i>M</i> | <i>SD</i> | |
| No. Long sentences | 6.24 | 11.31 | 37.57 | 23.4 | .000 |
| Speech rate (SR) | 39.44 | 28.19 | 68.47 | 26.09 | .000 |
| MLR | 2.39 | 1.60 | 4.19 | .99 | .000 |
| Phonation time ratio | 36.96 | 24.24 | 65.60 | 8.33 | .000 |
| No. silent pauses | 10.89 | 8.90 | 17.02 | 5.50 | .012 |

**Significance level at $p < 0.01$ (2-tailed).

As shown in Table 3, the mean of long sentences produced in the pre-test was 6.24, and the standard deviation was 11.31. On the other hand, that of in the post-test was 37.57, and the standard deviation was 23.40. The mean score of the post-test was significantly higher than that of the pre-test with $p = 0.000$ ($p < 0.01$). This means the mean number of long sentences of post-test showed a statistically significant improvement after the treatment.

The average speech rate (SR) produced by the experimental group in the pre-test was 39.44. Its standard deviation (SD) was 28.19. The average SR in post-test increased to 68.47. Its standard deviation was 26.09. It can be interpreted that the students in the experimental group used both more syllables for their utterances and short time for pauses after the treatment. The average SR in the post-test was statistically significantly higher than that of in the pre-test with $p = 0.000$ ($p < 0.01$).

As can be seen in Table 3, mean length of run (MLR) produced by the experimental group in the pre-test was 2.39 while that of in the post-test was 4.19. The standard deviation (SD) in the pre-test was 1.60, but that of in the post-test was .99. MLR in the post-test was statistically significantly higher than that of the pre-test with $p = 0.000$ ($p < 0.01$).

As shown in Table 3, descriptive statistics of phonation time ratio (PR) presents the means and standard deviation. The mean in the pre-test was 36.96 percent of the total response time speaking. That of in the post-test increased to 65.60 percent. PR in the post-test was statistically significantly higher than that of the pre-test with $p = 0.000$ ($p < 0.01$). This means PR of the post-test in the spontaneous speaking tests showed a statistically significant improvement after the treatment. It indicates that the experimental group performed better in their speech production after the intervention. The standard deviation of phonation time ratio in the post-test was much smaller than that of the pre-test. The standard deviation decreased remarkably from 24.24 to 8.33. This result indicated that the experimental group became not only more fluent but more homogeneous in achievement after the treatment.

The number of pauses per minute produced by the experimental group in the pre-test was 10.89. That of in post-test did not decrease but did increase to 17.02. Its standard deviation decreased remarkably from 8.90 to 5.50. It indicated that the experimental group was becoming not only more efficient but more homogeneous in achievement after the treatment. The average number of pauses in the post-test was not statistically significantly lower than that of the pre-test with $p = .012$ ($p > 0.01$).

Mean of number of long sentences in the post-test was 6.24 while that of in the pre-test was 37.57. There was 6-time difference before and after the intervention. Syntactic complexity in L2's utterance is one indicator on fluency (Bygate, 2001). According to Grosjean and Deschamps (1975), the more complexity in sentence structures the greater the number of pauses. The average number of pauses of the post-test, therefore, was not statistically significantly lower than that of the pre-test. This result might indicate that the Chinese students could speak Thai more fluently after the treatment with more syntactic complexity in their speech production.

5. Discussions

This Thai Speaking for Hospitality course applying colourful lexical chunks was conducted for 20 hours within 10 weeks. The group of 30 Chinese students was the experimental group. To investigate the effectiveness of colourful lexical chunks on speaking improvement, the spontaneous conversation tests were conducted. This speaking test was administered twice: the pre-test in week 1 of the semester, and the post-test in week 10.

Our main focus in this study was on whether there would be an improvement after the course. As measured on the speaking marking, the results do show significant improvement from pre-test to post-tests,

Compared to data collected before the treatment, after the treatment, the students in the experimental group demonstrated better quality speech even though the task in the post-test was much harder than in the pre-test. This was measured through increases in long sentences (LS), speech rate (SR), phonation time ratio (PR), and mean length of runs (MLR). After the treatment, Chinese students in the experimental group demonstrated increases in LS, SR, PR, and MLR. With the 6-time increase in number of long sentences used by Chinese students in the post-test, the number of pauses in the post-test increased due to significant grammatical locations. With this awareness, Chinese students made pauses within their speech production in order to indicate a syntactic boundary.

Such changes in these fluency factors indicate that, despite the increased difficulty of the task in the post-test, the quantity and the quality of their speech has improved dramatically.

According to Schmidt (1992), to become a fluency speaker, one has to be able to produce long strings of speech which exceed their capacity for encoding and decoding speech. Moreover, the highlighting with colours certainly created very strong memory traces in the students. In other words, using colourful lexical chunks seemed to have helped with L2 students' vocabulary retention; developed in them the ability to chunk words and have better memory of what they heard. Their chunking ability seemed to have facilitated L2 learners' both encoding and decoding ability. Furthermore, L2 students applied lexical chunks they learnt as a learning strategy. They input the lexical chunk, adopted them for use and later segmented and analysed them, then easily stored them in their long term memory. Consequently, Chinese students in the course could quickly pull out their memorized chunks in long term memory to produce long strings of speech.

6. Recommendation

It would have been useful to investigate the further impact of the use of colourful lexical chunks in pronunciation training on students' oral skills over a longer period of time. A longitudinal examination of these students' progress would yield information on whether the effects of pronunciation instruction stood the test of time.

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Comparative Assessment of Beach Destination Satisfaction Between Free Independent Tourists and Group Package Tourists

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Abstract

This research paper aims to offer a comparative assessment of satisfaction levels between two groups of tourists, namely free independent tourists (FIT) and group package tourists, on holiday in Phuket. The data for this paper was collected utilizing a personally administered survey at Phuket International Airport during a three-week period. The results of the survey revealed that male respondents were mostly FIT while female respondents mostly preferred package tours when vacationing in Phuket. Apart from gender, there were differences in preference between Australian and Thai tourists who mostly preferred to travel as FIT while Chinese and Russian tourists, who are the two largest groups of tourists in Phuket, preferred package tours while staying in Phuket. Also, FIT were mostly younger than 35 years of age while those who chose package tours were largely older than 55 years. In addition, most FIT had previously visited Phuket whereas the majority of package tourists had no prior experience visiting Phuket. The findings of the survey also suggest that tourists on package tours were overall more satisfied with their holiday in Phuket. The results of this survey can provide researchers and businesses with insights into the demographics and satisfaction levels of both FIT and package tour participants, and serve as a guideline for designing and pricing tourist services.

Key words: Destination satisfaction, destination loyalty, Chinese tourists, Australian tourists, independent tourists, package tour tourists, Phuket tourism

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Introduction

Tourism is the major economic contributor to Phuket's economy. Tourism has dominated the island's economy for at least the past two decades. Millions of visitors arrive annually to enjoy Phuket's natural beauty and amenities. Free independent tourists (FIT) and package tour tourists are the two main groups of tourists visiting Phuket on their holidays. For 2017, Phuket International Airport posted an all-time high of 8.4 million incoming passengers, growing 11.3% over the previous year (C9 Hotelworks, 2018). Chinese, Russian and Australian tourists were the top three largest groups of passengers and accounted for 38.34% of the grand total in 2017 (Air Traffic Report, 2017).

Tourist satisfaction and loyalty are widely known as critical factors in the tourism industry. However, specific segments of tourists have different behaviors, preferences, cultural nuances and perceptions. Thus, although data collected from general tourists in a given destination are useful, they may not provide the granular detail necessary for destination planners and marketers.

Competition for attracting tourists is growing and intensifying. Today tourists are presented with numerous attractive destinations for their holiday choice. It is becoming increasingly essential for destination cities and regions to continually evaluate their competitiveness. The aim of this research paper is to have a better understanding of the demographics of the FIT and package tour groups and to offer a comparative evaluation of satisfaction levels between these two major groups. The results can be utilized to better serve and enhance the experience of these important groups in Phuket.

Literature review

Tourist Satisfaction

As stated in Pizam (1978) tourist satisfaction not only referred to tourists' experience in tourist destinations, but rather a reflection of whether the tourist was satisfied with the treatment he or she received in the tourist destination. Tourist satisfaction was the outcome of comparison between tourists' expectation and real cognition; beach, opportunity, cost, hospitality, catering service, accommodation, environment, and commercial atmosphere were the eight-factor that impacted tourist satisfaction of seashore tourism.

Satisfaction is considered an influential factor in determining business success, as past literature has linked its influence to customer loyalty and future intentions (Altunel & Erkut, 2015). Tourist satisfaction occurs when actual experiences exceed the tourist's expectations resulting in a definite feeling of pleasure, while dissatisfaction would occur when experiences fail to meet their expectations resulting in a feeling of displeasure (Churchill & Surprenant, 1982; Reisinger & Turner, 2003). In the tourism context, tourist destinations are unique in features and comprise a variety of tourism products. Consequently, tourists usually evaluate a single destination by combining their experiences and form feelings in response to multiple products. Hence, tourist satisfaction is the aggregate emotional state of tourist experiences toward a destination, in comparison to their prior expectations (Altunel & Erkut, 2015).

Free Independent Tourists and Package Tourists

Group package tourists and FIT were proved to be significantly different. Compared with FIT respondents, group package tourists traveled with more companions, traveled to more destinations, had slightly less travel experience, spent more on shopping, and mostly purchased their package from a travel agent (IO Man U, 2007).

According to (Jill, N, & Paige, S. 2010) a cognitive age younger than 55 chose to take part in more dynamic open-air travel exercises than those with a cognitive age of 55 and older. The cognitive age may be a valuable marketing division approach for the tourism industry.

There's a critical relationship between age and reasons to take an interest in package tours. Motivation associated with individual safety arise as a primary reason for people over 65 and is less relevant for those under 26 for whom the major advantage is making companions. The other motives given by the experienced tourists were "getting the most of the journey" and "not having to worry about planning and organization of the trip" (Quiroga's,1990).

The main reasons to travel with package tours given by the oldest group were "personal safety" (92%), "lack of worry with the organization of the trip" (86%), "travel with other people" (71%), and "to make friends" (65%). Surprisingly, the, three main important reasons for the senior travelers were the same for the younger group, that is, "personal safety" (81%), "lack of worry" (79%) and

“travel with other people” (56%). In Quiroga (1990) study personal safety was a reason featuring the oldest group and making friends was, on the other hand, the primary reason characterizing the youngest group.

Methodology

The data analyzed in this paper were obtained from the Phuket Tourist Experience Index research by the Faculty of Hospitality and Tourism, Prince of Songkla University. A personally administered survey at Phuket International Airport during a three-week period between December 2016 and January 2017 was implemented in order to collect the data. In order to ensure that participants would have sufficient holiday experience to reflect their satisfaction, only tourists who were 18 years of age or older, came for holiday purposes and stayed in Phuket for at least two nights were invited to participate in the study. The survey was conducted at departure areas of the airport where tourists were waiting to board the planes.

Although the respondents were sampled conveniently, care was taken to reduce sampling bias. For examples, only one respondent from the same family or group was invited to participate. In addition, the data collectors were instructed to include all key nationalities of tourists in Phuket such as Chinese, Russian, Australian, Thai, and other various nationalities. Around 2,000 tourists participated in the survey. After screening out unusable questionnaires due to incomplete answers, 1,944 usable questionnaires were included in the analysis. The sample was comprised of 63.10% first time visitors to Phuket. More than half of the respondents were less than 35 years of age. The sample included many nationalities of tourists but the four key nationalities were Chinese, Russian, Australian and Thai. 1,289 (66.3%) indicated that they visited Phuket by themselves as free independent travelers, and the rest visited Phuket in some form of package tour.

Key parts of the questionnaire used in this study were on demographic related questions and another part asked about levels of satisfaction. The same set of 28 satisfaction questions reported in Promsivapallop and Jarumaneerat (2018) was used for analysis in this paper. In addition, two questions measuring destination loyalty including willingness to revisit Phuket and willingness to recommend Phuket to others were used as proxies for destination loyalty. The Cronbach's alpha value of 0.804 was obtained for this measure and thus the two items were combined to derive the destination loyalty variable. These satisfaction and loyalty questions were on a five point Likert scale.

Results

The first part of data analysis involved a series of Chi-Square tests to compare FIT and package tourists on a number of demographic factors, illustrated in Table 1. The first test sought to find whether there were any differences in the travel arrangement in terms of gender. Differences between FIT and package tourist in their gender were confirmed ($\chi^2 = 7.57, p = 0.01$). It was clear that a greater proportion of males reported as FIT while more females reported using tour packages for their trip arrangement.

The second Chi-Square test compares FIT and package tourists on their nationalities with statistically significant differences confirmed ($\chi^2 = 336.56, p = 0.00$). The FIT group was reported to be dominated by Australian, Thai, other Asians and other Westerners. The opposite was true for package tourists which were proportionally dominated by Chinese and Russian tourists.

In terms of previous experience, the Chi-Square test result confirmed differences existed in previous visit experience between FIT and package tourists ($\chi^2 = 35.09$, $p = 0.00$). There was a pattern to suggest that FIT was dominated by tourists who had previous visit experience and the majority of package tourists had never visited Phuket before.

The last Chi-Square test compared FIT and package tourists in terms of their age groups. As reported in Table 4, the test was reportedly statistically significant ($\chi^2 = 51.18$, $p = 0.00$). While the FIT tourists were dominated by tourists from the younger age group, package tourists were comprised more of older tourists particularly the 55 years or older group.

Table 1 Chi-square test results comparing FIT and package tourists in their demographic factors

| Factor | FIT (n = 1,291) | Package Tour (n = 655) | χ^2 | <i>p</i> |
|--|----------------------------|-----------------------------------|----------------------------|-----------------|
| Gender | | | 7.57 | 0.01 |
| Female | 49.9% | 56.0% | | |
| Male | 50.1% | 44.0% | | |
| Total | | | | |
| Nationality | | | 336.56 | 0.00 |
| Chinese | 20.1% | 31.4% | | |
| Australian | 21.5% | 10.6% | | |
| Russian | 32.0% | 35.1% | | |
| Thai | 19.8% | 3.4% | | |
| Other Asians | 10.6% | 9.3% | | |
| Other Westerners | 19.8% | 10.3% | | |
| Total | | | | |
| Previous visit experience to Phuket | | | 35.09 | 0.00 |
| Yes | 56.4% | 76.3% | | |
| No | 43.6% | 23.7% | | |
| Total | | | | |
| Age | | | 51.18 | 0.00 |
| <35 | 65.1% | 49.2% | | |
| 35 - 54 | 29.8% | 40.4% | | |
| 55 and > | 5.1% | 10.4% | | |

The second part of data analysis compared satisfaction between FIT and package tourists in all destination attributes as well as their destination loyalty using a series of independent sample t-tests. The results, reported in Table 2, confirmed differences in satisfaction in the majority of attributes between the two groups of tourists under study ($p < 0.05$). However, seven attributes in connection

with food, accommodation, and nightlife activities were reportedly without any statistically significant results, showing no statistical differences between the two groups of tourists ($p < 0.05$).

Another key finding obtained from the t-tests is that within all confirmed differences, FIT consistently scored lower mean values than package tourists in all aspects of their satisfaction and loyalty. This observation suggests that tourists on package tours were more satisfied with their holiday and more loyal to Phuket as a destination than FIT tourists.

Table 2 T-test results comparing satisfaction between FIT and package tourists

| Factor | Mean | | t-test | |
|--|------|----------------------|----------|----------|
| | FIT | Pack- age tour | <i>t</i> | <i>p</i> |
| Attractiveness of beaches | 4.13 | 4.28 | -3.52 | 0.00 |
| Cleanliness of beaches and sea | 3.80 | 4.02 | -4.66 | 0.00 |
| Availability of space on beaches | 3.86 | 4.10 | -5.47 | 0.00 |
| Facilities provided on beaches | 3.69 | 3.85 | -3.64 | 0.00 |
| Variety of tourist attractions | 3.91 | 4.07 | -3.77 | 0.00 |
| Friendliness of local people | 4.17 | 4.41 | -5.78 | 0.00 |
| Temples and cultural attractions | 3.92 | 4.17 | -5.87 | 0.00 |
| Local architecture and heritage sites | 3.80 | 3.98 | -4.01 | 0.00 |
| Opportunity to try local food | 4.15 | 4.18 | -0.57 | 0.57 |
| Variety of local food | 4.05 | 4.07 | -0.42 | 0.67 |
| Taste of local food | 4.09 | 4.05 | 0.80 | 0.42 |
| Availability of fresh seafood | 3.96 | 4.11 | -3.25 | 0.00 |
| Prices of food and beverages | 3.67 | 3.84 | -3.39 | 0.00 |
| Hygiene of food | 3.74 | 3.79 | -1.08 | 0.28 |
| Availability of shopping facilities | 3.84 | 3.92 | -1.80 | 0.07 |
| Variety of souvenir | 3.65 | 3.96 | -6.81 | 0.00 |
| Attitude of local drivers | 3.70 | 4.09 | -7.76 | 0.00 |
| Safety of traffic | 3.42 | 3.61 | -3.45 | 0.00 |
| Sign posting to tourist attractions | 3.68 | 3.86 | -4.03 | 0.00 |
| Availability of touring services to nearby tourist attractions | 3.81 | 3.97 | -3.87 | 0.00 |
| Variety of leisure activities | 3.90 | 4.03 | -3.19 | 0.00 |
| Availability of nightlife and entertainment activities | 3.96 | 3.95 | 0.26 | 0.80 |
| Availability of facilities for children | 3.63 | 3.73 | -1.94 | 0.05 |

| | | | | |
|--|------|------|-------|------|
| Variety of accommodation | 4.10 | 4.11 | -0.29 | 0.78 |
| Quality of accommodation | 4.12 | 4.12 | 0.04 | 0.97 |
| Overall value for money of the trip | 3.97 | 4.09 | -2.95 | 0.00 |
| Overall safety and security while travelling | 4.05 | 4.22 | -4.60 | 0.00 |
| Overall cleanliness of the destination | 3.79 | 4.03 | -5.75 | 0.00 |
| Loyalty | 4.02 | 4.15 | -3.40 | 0.00 |

Discussion

According to Sasitorn (2015), Chinese tourists have shifted away from mostly package tours to become free independent tourists by using advanced technology in searching for destination information. Korawan (2013), also found that the majority of Chinese tourists in Thailand will significantly shift to become FIT since the new generation of Chinese tourists are increasingly more familiar with information technology. However, Choibamrung (2017) found that Chinese tourists who had more money still prefer to have their trip arranged for them while staying in Phuket.

According to (Promsivapallop & Jarumaneerat, 2018) the independent Chinese tourists had less travel experience in Thailand than the independent Australian tourists. The Export-Import Bank of Thailand (2013) also stated that choosing a tour package was related to and depended on the number of previous visits to Thailand. Those who were first time travelers preferred using tour packages because of language barriers and other potential problems while traveling.

There should be further research conducted to examine the increasing trend in greater FIT tourists in order to adjust the tourism strategies and plan for future Thai tourism.

Conclusion

The analysis comparing FIT and package tourists in terms of demographic factors showed that there were differences between the FIT tourists, who were mostly male and the female tourists, who preferred package tours while traveling in Phuket.

The results revealed a significant age difference between the two tourist groups. The FIT tourists were mostly (72.3%) less than 35 years old while the tourists who were 55 and above mostly chose package tours while traveling in Phuket.

There was also a major distinction in terms of nationality with regards to FIT and package tourists. Whereas most of the Australian and Thai tourists were FIT, in contrast, the Chinese and Russian tourists reported using package tours.

Prior travel experience to Phuket was shown to be a significant factor between FIT and package tourists. FIT was dominated by tourists who had previous experience visiting Phuket while the majority of package tourists had never visited Phuket before.

There were similarities in terms of satisfaction while traveling in Phuket. Both FIT and package tourists were mostly satisfied with friendliness of local people and attractiveness of beaches. However, FIT were satisfied with the opportunity to try local food while package tourists felt satisfied with overall safety and security while traveling.

Limitation

There were some limitations to this study and thus they must be taken into account when drawing conclusions. First, due to practical concerns, convenience sampling and not probability sampling was utilized as the study method in this survey. As a consequence, the results may not be fully generalized to the overall FIT and package tour markets. Second, the survey was conducted over a three-week period during the tourist high season in Phuket (December 2016 – January 2017). Further research may be required to establish if there are differences between high season and low season tourists.

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Assessment of Important Destination Attributes for Female Tourists Travelling to Island Destinations: A Case Study of Phuket, Thailand

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Abstract

Female tourist market is one of lucrative and important forces that drives this industry in a rapid growth. It is now widely recognized that more female tourists are travelling and they do control a substantial amount of tourism spending, which creates considerable economic impacts to visited destinations. In order for a destination to be able to market their destinations to this market successfully, one needs to commence by identifying and examining expectations and important destination attributes considered by female tourists when travelling. Phuket, one of the key island tourist destinations of Thailand was used as a case study as it is visited by many groups of tourists including female tourists. The current study aimed to identify the important destination attributes among female tourists when travelling to island destinations, and to examine relationship between personal profiles and travel behaviors, and level of importance for destination attributes. Questionnaires were used as the main instrument for the study. In total, 905 questionnaires were completed by female tourists travelling to Phuket which were subsequently subject to descriptive statistics, T-test, and One-way analysis of variance (ANOVA). The findings pointed out that safety and security, hygiene of food and cleanliness of the destination were the attributes with the highest level of importance. The study also provided empirical supports that female tourists are heterogeneous in terms of their expectations. Practical recommendations were also given for relevant stakeholders for future actions.

Keywords: Female tourists, destination attributes, importance level

1. Introduction

Women are predominantly global market movers, according to Harvard Business Review (2010), women are the biggest emerging market. Combining buying power and influence, women drive 70-80% of all consumer purchasing (Brennan, 2017). When it comes to the travel industry, the female travelers market is one huge force that drives this industry in a rapid growth. The rise of female travelers started in the 1970s in the Western society (Frohlick, 2013), 1980s in Asia, mainly in Japan (Cai & Combrink, 2000) and 1990s in China (Li, Wen, & Leung, 2011). Nowadays, the female travel market is very attractive, it was reported that nearly two-thirds of travelers are women (GW School of Business, 2016) and 80% of all travel decisions are made by women regardless who they travel with, pays for the trip or where they go (Bond, 2015). In addition to that, the vice president of worldwide product for Country Walkers & CW Safaris, Yeaton-Masi said, "Women are becoming more financially independent and thus more apt to travel" (Lippe-McGraw, 2017). With regards to the market's future, women's participation in tourism is projected to continue to grow with an estimation of a 400% increment by 2030 (eGlobal Travel Media, 2014).

Phuket is in the top island destination in Thailand. Its characteristics made it to the top because it has known for its wonderful sunsets, several beaches, traditional architecture, and entertaining nightlife. This island can cater different types of travelers all over the world, including female travelers. Thus this study will investigate on the important island destination attributes among female travelers and assess if Phuket is catering these specific needs. Aside from that, it is important to know whether will it be all

the same for all female travelers or does it vary depending on traveler characteristics. Understanding these question will help marketers or even local governments implement suitable marketing strategies for female travelers.

2. Literature Review

Female Tourists and Relative Importance Level for Destination Attributes

Female tourist market's trends are quite noticeable, in fact, hotels are taking actions towards this trend by offering feminine requirements to cater women's needs such as added security, women-only-floors, extra dress hangers, better pampering products, and as well as child care facilities for traveling mothers. More and more brands follow these trends such as Crown Plaza, Four Seasons Hotel, London's Hilton Park Lane, Radisson Edwardian hotels and Wyndham (Chan, 2007; Resonance, 2018).

For destinations to be able to compete successfully, it is imperative to examine the relative important level of destination attributes that are considered influential and important by tourists (Beerli and Martin, 2004)

Table 1 Dimensions/Attributes

| Natural resources | General infrastructure | Tourist infrastructure |
|---|---|---------------------------------------|
| Weather | Development and quality of roads, | Hotel and self-catering accommodation |
| Temperature | airports and ports | Number of beds |
| Rainfall | Private and public transport facilities | Categories |
| Humidity | Development of health services | Quality |
| Hours of sunshine | Development of telecommunications | Restaurant |
| Beaches | Development of commercial | Number |
| Quality of seawater | infrastructures | Categories |
| Sandy or rocky beaches | Extent of building development | Quality |
| Length of the beaches | | Bars, discotheques and clubs |
| Overcrowding of | | Ease of access to destination |
| Beaches | | Excursions at the destination |
| Wealth of countryside | | Network of tourist information |
| Protected natural | | |
| Reserves | | |
| Lakes, mountains, | | |
| Deserts | | |
| Variety and uniqueness of flora and fauna | | |
| Tourist leisure and recreation | Culture, history and art | Political and economic factors |
| Theme parks | Museums, historical buildings, | Political stability |
| Entertainment and sport activities | monuments | Political tendencies |
| Golf, fishing, hunting, | Festivals, concerts, etc. | Economic development |
| Skiing, scuba diving | Handicraft | Safety |
| Water parks | Gastronomy | Crime rate |
| Zoos | Folklore | Terrorist attacks |
| Trekking | Religion | Prices |
| Adventure activities | Customs and ways of life | |
| Casinos | | |
| Night life | | |
| Shopping | | |
| Natural environment | Social environment | Atmosphere of the place |
| Beauty of the scenery | Hospitality and friendliness of the local | Luxurious |
| Attractiveness of the cities and towns | residents | Fashionable |
| Cleanliness | Underprivileged and poverty | Place with a good reputation |
| Overcrowding | Quality of life | Family-oriented destination |
| Air and noise pollution | Language barriers | Exotic |
| Traffic congestion | | Mystic |
| | | Relaxing |
| | | Stressful |
| | | Fun, enjoyable |
| | | Pleasant |
| | | Boring |
| | | Attractive or interesting |

Beerli and Martin (2004, p.625)

It is important to understand the destination attributes especially when understanding tourist behaviors and decision-making. It plays vital part in building marketing strategies in tourism industry. Table 1 above summarizes the general important destination attributes; however, it is believed that destination attributes may vary depending on demographic characteristics such as gender, age, nationality and marital status. According to Meng and Uysal (2008), male and female tourists have different perceived importance of destination attributes when they consider destination choices. According to the same study, female travelers are given more importance to safety, security and warm relations presented in the destination. Previous studies provided consistent findings that female tourists faced many challenges during their holiday, one of which is the safety and security due to its physical vulnerability when compared to male tourists. Safety and security is regarded as one of most concerned aspects as female tourists may feel fear of being a target of a crime caused by those who are stronger physically. In addition, news and media stories about attack on tourists can cause great damage as it may lead to the perceptions and subsequently fear among tourists, especially female tourists. The fear and feeling of uncertainty can result in expelling female tourists from choosing that destination for their holiday (Brown & Osman, 2017). As a result, it is widely accepted that safety and security of a destination is listed as a top expectation by female tourists, therefore undoubtedly a safe and secure destination stands a better chance of attracting female tourists to visit.

Female Demographics: Characterization and Differentiation

When characterizing female travelers by age, it was revealed that these may vary depending on their travel motives and expectations. According to the study written by Gibson (2012) female travelers in adolescent age travels as an outlet for the needs of exclusivity, rebellion, and individuation. Women in early adulthood are motivated by adventure and experimentation. In middle adulthood stage, women travel to escape traumatic life and fulfil bucket lists. Lastly, women in late adulthood travels for entitlement and appreciation.

When it comes to characterizing by nationality, Western tourists give highest importance to destination attributes relating to comfort, such as easy access to different modes of transportation, accommodation, quality and diversity of restaurants, and hospitality of local people. On the other hand, Eastern tourists rated destination attributes relating to excitement more highly than Western tourists (Kim, et.al, 2017). Asian women, specifically Chinese female travelers, look into some relaxation (Zheng & Fan, 2007); others are to study and reaffirm social status (Li et al., 2011); and for some women, they find traveling as an escape from everyday life where they can reflect and reconstruct their gender identity (Zhang & Hitchcock, 2014).-All in all, Asian women's travel motivation and behavior are influenced by cultural identities and gender stereotypes (Yang et al., 2016).

In addition to cultural differences, female tourists do vary in the way they travel and how they arrange their travelling plans. Just the presence of male-female dissimilarity in the society, there still exists a gender issue on travelling solo. In the past, the idea of female solo travelers was considered brave, eccentric or risky (Joinson, 2018). Despite the fact that women fear travelling alone due to safety, family restrictions and loneliness (Sen, 2016), there is still a rapid growth of female solo travel (Bond, 2015) and women are much more likely to travel alone than men (Elliot, 2018). The growth in female solo travel is said to be motivated by experience, escape, relaxation, socializing and self-esteem (Chiang & Jogaratnam, 2006).

Another popular traveling trend is the girlfriend getaways, it is when women taking trips with female friends or relatives. According the CEO Girls Guide to Paris, women nowadays not only travel by themselves, but with other women friends, or with their sisters or their daughters (Resonance 2018). It has an interesting travel motivation and behavior characteristics. Most studies on this topic claims that girlfriend getaways has a therapeutic nature that improves women's wellbeing by relaxation, reconnecting with friends and families, getting away from stress and routines, being authentic and free (Berdychevsky, 2017, Gibson et al 2012). In addition to that, according to brand manager of Big Five Tours and Expeditions, women traveling together tend to be more cohesive and closer-knit group than mixed group and also, they support each other and encourage each other to try something that they may have never done before (Resonance, 2018).

On a local government and business sectors' perspectives, this study can deliver an insight into what specific needs women look for when they travel. Hence, the objectives of the study were twofold including to identify the important destination attributes among female tourists when travelling to island destinations, and to examine relationship between personal profiles and travel behaviors, and level of importance for destination attributes.

3. Methods

Female tourists travelling to Phuket were the main population of the study. Quota sampling using nationality as the criteria was adopted as the main sampling technique in order to ensure that samples covered the major nationality groups of tourists travelling to Phuket. Questionnaire was derived based on the destination attributes suggested by Beerli and Martin (2004).

Data were collected in April 2017 and it was part of the project of Phuket Tourist Experience Index (PTEI) by Faculty of Hospitality and Tourism, Prince of Songkla University – Phuket Campus. Initially, 910 questionnaires were distributed to the female tourists at the international airport of Phuket, and 905 were returned and usable representing 99.45% of response rate. Descriptive statistics (frequencies, percentages, and means), T-test, and One-Way ANOVA were the main data analysis techniques.

4. Results

A total of 905 questionnaires were descriptively analyzed and subjected to T-test, Analysis of Variance (One-Way ANOVA). Below are the key findings of the current study.

Table 2 Personal Profiles and Travel Behaviors

| | Frequency | % | | Frequency | % |
|--------------------------|-----------|------|-------------------------|-----------|------|
| Chinese | 200 | 22.1 | Up to secondary school | 108 | 12.2 |
| Thai | 176 | 19.5 | Diploma | 109 | 12.3 |
| Russian | 153 | 16.9 | Bachelor | 318 | 35.9 |
| Australian/New Zealander | 129 | 14.3 | Master | 48 | 5.4 |
| Other European | 114 | 12.6 | Doctoral | 304 | 34.3 |
| Others | 87 | 9.6 | Travel with no children | 760 | 84.0 |

| | Frequency | % | | Frequency | % |
|---------------------------|-----------|------|----------------------|-----------|------|
| Other Asian | 44 | 4.9 | Travel with children | 145 | 16.0 |
| | | | | | |
| 18-24 | 205 | 22.8 | Single | 327 | 36.7 |
| 25-34 | 408 | 45.3 | Married | 183 | 20.5 |
| 35-44 | 151 | 16.8 | In relationship | 346 | 38.8 |
| 45-54 | 89 | 9.9 | Separated | 14 | 1.6 |
| 55 and above | 47 | 5.2 | Widowed | 18 | 2.0 |
| | | | Others | 4 | 0.4 |
| | | | | | |
| Business owner | 106 | 11.8 | Below USD 1000 | 231 | 26.7 |
| Government | 216 | 24.1 | 1,000-1,999 | 215 | 24.9 |
| Housewife | 96 | 10.7 | 2,000-2,999 | 114 | 13.2 |
| Managerial/Administrative | 87 | 9.7 | 3,000-3,999 | 109 | 12.6 |
| Professional/Technician | 100 | 11.1 | 4,000-4,999 | 59 | 6.8 |
| Retiree | 107 | 11.9 | 5,000-5,999 | 38 | 4.4 |
| Self-employed | 51 | 5.7 | 6,000-6,999 | 36 | 4.2 |
| Student | 37 | 4.1 | 7,000 or higher | 63 | 7.3 |
| Others | 98 | 10.9 | | | |

Table 2 reports the demographic profiles of female tourists participating in the study. Majority were aged between 25-34 from mainland China, followed those from Thailand, Russia and Australia. Most were bachelor degree holders (36 percent) who were single (36.7 percent) and in relationship (38.8 percent).

Table 3 Means and Standard Deviations on Important Levels of Destination Attributes

| Destination Attributes | N | Mean | Std. Deviation |
|--|-----|------|----------------|
| Overall safety and security while travelling | 888 | 4.57 | .63 |
| Hygiene of food | 892 | 4.56 | .69 |
| Cleanliness of beaches and sea | 898 | 4.46 | .71 |
| Quality of accommodation | 879 | 4.45 | .71 |
| Overall cleanliness of the destination | 886 | 4.44 | .69 |

| Destination Attributes | N | Mean | Std. Deviation |
|--|----------|-------------|-----------------------|
| Overall value for money of the trip | 885 | 4.44 | 0.65 |
| Safety of traffic | 886 | 4.35 | 0.82 |
| Friendliness of local people | 896 | 4.30 | 0.79 |
| Prices of food and beverages | 894 | 4.29 | 0.76 |
| Attractiveness of beaches | 897 | 4.29 | 0.80 |
| Opportunity to try local food | 893 | 4.25 | 0.84 |
| Taste of local food | 882 | 4.21 | 0.85 |
| Variety of local food | 881 | 4.12 | 0.88 |
| Variety of accommodation | 869 | 4.11 | 0.90 |
| Availability of space on beaches | 891 | 4.10 | 0.87 |
| Sign posting to tourist attractions | 878 | 4.09 | 0.95 |
| Attitude of local drivers | 877 | 4.09 | 0.89 |
| Variety of leisure activities | 876 | 4.07 | 0.88 |
| Prices of local transport | 876 | 4.07 | 0.93 |
| Network of local transport within Phuket | 871 | 4.03 | 0.95 |
| Availability of touring services to nearby tourist attractions | 876 | 4.02 | 0.92 |
| Variety of tourist attractions | 883 | 4.01 | 0.95 |
| Availability of fresh seafood | 888 | 3.96 | 1.14 |
| Availability of shopping facilities | 891 | 3.84 | 1.01 |
| Local architecture and heritage sites | 879 | 3.72 | 1.00 |
| Temples and cultural attractions | 883 | 3.72 | 1.04 |
| Facilities provided on beaches | 885 | 3.70 | 1.05 |
| Availability of nightlife and entertainment activities | 872 | 3.61 | 1.16 |
| Variety of souvenir | 887 | 3.57 | 1.13 |
| Availability of facilities for children | 845 | 3.16 | 1.48 |

**Remarks: Measured on the scales of 1= Not at all important and 5 = Absolutely essential*

Table 3 shows the levels of importance towards 30 destination attributes. Top five attributes include overall safety and security while travelling (M=4.57), hygiene of food (M=4.56), cleanliness of beaches

and sea (M=4.46), quality of accommodation (M=4.45), overall cleanliness of the destination, and overall value for money of the trip (M= 4.44). On the other hand, availability of facilities for children, variety of souvenir, and availability of nightlife and entertainment activities were the least important attributes with mean values of 3.16, 3.57 and 3.61 respectively.

Table 4 One-Way Analysis of Variance of Important Levels of Destination Attributes by Age

| | 18-24 (N=205) | 25-34 (N=406) | 35-44 (N=148) | 45-54 (N=89) | 55 and above (N=44) | Sample Average | F- values |
|--|------------------|------------------|------------------|-----------------|---------------------------|-------------------|--------------|
| Attractiveness of beaches | 4.17 | 4.40 | 4.28 | 4.11 | 4.11 | 4.29 | 4.90* |
| Cleanliness of beaches and sea | 4.43 | 4.53 | 4.43 | 4.35 | 4.20 | 4.46 | 3.33* |
| Availability of space on beaches | 3.88 | 4.19 | 4.09 | 4.08 | 4.24 | 4.10 | 4.71* |
| Availability of fresh seafood | 3.77 | 4.03 | 3.88 | 4.11 | 4.05 | 3.96 | 2.41* |
| Hygiene of food | 4.61 | 4.60 | 4.46 | 4.55 | 4.33 | 4.56 | 2.58* |
| Variety of leisure activities | 4.08 | 4.10 | 4.17 | 3.81 | 3.80 | 4.07 | 3.44* |
| Availability of nightlife and entertainment activities | 3.69 | 3.69 | 3.58 | 3.26 | 3.15 | 3.61 | 4.21* |
| Availability of facilities for children | 3.08 | 3.06 | 3.47 | 3.34 | 3.00 | 3.16 | 2.54* |

*Remarks: $p < 0.05$ or below

ANOVA showed that the effect of age on the level of importance for 8 destination attributes were significant as presented in Table 4. Post hoc analyses using the Gabriel post hoc criterion for significance indicated that tourists age groups between 25-34 were significantly different from other age groups.

Table 5 One-Way Analysis of Variance of Important Levels of Destination Attributes by Nationality

| | Russian (N=153) | Thai (N=175) | Australian/New Zealand (N=128) | Chinese (N=198) | Other Asian (N=43) | Other European (N=113) | Others (N=87) | Sample Average | F |
|-------------------------------------|--------------------|-----------------|--------------------------------------|--------------------|--------------------------|------------------------------|------------------|-------------------|---------|
| Attractiveness of beaches | 4.40 | 4.55 | 3.99 | 4.37 | 3.88 | 4.00 | 4.33 | 4.28 | 12.13** |
| Cleanliness of beaches and sea | 4.53 | 4.56 | 4.26 | 4.52 | 4.31 | 4.31 | 4.53 | 4.46 | 4.10** |
| Availability of space on beaches | 4.30 | 4.18 | 3.61 | 4.30 | 4.07 | 3.88 | 4.09 | 4.10 | 12.21** |

| | Russian (N=153) | Thai (N=175) | Australian/New Zealander (N=128) | Chinese (N=198) | Other Asian (N=43) | Other European (N=113) | Others (N=87) | Sample Average | F |
|--|--------------------|-----------------|--|--------------------|--------------------------|------------------------------|------------------|-------------------|---------|
| Facilities provided on beaches | 3.25 | 3.81 | 3.35 | 4.03 | 3.90 | 3.66 | 3.92 | 3.69 | 12.20** |
| Variety of tourist attractions | 4.16 | 4.20 | 3.86 | 4.02 | 4.00 | 3.65 | 4.05 | 4.01 | 5.07** |
| Friendliness of local people | 4.38 | 4.14 | 4.35 | 4.39 | 4.07 | 4.25 | 4.37 | 4.30 | 2.85* |
| Temples and cultural attractions | 4.05 | 3.93 | 3.37 | 3.62 | 3.48 | 3.54 | 3.80 | 3.72 | 7.70** |
| Local architecture and heritage sites | 3.99 | 3.92 | 3.31 | 3.80 | 3.73 | 3.42 | 3.65 | 3.72 | 8.87** |
| Opportunity to try local food | 4.37 | 4.13 | 4.14 | 4.35 | 4.14 | 4.14 | 4.38 | 4.25 | 2.76* |
| Variety of local food | 4.32 | 4.01 | 4.15 | 4.13 | 3.88 | 4.01 | 4.18 | 4.12 | 2.66* |
| Availability of fresh seafood | 4.35 | 4.06 | 3.57 | 4.26 | 4.10 | 3.30 | 3.70 | 3.96 | 16.61** |
| Prices of food and beverages | 4.41 | 4.35 | 4.27 | 4.25 | 4.12 | 4.07 | 4.40 | 4.29 | 3.19* |
| Hygiene of food | 4.60 | 4.50 | 4.71 | 4.54 | 4.44 | 4.44 | 4.64 | 4.56 | 2.32* |
| Availability of shopping facilities | 3.56 | 3.96 | 3.80 | 4.25 | 3.88 | 3.40 | 3.73 | 3.84 | 12.35** |
| Variety of souvenir | 3.68 | 3.75 | 3.24 | 3.70 | 3.98 | 3.02 | 3.75 | 3.57 | 9.28** |
| Network of local transport within Phuket | 3.94 | 4.32 | 3.93 | 4.01 | 4.15 | 3.69 | 4.12 | 4.03 | 5.85** |
| Attitude of local drivers | 3.81 | 4.13 | 4.16 | 4.31 | 4.08 | 3.88 | 4.20 | 4.09 | 6.26** |
| Safety of traffic | 4.36 | 4.50 | 4.16 | 4.55 | 4.24 | 4.05 | 4.22 | 4.35 | 7.30** |
| Sign posting to tourist attractions | 3.93 | 4.50 | 3.85 | 4.34 | 4.02 | 3.68 | 3.92 | 4.09 | 15.08** |
| Availability of touring services to nearby tourist attractions | 3.87 | 4.15 | 3.87 | 4.30 | 3.98 | 3.78 | 3.93 | 4.02 | 6.42** |
| Variety of leisure activities | 4.09 | 4.09 | 4.03 | 4.17 | 4.20 | 3.78 | 4.13 | 4.07 | 2.72* |
| Availability of | 3.27 | 3.57 | 3.44 | 3.96 | 3.83 | 3.50 | 3.78 | 3.61 | 6.51** |

| | Russian (N=153) | Thai (N=175) | Australian/New Zealander (N=128) | Chinese (N=198) | Other Asian (N=43) | Other European (N=113) | Others (N=87) | Sample Average | F |
|--|--------------------|-----------------|--|--------------------|--------------------------|------------------------------|------------------|-------------------|---------|
| nightlife and entertainment activities | | | | | | | | | |
| Availability of facilities for children | 2.95 | 3.70 | 2.68 | 3.65 | 3.41 | 2.56 | 2.60 | 3.16 | 16.41** |
| Variety of accommodation | 3.87 | 4.29 | 4.11 | 4.31 | 4.24 | 3.80 | 4.00 | 4.11 | 7.30** |
| Quality of accommodation | 4.34 | 4.50 | 4.53 | 4.57 | 4.38 | 4.18 | 4.53 | 4.45 | 4.92** |
| Overall value for money of the trip | 4.33 | 4.42 | 4.50 | 4.54 | 4.40 | 4.26 | 4.58 | 4.44 | 3.71* |
| Overall safety and security while travelling | 4.57 | 4.56 | 4.58 | 4.60 | 4.36 | 4.45 | 4.71 | 4.56 | 2.26* |
| Overall cleanliness of the destination | 4.41 | 4.51 | 4.32 | 4.53 | 4.43 | 4.28 | 4.56 | 4.44 | 2.93* |

Remarks: *p <0.05 or below

** p=.000

In Table 5, ANOVA showed that the effect of nationality on the level of importance for destination attributes were significant. Post hoc analyses using the Gabriel post hoc criterion for significance indicated that tourists from different nationality groups were significantly different from each other.

Table 6 One-Way Analysis of Variance of Important Levels of Destination Attributes by Travel Arrangement

| | Non- package (N=475) | A partially package tour (N=152) | A fully package tour (N=254) | Others (N=13) | Sample Average | F |
|--|----------------------------|--|------------------------------------|------------------|-------------------|--------|
| Availability of space on beaches | 4.04 | 4.06 | 4.23 | 4.00 | 4.10 | 2.71* |
| Variety of tourist attractions | 3.90 | 4.06 | 4.18 | 3.75 | 4.01 | 5.33* |
| Friendliness of local people | 4.25 | 4.32 | 4.40 | 3.85 | 4.30 | 3.77* |
| Temples and cultural attractions | 3.57 | 3.76 | 3.93 | 3.85 | 3.71 | 6.85** |
| Local architecture and heritage sites | 3.61 | 3.75 | 3.91 | 3.92 | 3.72 | 5.20* |

| | Non-package (N=475) | A partially package tour (N=152) | A fully package tour (N=254) | Others (N=13) | Sample Average | F |
|--|------------------------|--|------------------------------------|------------------|-------------------|-------|
| Availability of fresh seafood | 3.89 | 3.82 | 4.19 | 3.54 | 3.96 | 5.29* |
| Prices of food and beverages | 4.26 | 4.32 | 4.35 | 3.77 | 4.29 | 2.88* |
| Variety of souvenir | 3.44 | 3.64 | 3.74 | 4.00 | 3.57 | 4.92* |
| Safety of traffic | 4.27 | 4.36 | 4.47 | 4.31 | 4.34 | 3.36* |
| Availability of touring services to nearby tourist attractions | 3.95 | 3.99 | 4.17 | 4.00 | 4.02 | 2.98* |

Remarks: *p <0.05 or below

** p=.000

In terms of travel arrangement, ANOVA results show that tourists travelled in a fully packaged tours were significantly different from others in relations to the level of importance for many destination attributes as reported in Table 6.

Table 7 T-test of Important Levels of Destination Attributes by Types of tourists (Solo and Those Travelled with Companions)

| Attributes | Solo tourists (N=77) | Tourists with companions (N=812) | t | df | p-value |
|---|----------------------------|---|-------|--------|---------|
| Availability of space on beaches | 3.89 | 4.11 | -2.05 | 880.00 | 0.04 |
| Prices of food and beverages | 4.11 | 4.30 | -2.16 | 883.00 | 0.03 |
| Variety of souvenir | 3.25 | 3.60 | -2.52 | 876.00 | 0.01 |
| Availability of facilities for children | 2.74 | 3.19 | -2.37 | 834.00 | 0.02 |
| Quality of accommodation | 4.29 | 4.47 | -2.01 | 868.00 | 0.04 |
| Overall value for money of the trip | 4.27 | 4.46 | -2.42 | 874.00 | 0.02 |
| Overall cleanliness of the destination | 4.26 | 4.46 | -2.41 | 875.00 | 0.02 |

Using independent sample t-test to determine the important levels of attributes, as presented in Table 7 significant differences were identified between solo tourists and those travelled with companions on several attributes including Availability of space on beaches, Prices of food and beverages, Variety of souvenir, Availability of facilities for children, Quality of accommodation, Overall value for money of the trip, and Overall cleanliness of the destination. It is clear that the important levels of these aforementioned attributes were higher among those travelled with companions than the solo tourists. Note that there was no statistical difference between these groups of tourists on many attributes, particularly the Overall safety and security while travelling. This means that the safety attribute is imperative for all, regardless the size of travel party.

5. Discussions

The study provides a confirmatory result to the Meng and Uysal (2008), which further heightens the importance of safety and security among female tourists when travelling on holiday. Safety and security remains the utmost factor for female tourists as they are likely to be physically weaker when compared to male tourists. News of female tourists as victims of crime also increase more concerns among female tourist when travelling to a new and unfamiliar destination. The study provides empirical support that the safety is regarded as important regardless of travel characteristics as both solo and those tourists with companion pay relatively equal level of importance on the safety of the destination. Hence, ensuring the safety of destination is critical to the success and attractive of the destination if aimed at female groups of tourists (Brown and Osman, 2017). Another important destination attribute among female tourists is hygiene of food, which can also be considered part of safety. Hence, it is vital for any destination to ensure the overall safety and security if they want to market successfully to a prominent group of female tourists.

The quality, cleanliness and preservation of natural environment is inevitably linked in tourism. The destination attribute concerning the cleanliness of the beach ranked third most important to female travelers in Phuket. It is important to consider this attribute as a vital part of tourist satisfaction as Phuket's best assets, its beautiful beaches, are slowly being damaged by waste water. On the bright side, the cleanliness of the beach as an important destination attribute can relate to the growth on environmental awareness in general. Major travel destination, such as Phuket (Aleenta, 2016) and the people who visit them are becoming more in harmony to preserve natural resources (Kummerer, 2018).

Another important issue emerged from the current study is that the expectations of female tourists to destination attributes can vary depending on their personal characteristics which is consistent with previous studies (Kim, et.al, 2017). When it comes to age in particular, attractiveness and cleanliness of beaches are likely to be important among the young female tourists. Whereas the older female tourists place more important level to the availability of space on beaches and fresh seafood. Unsurprisingly, younger female tourists pay more attention to availability of nightlife and entertainment activities than older groups. These results can be pertinent to adventure and experimentation travel motives by young female travelers and sense of entitlement and appreciation travel motives by women in their late adulthood (Gibson, 2012).

Cultural differences brings different importance on destination attributes. The dominant respondents of this study are female Chinese tourists and they significantly give importance to shopping, travel safety, value for money, and quality and variety of accommodation. On the other hand, female Russian tourists show a distinct importance with food, specifically with pricing, quality and variance compared with other nationalities.

In addition, female tourists travelling on a fully packaged tour seem to place higher important levels for many destination attributes, such as availability of space on beaches, variety of tourist attractions, friendliness of local people, and availability of touring services to nearby tourist attractions, etc. Female travelers on package tours have higher expectations on their intended destination to a point that their expectations can be unrealistic. On the other hand, travelers who organized their own travel plans have lower expectations on destination attributes (Bowie and Chang 2005). The findings are indeed beneficial for relevant organization if attempting to target at this market.

The study also provides empirical support to the past studies that solo tourists are distinct from those travelling in party in their travel characteristics and expectations (Radojevic, Stanistic and Stanic, 2015). It is clear that the solo female tourists have lower expectations toward many destination attributes as compared to those travelled in couples and families, this may be attributed to group tourists having more people in groups with diverse needs and wants. The expectations relating to pricing are also lower among solo tourists as they have lower travelling expenses.

6. Recommendations

From the findings of the study, a number of practical contributions can be provided for relevant stakeholders in tourism industry in Phuket and other island destinations. Firstly, safety and security of destination should be one of the most prioritized area for destination planning as it is the most important attributes for female tourists. Ensuring the high quality and clean conditions of tourist attractions should also be another important consideration that needs full attention from key tourism organization. It is also vital for all concerned to realize the heterogeneity of female tourists in terms of their expectation, and tailored marketing campaigns should be developed for different groups of female tourists.

7. Limitations

Majority of the respondents from this study are traveling without kids. This may be the reason why the Availability of facilities for children ended up as the least important destination attribute. Another limitation of this study is the restricted variety of nationalities, around 72% of our respondents are Thais, Russians, Chinese and Australians combined. The discussion is very relevant for Phuket, as these nationalities are the top travelers in this island, but not in all other island destination.

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An Investigation on Using Activity-Based Learning to Enhance English Speaking Ability of Third Grade Students in a Private Bangkok School

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Abstract

Despite the fact that many Thai students begin learning English at a very early age, they still face many problems in using the language. One way to address this problem is to introduce communicative teaching methodologies which use activities to motivate students to speak English during their lessons. The two main purposes of this study are to examine the speaking development of primary students after learning through activities-based learning methodology and to investigate students' opinions toward each learning activity. Thirty-five third grade students from a private school in Bangkok participated in the study. The participants performed three different speaking activities. A survey was then carried out to determine the extent to which students had improved their speaking abilities and investigate their opinions of the activity-based learning methodology. Data was gathered over a period of ten weeks, and the process included both pre- and post-tests. The findings confirmed a significant difference between the students' scores of their speaking ability for the pre- and post-tests. Furthermore, the finding showed that the students had positive opinions through each activity and students were more confident in using English and more relaxed when learning toward activities instead of rote memorization. Their satisfactions toward three activities were at the high levels.

Keywords: Activity -based learning, Communicative competence, Communicate language teaching, English Activity, Opinions

Introduction

When people live in society, they have the tool for interaction between people that is communication. Effective communication influences society because communication is fundamentally needed for people to understand each other; that is, communication is a tool to consolidate people. Nowadays, English has become the world's top language. People who can communicate well in English have advantages over those who cannot. Caroline (2014) states that providing explanations, justification and giving reasons through problem-solving strategies are essential competencies for students in the 21st century. Not only are first languages needed to communicate in each country but also English as a second language, as it is used in most countries in the world. From three years teaching English the researcher found big problems in the classroom that effect students speaking ability, the environment in the classroom, the teaching method, psychology of students and assessment. All these problems are barriers to students proficiently speaking English. This study uses activity learning to develop speaking skills of students by teaching in groups of four to five students and supporting them to share ideas, which allows more interaction among the students. Chau Tuyet Ngan (2013) stated that communicative activities are important in learning English because students can improve their speaking ability by using communicative activities to draw students' participation in the classroom and train students in the real-life. Many studies have shown the effectiveness of using different various activities in the classroom that can be able to improve students speaking ability. Learning activities change the

perception of the learning as a whole and make the learning broader and more colorful. Aslam, Ahmed, and Mazher (2015) revealed that activities also proved students and teachers in a positive manner, both in and outside the classroom. Fuquha (2014) and Putri (2014) found that information gap are appropriate for students' need, interest and level also it increased students' motivation and confidence to speak English. Moreover, Ismail's (2016) stated students knew a wider vocabulary and felt more confident speaking English and answering question with their friends and teachers. The study conducted by Rahayu (2011) showed that students became more active in participating in the teaching and learning English so this activity leads student to improve their speaking competence and students' obstacles (being nervous, afraid to make mistakes and lacking confidence) are decreased. According to Aberdeene (2013) and Nirmawati (2015) contended communicative games engage children's imagination and critical thinking, help students practice memorization and develop their confidence and students became more active and also they were able to learn new vocabularies and use expression correctly. This conducts to development of education that students should be provide activities in the English classroom to motivate their speaking ability

This study seeks to examine the development of the students' speaking ability through the use of activity based learning methodology and to investigate the students' opinions toward the activities of Primary Three students in Panchasap (Dindang) school in the second semester of the academic year 2017. It also examines to answer research questions which are do students develop their speaking ability after learning through activity based learning? and what are the students' opinions toward each activity?

Literature

Communicative Language Teaching (CLT)

Hyme (1972), the first person who stated that communicative competence is not only an inherent grammatical competence but also the ability to use grammatical competence in a variety of communicative situations. Communicative competence is the purpose of language teaching as it acknowledges the interdependence of language and communication (Larsen & Freeman, 2002). Thus, it is important to clarify that language teachers use Communicative Language Teaching (CLT) to enhance students' communicative competence. CLT is linked to linguistic knowledge, language skill and communicative ability. Larsen and Freeman (2002) claim that CLT aims largely at the theoretical perspective of a communicative approach by enabling communication. In relation to this, Allwright (1983), Krashen and Terrell (1983) and Tayler (1983) also support CLT as providing opportunities to learners for direct interaction with other people by focusing on the meaning of communication rather than accuracy. For learning a second language, learners understand that what an interlocutor wants to say in a real situation is more important than focusing on their errors. For teaching and learning this approach means error identification is less important than the meaning of communication and the least possible mistakes should be corrected to allow for continuous of communication. Nowadays, with increasing business and technology, English plays an important role and people need to use English for communication purposes. Thus, CLT plays an important role in motivating English as a foreign language student instead of traditional methods. Littlewood (2007) claims that national language education policies in English as a foreign language (EFL) countries use CLT as an approach to motivate learners' speaking ability since 1990s.

In the traditional class, students are always served up in a suitably 'didactic sauce' only to spout it back word-for-word. Also, at the beginning of the class, teacher always does the introductory lecture then this method stresses the students to repeat things rather than express their visions and start an independent inquiry into a topic of interest in a self-direct manner. Hence, the key skill-set of the instructor to succeed in learning are facilitating, motivating, enabling and coaching, rather than just didactic lectures (Stößlein, 2009).

Activity-Based Learning (ABL)

Activity-based learning (ABL) theory is a cognitive-learning theory that learners construct their knowledges from the past or current experience and interact with data, this is called constructivist learning theory (Hein, 1991). Learners also seeks new information and engages in the process in the ways they gain by the instructors participates learners in real-problems before classifying the problem-solving method. ABL may be defined as a teaching method in which activities of various types that are appropriate for and relevant to a particular subject, are integrated into content and normal teaching methods so students participate in the learning process (Suydam & Higgins, 1977). ABL has various types of activities in various subjects, for various styles and types of learning. For example, science instruction at elementary level has been shown to involve direct experience and observations and these have been called “activity” (Bredderman, 1983). Prema, Subbiah, Ramnath, and Subramanian (2009) conducted an independent research into ABL by examining the different aspects of ABL methodology that have been investigated using percentage analysis from a questionnaire aimed at investigating the overall impact of key dimensions of ABL methodology. This study found that students, teachers and parents believed ABL makes the classroom more student-friendly and reduces intimidation and dominance of the teacher.

Related Studies

In 2007, engineering students were investigated by Songsiri (2007) on their attitudes toward language learning, especially speaking. The result of this research indicated that students have more confidence to speak English after using the authentic materials and communicative activities. The communicative activities and technique promoted students’ attitudes and positive atmosphere in the classroom. The study on vocational students by Phisutthangkoon (2012) examined the use of communicative activities to develop the English speaking ability of 32 first year vocational students. The results obtained from the students’ scores showed that after using communicative activities, post-test scores were higher than pre-test in the statistic level at 0.5. Students had very good perception and attitudes toward using communicative activities in the classroom. The implication meant using communicative activities was effective for students’ speaking performance and they developed their speaking ability to a very high level. In addition, Pierse and Sutton (2012) discovered the usefulness of activity-based learning in Higher Education classroom for students of law. From the finding, activities and learning aids enhance the learning’s experience and students have more attentiveness in the classroom. The learning aids were developed and achieved in their efforts to enhance the modules taught on a legal practice course. The authors summarized that activities provides students with a myriad of benefits from all levels of the Learning Pyramid. Oradee (2012) revealed the finding of the study, using of three communicative activities to develop speaking skills of 49 students at a secondary school in Udon Thani, Thailand, showed their English speaking ability was higher than when they began (pre-test = 60.80 post-test = 85.63). The students’ attitudes toward using three communicative activities were rated as good (\bar{X} = 4.50). Working in group had a good atmosphere and students could reduce their fear of making mistakes when speaking English. Each group could support others in the team. Students had more confidence and enjoyment learning English while using the three communicative activities.

Another study by Charina (2013) observed adult students at ABE’s class, which was a pre-intermediate class of English Made Easy. The finding of this study showed that after using communicative activities, students achieved an improvement in speaking ability. The achievements in improved speaking ability related to responsiveness, fluency, accuracy, self-confidence and cooperation. Moreover, the atmosphere of English class was better; students had enough opportunities to practice and get experience by themselves. Both quantity and quality in their language production was improved. Furthermore, an action research on increasing the English as a

foreign language (EFL) student's confidence in speaking by Doquaruni (2014) found out the beneficial consequences of doing action research on second language teachers in their specific classroom contexts. The results showed 47 % of students had more confidence at the end of the course compared to their performance at the beginning of the course. The findings also suggested that students desire presentation activity in front of the class when compare with the interview, with 69% having had positive attitudes toward speaking English before starting to study. Also, Çelik (2017) conducted an experiment using pre and post-tests to examine the effects of activity based learning on sixth grade students' mathematics achievement in comparison to traditional learning and investigate their attitudes toward the activities. The subjects were randomly assigned into two groups. One group was taught with traditional method and the other was taught with activity based learning method. It was found that both groups had positively increased in the academic achievement. However, the attitudes of the students towards the activities were different; the experimental group decreased while the control group increased significantly.

Thus, this current study aims to find out the development of students' speaking ability after using activity based learning and to investigate the students' opinions toward each activity. It is obvious that activity is one of the materials that motivate students in speaking English and increase their confidences. The activities used in this study are information gap, jigsaw game and communicative game which are contended that classroom procedures and activities are used to motivate students to talk and try to make their interlocutors understand what they want to communicate (Richards & Rodgers, 1986).

Methodology

This study examined the speaking ability of 35 Primary Three students after learning through activities and investigated students' opinions toward each activity. The participants were taught English by using three activities related to the lessons, each activity was conducted twice. The participants of the study were 35 students of Panchasap (Dindang) school who enrolled in E13201 course under the researcher's teaching in the second semester of the academic year 2017. All 35 students took the pretest in the first period and the posttest after finishing all three activities learning. The opinion questionnaires were rated in the end of each activity. The research instruments used in this study were three activities related to the lessons, which are information gap, jigsaw game and communicative game. The pre-posttest were created by the researcher based on the questions in each lesson. The rubric of speaking test and the students' opinion questionnaire were adapted from Phisutthangkoon (2012). All instruments including the pre-posttest, the rubric of speaking test and the students' opinion questionnaire were examined by three expert professors in the field for content validity. For data analysis, the pretest and posttest were scored by three raters: a native English teacher, an experience Thai teacher and the researcher. The scores from pretest and posttest were converted into mean scores and standard deviations and Statistical Package for the Social Sciences (SPSS) was used to compare the students speaking ability before and after learning with three activities. The mean scores and standard deviations were calculated to determine whether the mean scored of pretest and posttest were significantly different by using pair t-test. Students' self-rating scores from the opinion questionnaires were calculated for mean scores and standard deviations and interpreted to three levels.

Findings

This section presents the findings of the examination on English speaking ability after using activity based learning and investigation of students' opinions toward each activity. The analysis of paired t-test calculated on mean scores of pretest and posttest of three activities are shown and discussed in Table 1.

Table 1: The mean scores of pretest and posttest of three activities

| English Speaking Ability | Mean Scores | SD | D | Std | t | p-value |
|---------------------------------|--------------------|-----------|----------|------------|----------|----------------|
| <i>Activity 1</i> | | | | | | |
| Pre-test | 8.12 | 1.66 | 1.66 | 1.59 | -6.176 | 0.000 |
| Post-test | 9.78 | 1.61 | | | | |
| <i>Activity 2</i> | | | | | | |
| Pre-test | 6.26 | 2.06 | 2.87 | 1.95 | -8.724 | 0.000 |
| Post-test | 9.13 | 2.41 | | | | |
| <i>Activity 3</i> | | | | | | |
| Pre-test | 5.64 | 1.61 | 3.81 | 2.18 | -10.305 | 0.000 |
| Post-test | 9.44 | 2.06 | | | | |

**p < 0.05*

The study used the pretest and posttest as data collection tool. The tests consisted of seven questions which divided into three parts. Part 1, asking for and giving their personal information, consisted of four questions. Part 2, describing people, consisted of one question to describe two pictures. Part 3, asking for and giving directions, consisted of two questions. Each activity was scored into three sections which are fluency, grammar & vocabulary and communicative strategies. The total scores for each activity were fifteen.

In the first activity, the researcher provided the information gap activity related to the topic about asking for and giving their personal information. The first period using this activity, students learnt how to introduce and answer about their personal information and used the information gap activity together with teacher. The second period, students studied by using information gap with their friends observed by teacher. The findings are shown in table 1. The participants had significantly higher mean scores on the post-test (M = 9.78) than the pre-test (M = 8.12). The mean score was higher by 1.66.

The second activity in this study was describing people. The researcher provided jigsaw game which students had to describe the half part of picture to other students and match with the correct picture. In the first period of this game, the students were taught adjective words and the important questions which related to the topic. The second period, students used jigsaw game to practice and motivate their speaking ability. According to Table 1, mean scores of the post-test were higher than those of the pre-test. The participants had significantly higher mean scores on the post-test (M = 9.13) than the pre-test (M = 6.26). The mean scores were higher by 2.87.

The third activity was asking for and giving directions. Students were taught the traffic signs, important sentence to ask for and give directions then students participated in asking for and giving directions shown by the big map in front of the class. The second period of this game, the researcher assigned activity that student could speak English while playing this activity. According to table 1, mean scores of the post-test were higher than those of the pre-test. The participants had significantly higher mean scores on the post-test (M = 9.44) higher than the pre-test (M = 5.64). The mean scores were higher by 2.87.

According to the result giving in Table 1, there was a statistically significant difference between pretest and posttest in every activity. From the mean scores comparison of three activities, the results found that the English speaking ability of Primary Three students was significantly higher after using ABL in the classroom, there was a significant difference at 0.05.

The following section showed the results about students' opinions toward each activity. To investigate students' opinions toward each activity, students were asked to rate their opinions on fourteen items with three rating scales, high, medium and low. The full scores of the opinion questionnaire were forty-two. Students' self-rating from the opinion questionnaires were discussed in each item arranged from the average of mean scores of three activities from high to low mean scored rating and interpreted into three levels from high to low. The results showed the students had positive opinion towards activities used in this study at high level ($M=2.77$).

According to Table 2 below, the overall mean scores of students' opinions toward each activity were 2.73, 2.80 and 2.77 respectively. Students agreed that they enjoy learning English by using activity more than rote memorized ($M=2.93$). Students are relaxed while speaking English when using activity ($M=2.91$). Students enjoy working in pair than individual work ($M=2.86$).

Table 2: The overall mean scores of students' opinions toward activities

| Items | Activity 1 (Gap the info) | Activity 2 (Jigsaw game) | Activity 3 (Got 7 town) | Average of mean scores | Level |
|--|---------------------------------|--------------------------------|-------------------------------|------------------------------|-------|
| 1. Students enjoy learning English by using ... activity. | 2.80 | 2.77 | 2.86 | 2.81 | High |
| 2. Students are relaxed while speaking English when using ...activity. | 2.86 | 2.97 | 2.91 | 2.91 | High |
| 3. When learning by activity, the atmosphere in the classroom is relax. | 2.69 | 2.89 | 2.77 | 2.78 | High |
| 4. The procedure of activity is clear. | 2.26 | 2.57 | 2.54 | 2.46 | High |
| 5. An activity has interesting pictures and contents. | 2.63 | 2.83 | 2.80 | 2.75 | High |
| 6. Students have more chances to speak English while using the activity. | 2.66 | 2.77 | 2.77 | 2.73 | High |
| 7. Students get more vocabularies after using the activity. | 2.74 | 2.86 | 2.77 | 2.79 | High |
| 8. Students understand the lesson and take them for communicate in daily life. | 2.66 | 2.71 | 2.69 | 2.69 | High |
| 9. Students enjoy learning English by using activity more than rote memorized. | 2.91 | 2.94 | 2.94 | 2.93 | High |
| 10. Students are happy while using... activity. | 2.83 | 2.89 | 2.77 | 2.83 | High |
| 11. While using this activity, students want to speak English more. | 2.80 | 2.80 | 2.63 | 2.74 | High |
| 12. Students are interested and want to join...activity. | 2.80 | 2.83 | 2.83 | 2.82 | High |
| 13. After using the activity, students have more confident to speak | 2.77 | 2.57 | 2.66 | 2.67 | High |

| | | | | | |
|--|-------------|-------------|-------------|-------------|------|
| English. | | | | | |
| 14. Students enjoy working in pair than individual work. | 2.86 | 2.83 | 2.89 | 2.86 | High |
| Total | 2.73 | 2.80 | 2.77 | 2.77 | High |

Discussion

The activities used in this study were jigsaw game, describing people and communicative game. The findings showed that activity-based learning was both positively received by students and the activity-based learning was effective at improving English speaking ability over the six classes of the lessons. This is consistent with studies that have demonstrated the value of introducing activity-based learning for improving speaking ability (Charina, 2013; Doqaruni, 2014; Oradee, 2012; Phisutthangkoon, 2012; Songsiri, 2007). These studies all investigated the use of activity-based learning in Thai or other English classrooms, with students ranging in age, but mainly including older students. The findings of this study were similar to the findings of other studies. For example, Phisutthangkoon (2012) showed that there was a significant improvement in English speaking abilities of vocational students. Similarly, Songsiri (2007) showed significant improvements in the speaking ability of engineering students. Doqaruni (2014) had similar findings for Iranian EFL students, while Oradee (2012) (studying Thai secondary students) and Charina (2013) (studying Thai adult learners) had similar results. Also, the students' opinion of the activity-based learning experience was positive and students have the highly common agreement in three activities that they enjoy learning English by using activity more than rote memorization; they are relaxed while speaking English when learning English and they enjoy working in pair than individual work respectively.

Communicative competence is important for children particularly because acquisition of communicative competence helps children navigate and explore adult worlds (Hyme, 1972). Therefore, developing communicative competence is a critical aspect of social and intellectual maturity for children. Activity-based learning is a contextual learning process, with the students' environment and emotional and social involvement in the learning process as well as the learning materials affecting the learning experience (Illeris, 2000; Ormorod, 1995).

Recommendation

The practical recommendation of this research is that the Thai primary curriculum for English language teaching should be updated to include activity-based learning. Currently, the curriculum mainly relies on traditional rote learning methods oriented to grammar acquisition, which while it can be effective at developing technical knowledge language is only one part of developing communicative competence. Activity-based learning is one part of the puzzle for developing sociolinguistic and discourse competence, which students will require to use spoken English effectively in everyday life. From the findings of this study also show that students have development after learning through activities with a significant difference at 0.05. Students have positive attitudes toward activity-based learning and viewed it as a better learning experience than their experiences with the traditional rote learning. Therefore, it would be appropriate to develop and introduce learning activities to help students meet language learning goals at all levels.

However, the positive results of this study showed that activity-based learning has promise for English learning in Thai primary classrooms. It would be helpful to extend this research to further investigate how activity-based learning influences English learning and curriculum in Thai classrooms. For example, activity-based learning could be implemented at a larger school in multiple grade levels, and control classrooms or a control school could be used to determine whether activity-based learning made a significant difference compared to the standard approach

currently used in most schools. Moreover, in other courses, teaching by experimental method in science class or teaching by games in mathematics class compare with the traditional method. This may be implemented on a larger sample with different subjects or scales and the students' successes and opinions on activity based learning method may be investigated.

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Developing a Sustainable MICE Destination: The Case of Thailand's MICE Cities

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Abstract

Thailand's MICE sector has rapidly developed in previous decades. It has significantly contributed to the overall development of the country's tourism industry. Currently, Thailand is one of the countries in Southeast Asian region that offers finest MICE infrastructures and facilities. While the interest in MICE business has increased, the competition in the marketplace gets more intensified. For the country to maintain its competitive position in a long run, sustainable plans and strategies are required to be developed and implemented. Functioning as a preliminary study of the future main research focusing on sustainable strategies for MICE cities in Thailand, this study is conducted to yield the background information for the main research, as well as to help the researchers prepare for the possible challenges faced when performing the main research. This paper reviewed the MICE development in Thailand, identified development barriers and examined impacts of employing sustainable concept using a case study approach. Recommendations for sustainable development strategies in the context of socio-economic and environmental development are also provided in order to develop the country's position and competitiveness in regional and global levels.

Keywords: MICE, MICE city, Thailand, sustainable MICE business

1. Background

During the past decades, the meeting and conference industries have been considered as one of the most vital and fastest growing sectors in the tourism industry (Hsieh, 2013; Spiller, 2002). The major reason that these industries are lucrative and attractive segments is that they contribute several benefits to the host destinations, such as gaining access to new technology, exchanging ideas and strengthening business relationships between local and foreign partners (Hanly, 2012).

In many regions of the world, the meeting and conference industries are frequently referred to the MICE sector, which the sector comprises of Meetings, Incentives, Conferences and Exhibitions. Weber and Chon (2002) also state that "the acronym MICE perpetuates the idea of one industry, rather than four very separate activities" (p. xx) and it is generally related to business travel. Thus, the acronym MICE will be used in this paper in order to examine its phenomenon within the tourism area.

As asserted by Yoo and Weber (2005), despite the strong growth of the MICE industry in the past half-century, the study in this area still receives little attention from the researchers. In Thailand, limited academic resources regarding MICE study are available. The previous research on the identification MICE development barriers in Thailand by Sangpikul and Kim (2009) has been published internationally for nearly 10 years ago. Accordingly, this research extends the knowledge of MICE study applying the concept of tourism sustainability in order to bridge the gap in the literature. The aim of this research is to provide sustainable strategies for a MICE destination using Thailand's MICE cities, including Bangkok, Pattaya, Phuket, Chiang Mai and Khon Kaen as a case. The topics of MICE development in Thailand, development barriers, impacts of sustainable practices and strategies to enhance competitiveness of the city are determined and discussed using both secondary and primary data. Following research questions were investigated in order to achieve the objective of this study:

- Where is the position of Thailand in the international MICE market?
- What could be considered as the barriers of MICE development in Thailand?
- How can we cope with those barriers to turn the country into sustainable MICE destination?
- What sustainable strategies could be implemented to develop the MICE industry?
- How can we manifest sustainability in MICE development to gain competitiveness for a city?

2. Literature

2.1 Overview of the Thai MICE Industry

Thailand has enjoyed a strong growth of tourism in the past decades. In 1960, Thailand welcomed only 81,340 international tourists (Chen & Lalopa, 2000), however, the Tourism Authority of Thailand (Bank of Thailand, 2018) recently reports that the number of international tourists rose to 35.4 million in 2017. Focusing on the business travel segment, Thailand Convention & Exhibition Bureau (TCEB, 2015a) reveals that 919,164 visitors or 3.7% of the total visitors officially visit the country to attend MICE events. International Congress and Convention Association (ICCA, 2013) also reports that the number of international meetings held in Thailand has elevated from 88 events in 2003 to 150 events in 2012. In 2016, the amount of business spending in Thailand is up to 8.3 billion USD with 3.5% growth rate in 2017, and is projected to reach 12.1 billion USD in 2027 (World Travel and Tourism Council, 2017). The number had slightly dropped during 2013-14 due to the unstable political situation; however, Bangkok still ranked number 29 among popular MICE cities with 73 association meetings held in 2014 (ICCA, 2015). In response with the growth of the country's MICE sector, TCEB has officially designated five MICE Cities including Bangkok, Pattaya, Phuket, Chiang Mai and Khon Kaen. As a result, Thailand has now offered diversity of choices for MICE events in every region of the country (TCEB, 2015a).

2.2 Impacts of Introducing the MICE Sector to a Destination

2.2.1 Positive Impacts

As stated by Lee and Back (2005), the development of MICE industry has created direct and indirect economic impacts to the host destinations in both local and national levels. The economic contributions of the MICE sector to Thai economy totalled over 3,208 million USD in 2014. Whitfield (2007) claims that there is no other tourism sector generating significant revenues to the local destination as much as the MICE sector. Accordingly, the host destinations may restructure their tourism plans to concentrate more on business tourism or MICE. The MICE sector does not only contribute economic benefits to the local hosts but also accelerate the growth of overall tourism industry (Lee & Back, 2005). Additionally, the expenditures of MICE travellers indirectly impact regional and national incomes through value added taxes and related travel fees (Whitfield, 2007).

The growth of MICE sector is also highlighted in some aspects of social development. As suggested by Hanly (2012), the MICE sector is considered as a potential job creation sector. It creates employment opportunities for local people who live nearby the location of MICE venues (Kim, Chon, & Chung, 2003). Chen (2011), and Deery and Jago (2010) also claim that the MICE sector has labelled the positive impacts to the host community by creating recreational opportunities for local people, elevating people's quality of life and restoring and preserving local sites and cultures. Moreover, hosting an important regional or national event may result in having a sense of pride within a host community (Whitfield, 2007) and providing opportunities for friendships development among attendees and local people (Foley, Edwards, & Schlenker, 2014).

2.2.1 Negative Impacts

Negative aspects of introducing the MICE sector to a destination have been acknowledged. Whitfield (2007) states that establishing MICE venues and facilities is not economic friendly. For example, Queen Sirikit National Convention Centre (QSNCC), one of the largest purposely-built MICE venue in Bangkok was built at a high publicly funded cost of 100 million USD (Klima, 2002). Even though the MICE venues were built, the destination's peripheral region might not be fully benefited.

Most of the MICE delegates normally consume products and services under one roof, which means they meet, eat and sometimes stay at the venues provided by the MICE organisers. Thus, the preference of MICE's delegates using the infrastructure or travel related services located centrally to the destination might not be beneficial to the local community (Whitfield, 2007).

According to Vogt, Roehl, and Fesenmaier (1994), the increase in business travel demand attracts the destinations to build additional MICE venues. However, when too many venues were built, there is a high possibility that MICE supply will exceed business traveller's demand. As a result, promotions and discounts may have to be offered to conference organisers and delegates in order to draw their attentions in arranging MICE events in a destination (Whitfield, 2007).

Due to the rapid development of the MICE sector, it is inevitable that social and environment disruptions can be perceived within the local community. Large MICE events attract a large numbers of delegates to a destination and they also affect the peripheral area in a number of ways (Whitfield, 2007). As such, local people may find the disruptions in their normal ways of life due to increased population density, for examples, traffic congestion, parking problems and overcrowding in the local shops or restaurants. Accordingly, crime rate may increase because of excessive drinking, rowdy and violent behaviours of foreign visitors in the destination (Deery & Jago, 2010).

2.3 Sustainability and the MICE Industry

The sustainability construct has been embraced in the tourism area for a long period, however, researchers has begun to consider sustainability and the MICE sector for less than a decade (Mair & Jago, 2010; Park & Boo, 2009; Rittichainuwat & Mair, 2012; Sox, Benjamin, Carpenter, & Strick, 2013). On the one hand, the MICE sector contributes several positive values to the destination. On the other hand, some drawbacks are still being seen (Whitfield, 2007). Hence, the implementation of sustainability concept may help reduce negative impacts within the MICE destinations (Sox et al., 2013).

The MICE sector highlights economic and social developments by generating and sustaining employment in the destination. Employment generation is spread throughout the service sectors including hotel, restaurant, catering, entertainment and travel-related services (Hanly, 2012). However, Whitfield (2009) argues that MICE venues have their life cycle. They might attract less visitors to the destination when they progress through stagnating stage. Accordingly, refurbishments are considered as state changing triggers, which will progress the MICE venues into the stage of rejuvenation. The venue refurbishments will eventually lead to the initiation of a new life cycle. Even though refurbishment programmes are considerably costly, applying these practices at the right time helps the destinations to sustain their competitive positions in the market. As a result of realigning MICE products with contemporary aesthetical values and norms (Whitfield, 2009), the benefactors of the MICE industry as well as workforces are sustainably benefited from the MICE activities in a destination (Hanly, 2012).

In the aspect of environmental sustainability, Mohindra (2008) suggests three best greening practices, which comprise of 3 Rs: reduce, reuse and recycle; for examples, using the reusable and recyclable signage and other printing materials during the MICE events, supporting local produces to reduce imported food and beverage products and encouraging the organisers to not over-pack their give-aways. However, one of the most effective strategies that has been using across the MICE sector is the utilisation of online platforms for advertising, promotion and registration. When practicing these activities, the usage of papers during the MICE events is considerably reduced.

According to the study of Rittichainuwat and Mair (2012), MICE delegates are willing to support the green meetings. Nevertheless, when extra cost is concerned, they seem to have less interests in the greening activities. Mair and Jago (2010) also examine the drivers and barriers of corporate greening in the MICE sector. Interestingly, findings indicated that greening practices are more expected by the MICE customers nowadays and sustainability will become a hygiene factor for the MICE industry in the future. Even though the hygiene factor may not be necessary for business, if it is absent,

potential MICE customers may consider dealing business with the competitors. As a consequence, the idea of environmental sustainability should to be considered by the MICE stakeholders in order to help the MICE destinations to stay competitive in the market in a long run.

3. Methods

This research adopted qualitative research method as it sought to develop sustainable strategies for the MICE industry in Thailand. As stated by Gratton and Jones (2010), examining qualitative data is appropriate when developing a model, theory or explanation. In this study, a combination of primary and secondary data was used for research analysis. This study adopted case study approach gathering data from existing data sources and in-depth interviews (Yin, 2009). The existing data were collected from academic journal articles, industry reports, conference bureau and conference hotel websites, national tourism organisations, national MICE master plan, national convention bureau's reports, and other related literatures to help identify the situation and direction of the MICE industry in Thailand. Walliman (2011) also suggests that secondary data are reliable sources because they were produced by professional researchers or accredited writers. The types of secondary data can be published written or online materials, non-written materials and survey data (Veal, 2011).

As in-depth interview allows the researchers to understand the participants' ideas (Creswell, 2014), a semi-structured in-depth interview technique was conducted with 3 senior government officers, 4 industry executives and 2 academics, who have involved with the MICE industry in Thailand, see Table 1 the profiles of interview participants. The total number of 9 interviewees is considered suitable for the smaller scale of preliminary study, when compared to the future main research that aims to interview up to 20-25 MICE experts from five main regions of Thailand (Northern, Northeastern, Central, Eastern, and Southern parts). The interview participants were selected based on a purposive sampling method according to the reference of MICE professionals and scholars. From January to March 2016, the interviews were scheduled to complete in approximately 30-45 minutes and all were digital recorded and later transcribed.

Table 1: Interview Participant Profiles

| Respondent Number | Sector | Position |
|-------------------|----------------------------|------------------------|
| 1 | National Convention Bureau | Senior Manager |
| 2 | National Convention Bureau | Director |
| 3 | National Convention Bureau | Manager |
| 4 | Conference Hotel | Director of Sales/MICE |
| 5 | Conference Hotel | MICE Manager |
| 6 | Conference Hotel | General Manager |
| 7 | DMC | Director |
| 8 | University | MICE Academic |
| 9 | University | MICE Academic |

After the collection of data sources, content analysis technique was used to analyse the data. As stated by Elo et al. (2014), content analysis is an analytical technique of data, which data are interpreted in a system including preparation, organisation and reporting of results. Miles and Huberman (1994) cited in Farmaki, Altinay, Botterill, and Hilke (2015) also claim that, to identify key themes, interview transcripts should be read several times. In this paper, three major categories were identified, named; MICE development in Thailand, barriers of MICE development and impacts of implementing sustainable practices to the MICE sector. The results led to the discussion and

recommendations, which were written under the framework of sustainable development strategies for the MICE industry. Subcategories had also emerged under the key themes. Additionally, the illustrative quotes were also used to support the results.

4. Findings

4.1 MICE Development in Thailand

Availability of MICE Venues. According to Sangpikul and Kim (2009), the MICE sector in Thailand has been rapid developed in the past decade. Being seen from the MICE infrastructures (facilities and venues), they have been developed and expanded to most of the major cities in the country in response with the strong growth and requirements of business travellers (TCEB, 2015b), see Table 2 and Table 3. The venues illustrated in the tables have a minimum space of 15,000 square feet. In total, there are currently more than 3.5 million square feet of meeting and conference space available in 5 major MICE destinations in Thailand.

Table 2: Major Purposed-Built Venue, adapted from Sangpikul and Kim (2009), CMECC (2015) and TCEB (2015a)

| Purposed-built Conference Venue | Location (region) | Meeting Space Capacity (square feet) |
|--|-------------------|--------------------------------------|
| IMPACT Bangkok | Central | 1,500,000 |
| QSNCC Bangkok | Central | 645,000 |
| BITEC Bangkok | Central | 430,000 |
| PHECC Bangkok | Central | 77,000 |
| PEACH Pattaya | East | 170,000 |
| CMECC Chiang Mai | North | 80,000 |
| Golden Jubilee Convention Hall Khon Kaen | Northeast | 58,200 |
| Total | | 2,902,000 |

Table 3: Major Conference Hotels, adapted from Sangpikul and Kim (2009) and hotels' own websites

| Hotel Name | Location (Region) | Meeting capacity ,(square feet) |
|--|-------------------|---------------------------------|
| Centara Grand at Central World Bangkok | Central | 87,500 |
| Centara Grand at Central Ladprao Bangkok | Central | 75,000 |
| The Ambassador Bangkok | Central | 52,000 |
| Royal Orchid Sheraton Bangkok | Central | 43,000 |
| Imperial Queen's Park Bangkok | Central | 40,000 |
| Shangri-la Bangkok | Central | 38,500 |
| Ambassador City Jomtien Pattaya | East | 107,000 |
| Holiday Inn Chiang Mai | North | 50,000 |
| Chiang Mai Orchid | North | 15,000 |
| Pullman Raja Orchid Khon Kaen | Northeast | 38,000 |
| CHCCKK Khon Kaen | Northeast | 43,000 |
| Angsana Laguna Phuket | South | 20,400 |
| Hilton Phuket Arcadia Phuket | South | 19,000 |
| Total | | 628,400 |

MICE Visitor and Revenue. Considering the statistics of international MICE traveller and revenue in the past ten years, they had obviously fluctuated, see Figure 1. The industry was affected by both external and internal factors such as, the global economic slowdown, the increasing competitions in the region and the political instability within the country (TCEB, 2011). However, the trend line of the sector for international market is still seen as being upward. Even though the number of international MICE travellers is rather small compared to domestic MICE travellers, the revenue generated by international travellers is comparably higher, see Table 4 the domestic MICE market in 2014 fiscal year. Yet, both domestic and international segments are considered important for the industry's development.

Figure 1: International MICE visitors to Thailand and MICE Revenue during 2009-2018, TCEB (2013-2018)

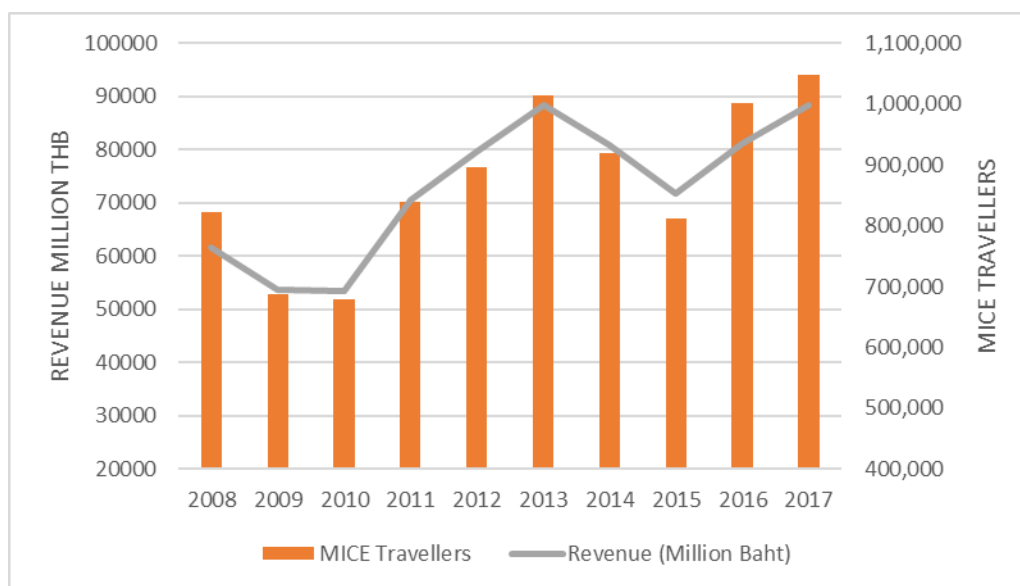


Table 4: Domestic MICE Market in 2017 Fiscal Year, TCEB (2018)

| Industry | MICE Travellers | Revenue (Million Baht) |
|------------------|-----------------|------------------------|
| Meetings | 2,776,453 | 4,229 |
| Incentive Travel | 153,492 | 438 |
| Conventions | 3,416,462 | 4,661 |
| Exhibitions | 28,970,101 | 81,814 |
| Total | 35,316,508 | 91,142 |

Country's Position and the Stage of Development. In views of the MICE professionals on the position of Thailand in the marketplace, all of them believed that the country is now in a competitive position in Asia, but not in a global level. For example, Respondent 4 noted that,

“The position of the country would depend on the scope of the study. Speaking of The Association of Southeast Asian Nations (ASEAN), we are in a very good level of MICE development, as we possess numeral facilities and resources which have made us a strong competitor among other countries. So far, we have launched several major conferences that were very successful and accepted from international participants. However, we are still somewhere behind global leading countries in MICE industry, due to a number of restrictions”.

Respondent 7 added;

“I think Thai MICE industry is quite advanced in many ways, such as the quality and variety of venues, accommodation and supporting suppliers, especially when compared to the neighbouring countries like Vietnam, Cambodia, Laos and Myanmar. However, we are still behind other developed MICE countries like Singapore, Hong Kong and Malaysia. Definitely, there is still room for improvement”.

Respondent 1 also said that *“comparing with Singapore, Korea, Japan or Hong Kong, we still need to develop MICE supporting services and infrastructures in order to compete with them”.*

Thus, it is seen from the expert’s opinions that Thailand is now in a developing stage. Even though the MICE venues and facilities in the country are currently up to international standards, other MICE supporting elements, such as human resources and MICE-related infrastructure still need to be improved in order for the country to stay in a competitive position in the market in a long run.

Concerning with the national MICE master plan, which was proposed by TCEB since 2003, the operation to drive Thailand’s MICE sector were divided into several stages. TCEB has aimed to drive Thailand to be a preferred MICE destination in Southeast Asia by 2011 and eventually moves its ASEAN’s leadership position to become a MICE leading destination in Asia in 2016 (TCEB, 2014). Recently, The American Express Global Business Travel reports that Bangkok and Phuket together ranked number 6 in Asia and number 3 in ASEAN for top cities for meetings and conferences in 2014. With regard to the revenue production, Thailand ranked number 1 in ASEAN and number 8 in Asia-Oceania in 2013 (TCEB, 2015b). Even though the results of development as well as the perceptions of the industrialists seem to be in line with the national strategic plan in terms of competitive position and revenue generation, many development barriers are still found, and they are required to be improved for the betterment of the Thai MICE sector. Additionally, the sustainable MICE development strategies need to be seriously developed and implemented in order to sustain growth of the sector and enhance the competitiveness in the marketplace.

4.2 Development Barriers

Based on the previous study by Sangpikul and Kim (2009) together with the discussion with MICE scholars and professionals, barriers that slow the developing progress of Thai MICE sector can be categorised into three major groups as shown in Table 5.

Table 5: Barriers for MICE Development in Thailand, adapted from Sangpikul and Kim (2009) and the Interview

| Barriers for MICE Development | Focused Area |
|-------------------------------|---|
| Industry infrastructure | MICE Venues, Transportation System |
| Personnel Development | Insufficient Number of Skilled MICE Professionals |
| Government Policy | Inconsistent Support from the government |

Industry Infrastructure. According to the industry perspectives, MICE venues (purposed-built venue and conference hotel) in the country are currently well developed only in the central area like Bangkok. Being seen from the number of international MICE events held in Thailand, most of them were organised in Bangkok due to the adequacy of availability and readiness of MICE venues and facilities (ICCA, 2015). On the other hand, some other designated MICE cities still lack of purposed built conference centre and full supporting facilities for MICE. As Respondent 2 noted regarding MICE infrastructure that;

“Now, we have five official MICE cities in Thailand. To support the country’s MICE industry, other cities apart from Bangkok, which are Chiang Mai, Khon Kaen, Phuket and Pattaya need more

development in terms of MICE infrastructure to enhance the efficiency of regional trade and connectivity”.

According to the interviewee’s opinions, not only the improvement is required for MICE venues and facilities, ground transportation is also another concerned area. For example, Respondent 5 mentioned that;

“We need more supporting infrastructure for the industry, especially for local ground transportation”.

Sangpikul and Kim (2009)’s study also revealed that in Bangkok, not all of the MICE venues are located in the city area. For the venues that are located in the outskirt area, their accessibilities affect how convenient it is for delegates to travel to the venues. Additionally, Respondent 8 gave her opinion that;

“Major challenge for Thailand’s MICE industry includes a lack of integrated infrastructure system, especially decent public transport. Meeting planners and PCO today are likely to seek more high quality transport system to and within a MICE destination. They prefer a destination with MICE venue, accommodation, attraction, entertainment, shopping centre and restaurants in close proximity or with a high quality public transport system. As we see in the most MICE cities in Thailand, there is a traffic jam problem with the lack of integration in the public transport system”.

The issue of public transportation is another barrier for MICE development. In order to move the position of Thailand to be in the top rank MICE destination in Asia, the government needs to take a speedy action to overcome this obstacle.

MICE Personnel Development. According to Sangpikul and Kim (2009), the insufficiency of skilled personnel in the MICE industry was considered as one major development barriers. The in-depth interview with MICE professionals revealed the similar result. For examples, Respondent 7 stressed that;

“I think the main barrier for development is the quality of our people. Most event organisers in Thailand I speak to share the same concern about the quality of staff, for examples; the issues of retaining good staff, newly-recruit staff leave the company after days or a few months and poor English language skills among operation staff. There are only a few PCO companies in Thailand and once the core staff gets older, finding suitable replacement is not easy”.

Respondent 6 also added that “human capital should be the first priority to be developed as the industry needs potential people to drive for future success”. However, slightly different viewpoint was found from Respondent 4. She noted that, “We have already had very good human resources in the industry. However, timely training is still important for the staff to maintain standards and keep them up with industry knowledge”. Even though there is a little gap among respondent’s perceptions regarding human resources, the development of people still needs to be emphasised in order to prosper the industry.

Government Policy. According to MICE executive opinions, the industry needs more support from the government concerning budget, promotion and policy for the MICE sector. Even though the national convention bureau has launched a proactive master plan for several years already, it has affected by the political unrest causing the discontinuity in the development and a decline in Thai MICE Industry. For example, Respondent 9 noted that,

“Political instability is another concern, not only for foreigners to come to Thailand, but the policy toward the MICE industry should be stable enough to consistently support and develop MICE related activities in the country”.

As the negative effect on political instability might be more lasting than other events like disasters or terrorist attacks (Sangpikul & Kim, 2009), some developing budgets had to be largely allocated to reinvigorate the country’s positive image and confidence (TCEB, 2014). Accordingly, it is

important for the country to learn from the impacts and implement appropriate and consistent strategies in order to achieve the aim of being in the leadership position for MICE destination in Asia by 2016.

4.3 Impacts of Implementing Sustainable Practices in the Thai MICE Industry

In views of the industrialists, the introduction and implementation of MICE sustainability bring positive changes to the industry. The findings are summarised in Table 6. Even though it is agreed that some negative impacts can occur when introducing and implementing sustainable strategies, for examples high investment cost and time consuming, positive aspects tend to be more predominant.

Table 6: Impacts of Implementing Sustainable Practices in the MICE sector

| Aspect | Positive Impacts |
|--------------------|---|
| Social | <ul style="list-style-type: none"> - Sustainable job creation within local community - Local people gain more knowledge from MICE events - More additional income, leading to better quality of life - Residents are benefited as pollutions are reduced - Raise social awareness on environmental protection - Local infrastructure is improved - Create pride for community - Good opportunity for residents to learn new technology |
| Economy | <ul style="list-style-type: none"> - More market opportunities for sustainable companies, leading to more profits - Good for marketing. The destination could win more bids if it is known as a sustainable destination. - The country's expenditures are reduced as the MICE sector implements green practices, resulting in less consumption of resources e.g. electricity and water - The country's economic status has prospered resulting from the coming of international delegates - MICE-related spending generates income for the local community and local and national government through income taxes - The development generates demand on infrastructure improvement including transport system, convention centre, accommodation, etc. |
| Environment | <ul style="list-style-type: none"> - The concept of social responsibility is promoted through MICE events - Less natural resources consumption as venues are converted into green - Residents and government are motivated to maintain and preserve their environment in healthy condition due to the environmental quality demand of MICE buyers |

5. Discussion and Recommendations

This section provides discussion and recommendations under the framework of sustainable development strategies for the Thai MICE industry. It is based on the overall review of MICE sustainability literatures as well as industry's perspectives. It is hoped that the recommendations provided might help the MICE policy makers to refine or develop sustainable strategies to improve the country's competence and maintain its competitiveness in the marketplace.

5.1 Sustainable Development Strategies for the MICE Industry

5.1.1 Socio-economic Development

Industry Infrastructure Development. Although the development of MICE industry generates demand on infrastructure improvement, the research findings revealed that one of the major MICE cities, Phuket still lacks purposed built conference venues. Accordingly, the MICE events arranged in this city have to be held in conference hotels, which normally have very limited capacity. This causes the country and city to lose opportunities to host some national or international events. A previous study by Sangpikul and Kim (2009) revealed that Chiang Mai used to lack the convention centre; however, findings in this paper found that CMECC was recently built in response to the growth of the

industry, see Table 2. Even though developing a robust MICE infrastructure to maintain international competitiveness is one of the key strategies stated in the national MICE master plan during 2012-2016 (TCEB, 2014), the venues in some major cities still have not been well constructed and developed. As Whitfield (2007) stated, building a conference centre in a destination can help stimulate economic activity, revitalise blighted area and regenerate environmental decline. Thus, building purposed built venues in Phuket is required action to enhance overall competitiveness of the destinations in the market.

Not only the reason that having a conference venue would increase competitiveness of a destination, it helps boost the local economy and generate sustainable employment. For cities that conference venues are already well established, such as Bangkok, Chiang Mai, Khon Kaen and Pattaya, it is suggested by Whitfield (2009) to keep the venues well equipped and refurbished on a timely basis. Even though constructing or refurbishing a conference venue is considered costly (Whitfield, 2007, 2009), doing so can sustain the growth of Thai MICE industry contributing positive impacts to local economy in a long run.

Regarding ground transportation, the findings revealed that the current transportation system around the area of MICE venues in most of the MICE cities is still not well developed. The issue was found even in the capital city like Bangkok. For instance, the key MICE venue, IMPACT is not directly linked with the main city transportation like underground, sky train or bus terminus. Other MICE cities possess the same problem. Yoo and Chon (2008) claimed that the ease of travel is one of the important factors that conference organisers or delegates concern when making decision on selecting a MICE destination. The MICE industrialists also agreed that this problem should be immediately resolved. Comparing with other developed MICE destinations like Singapore, Hong Kong and Korea, Thailand is still behind. Even though the investment on public transportation system is a big project and considered costly, it is in an urgent need to develop in order to support the expansion of the industry, sustain the long-term social and economic growth and establish the country as “the top of mind” MICE destination in Asia as per the national MICE master plan (TCEB, 2014).

Human Resources Development. According to MacLaurin (2002), the key priority for people development in the MICE industry is to provide education and accreditation for practitioners to ensure that they conform professional standards. Even though developing MICE professionals and entrepreneurs is one key strategies mentioned in the master plan (TCEB, 2014), there is still a need to give more focus on MICE education and training in systematic manner.

Respondent 7 stressed that;

“The industry cannot grow effectively without education and training. Currently, TCEB is a driver to provide MICE101 teaching materials and the “Train the Trainer Programme” as well as offering professional-level courses. Many universities also offer MICE classes, but there need to be some ways of measuring the quality of those classes. Still, we need more quality and quantity of people to enter the industry to support the continued growth”

Respondent 5 also agreed that *“more specific MICE training is required for the industry in order to improve skills for MICE professionals”*. As TCEB is the one who prepares the development plan for MICE professionals, involving the industry stakeholders during planning process might be more effective because specific topics to improve skills can be selected, emphasised and trained to serve the need of the industry. Academics also agree that human resources are important assets that help sustain the success of the MICE industry (Sangpikul & Kim, 2009).

5.1.2 Environmental Sustainability

Environmental care is currently considered as one of the vital elements in the MICE sector as it can draw delegate’s attention to the destination (Mair & Jago, 2010). For Thailand, the guideline for sustainable events was produced with the aim of equipping the MICE sector with continuous development and sustainable growth in regional and global level. Many aspects of sustainability were included such as, environmental protection and climate friendly events (TCEB, 2015c). However,

there are still some gaps between the national MICE sustainability plan and perspectives of the practitioners. For instance, Respondent 8 noted that;

“The MICE industry in Thailand is moving toward sustainability, which is environmentally friendly. Although TCEB has promoted environmental responsibility through green meeting campaign for about seven years, in my opinion, Thailand is still at the first stage of implementing sustainable strategies and the country only focuses on one aspect. It aims to build awareness among Thai MICE companies via international standards such as ISO 20121 (Event Sustainability Management System). This strategy is somewhat successful in terms of encouraging the large venue operators to participate and implement the sustainable practice by motivating their customers to hold paperless and to use public transport. However, raising awareness about sustainable practice to MICE operators need to be continued, especially with small MICE operators and suppliers in the MICE cities”.

Other interviewees agreed that the effective implementation of environmental sustainability concept is not only beneficial for Marketing and Public Relations purposes but it helps sustain the whole MICE sector. However, it should be implemented by either small-medium or large service providers.

“Once the MICE providers really understand sustainability, staff in the organisation will take it into account. Eventually, customers will take part of sustainable activities” (Respondent 5).

Respondent 6 suggested that,

“Negative environmental impacts can be reduced by educating all stakeholders in the MICE industry regarding positive and negative impacts of the industry, also encouraging them to adopt environmentally friendly practices in their organisations”.

Another recommendation by the industrialists is to encourage the service providers to use local produces. This activity is not only considered climate friendly because it helps reduce energy consumption, the local economic activity is boosted as incomes are generated within the destination. Furthermore, the academic suggested that using electronic form of MICE advertising or online registration and educating delegates on greening practices were positive steps in reducing environmental waste (Mohindra, 2008). Accordingly, the policy maker should engage MICE stakeholders from public and private sectors when developing or refining sustainable strategies for the industry. MICE sustainable plans would be really effective if all stakeholders agree and put them into action. Additionally, one interesting suggestion from industry executives to promote MICE cities is to initiate MICE Ambassador Programme. Each MICE city in Thailand should have an ambassador, who possess strong knowledge in MICE with the propose of creating a friendlier MICE destination.

6. Conclusion and Limitations

Through the investigation of the development of MICE industry in Thailand, this paper has outlined how to sustain growth and enhance competitiveness of Thai MICE cities in the marketplace. It has provided the ideas exchanged between tourism sustainability in the context of social, economic and environmental development and MICE or business tourism study. The current country's position, stage of development, and development barriers are discussed. The insights of the study have gained through empirical investigation as well as secondary sources of data, extending Yin (2009)'s case study approach. Findings revealed that the sector contributed to development of the destination, but negative impacts still appeared. Nevertheless, the negative impacts can be reduced by applying the concept of sustainability (Sox et al., 2013). The challenges found in the Thai MICE sector that need to be overcome are concerned with industry infrastructure, stable and supporting policy from government and human resources. Additionally, the MICE service providers are encouraged to adopt environmentally friendly practices in order to help sustain the industry. This study also provided recommendations for sustainable development strategies in the aspect of socio-economic as well as environment based on the view point of MICE professionals.

There are some limitations associated with this research. Firstly, secondary data relating to MICE study in Thailand are still limited, not only in terms of academic research, but industry information and reports. Secondly, this research gave a focus only five TCEB's designated MICE cities. Some other major cities in the country might be also potential for MICE events, especially domestic MICE, but have not been investigated. In addition, the small proportion of experts interviewed in this preliminary study could yield the unsaturated data from several representatives of the sector. Further insight could still be added to make the data more saturated once the higher number of interviewees could be reached. Finally, interviewing the MICE executives based on a purposive sampling method might not cover varied representation of industry executives. Future research could develop from the findings of this study in order to build stronger knowledge of the development of Thailand's MICE industry.

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Bicycle Touring Behavior Border Town in Eastern Lanna Thailand

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Abstract

This study of tourist behavior of cycling around the border cities in Eastern Lanna including Chiang Rai, Phayao, and Nan based on a combination of research and data analysis with related sectors. 400 participants were selected from the survey of bicycle tourists in the Eastern Lanna areas. The qualitative research was done together with In-depth interviews, data analysis, descriptive statistics, and descriptive statistics. The results and recommendations of the research were concluded, discussed, and presented through the samples of 400 people, divided into 142 female cyclist tourists and 258 male cyclist tourists. The objective of this study was to study the behavior of bicycle tourism in the Eastern border town of Lanna. From the study, it was found that 5ASM 1) Attractions 2) Accessibility 3) Accommodations 4) Amenities 5) Activities 6) Safety 7) Management

Keywords: Bicycle touring behavior, East Lanna

2. Introduction

The tourism industry is a high growth industry and plays an important role in the economic and social system of the international community and Thailand very much as it is the main source of revenues of the country.

Moreover, cycling tourists around the world are interested in the topic of the climate change issue due to the evidence in many countries as a result of greenhouse gases and global warming, which cause some natural disasters. The resources are limited in comparison to the rapidly growing world population, which is imbalanced. This will lead to a shortage of resources.

Nowadays, bicycle tourism is gaining popularity. From the behavior of people who turn to health care with the consideration of the environment. According to the Euro monitor report presented at the World Travel Market 2014 between 3-6 November 2014 in the United Kingdom. It is concluded that popular tourist by bike as a vehicle has increased continuously. According to statistics from DuVine Cycling + Adventure Co, demands for cycling tours have increased by 70% since 2009, with popular destinations including Europe and California. In terms of travel expenses, cyclists surveyed by Travel Oregon found that cyclists traveling on overnight trips and traveling within the state had an average cost of about \$ 744, 20% higher than general travelers. Generation X and Boomers (eTAT Tourism Journal, 2014)

Bicycle Tourism Millington (2013) referred in Mrnjavac, Kovacic and Topolšek (2014) has given the meaning of Bicycle tourism, which means traveling to places for relaxation purpose and for cycling activities, which are important components of the travel experience.

East Lanna area is a potential location for tourism. The main attractions of this area are the nature of the national park, mountains, forests, traditions and culture, and the generosity of the local people. As the area has its advantages such as beautiful and complex mountains, uniqueness of Lanna culture and historical places, these things can attract the attention of tourists to come and visit these tourist sites on a regular basis.

It can be seen that East Lanna is also popular in bicycle tourism. But it has still some problems that need to be studied throughout these questions such as are the bike routes provided along the border and how do they look like ?, and What are the characteristics of a good bike path? Etc. Bicycle tourists need new exotic route with facilities provided for their experiences of cycling and traveling at the same time. Bicycle City Border is the route that can accommodate the needs of tourists. However, the route needs to remain in its good condition and be suitable for the bicycle tourism. Due to these questions arisen, the tourists also have their concerns that the route has still had the lack of good standards and what should be expected from the travel experience including amenities and travel information, which are still unclear. They need to be able to answer to these tourists' concerns. All these mentioned are the sources of this research.

3. Literature review

3.1 Bicycle travel ideas : The beginning of the 1970s due to traffic problems. More expensive oil When faced with the crisis of expensive oil prices. Environmental awareness As a result, the quest for alternative means of non-motorized travel (Beierle, 2011) and the global oil price crisis Encourage the use of bicycling. This is due to an increase in environmental conservation flows. And awareness of sustainable development (Chang and Chang, 2003). In the period before it entered the era of popular bicycle Bicycle Boom society presented the bike in view of convenience (mobility) in terms of personal travel. It is safe and cheap. Bicycles are integrated into the urban middle classes (Lamont (2009; Southworth, 1997, cited in Chang and Chang, 2003). Until the Bicycle called Boom, the popularity of bicycles is very much in the late 19th century European and American popular bicycle. Tobin, 1974, cited in Lamont, 2009), in 1890, has given Bicycle Bicycle its first "modern first" traveler (Tobin, 1974; Watson and Gray, 1978 cited in Lamont, 2009: 61). It is credited with setting the tour as a unit. Of the National Economy of America (Lamont, 2009).

3.2 Bicycle Tourist: Rotar (2012) Bicycle tourists mean a mixture of cycling, which is varied, such as group tours. Mountain Bike or Bike Trip

Cyclists are foreign and domestic tourists. A visit to a natural attraction, a beautiful place or a community.

Arnold (2012) divides the segment of bicycle tourists into five categories.

- 1) leisure and family
- 2) recreational cyclists
- 3) touring tours
- 4) competition cycling
- 5) mountain biking biking

4. Methods

Purpose of study

To study the behavior of cycling tourists in frontier cities in Eastern Lanna

Study methods

In-depth interview and questionnaire were used to collect data.

Population and sample

In this study, population, which was determined, was cycling tourists. However, the researchers did not know the exact number of the population. Therefore, In-depth interviews were used to

determine the 400,000 samples used in the Yamane formula (1976) and set the standard deviation of 0.05, which was the sample population of 400 people.

$$n = N \div (1 + Ne^2)$$

n is the size of the samples that we want to know N is the total population e is the error value.

$$n = 400,000 \div (1 + (400,000 \times 0.05))$$

$$n = 400$$

Sampling was performed using the Yamane formula (1976) and the 0.05 deviation was calculated for 400 samples.

4. Findings

Table 1 Attractions.

| The main issue | | Score | | Divination of potential level |
|----------------|---|-----------|------|-------------------------------|
| 1 | Attractions indicators | \bar{x} | S.D. | Potential Level |
| 1.1 | In terms of circle route, the travelers will get to enjoy new experience as well as new perception along the way without repeating the same loop. | 4.40 | 0.64 | Most |
| 1.2 | There are wide varieties of city route systems providing wider perspective on local tradition and way of life. | 4.17 | 0.89 | Much |
| 1.3 | Bicycle lanes to tourist attractions will be provided in order to facilitate the travelers and organize the traffic. | 4.15 | 1.00 | Much |
| 1.4 | The bicycle lanes will give travelers joy and new experience. | 3.23 | 1.04 | Moderate |
| 1.5 | The natural attractions such as mountains, falls, streams, rapids, hot springs, lakes etc. | 4.00 | 1.18 | Much |
| 1.6 | Arts and cultural attractions, tradition, local way of life. | 4.31 | 0.78 | Much |
| 1.7 | Attractive recreation areas with relax zone providing travelers with tables, chairs, benches, gazebos and parking lots. | 3.74 | 0.91 | Much |
| 1.8 | Share bikeway separated from driving lanes by lining on the road surface with enough space for bicycle. The roads should be 1 meter wider than regular roads. | 3.90 | 0.89 | Much |

According to table 1,

When taking attractions into account, the circle travel route is found to be the highest potential since it gives travelers new experience and perspective along the way without repeating the same loop. For the high potential ones are the wide varieties of city route systems providing wider perspective on local tradition and way of life, Bicycle lanes to tourist attractions are provided in order to facilitate the travelers and organize the traffic, The natural attractions such as mountains, falls, streams, rapids, hot springs, lakes etc., Arts and cultural attractions, tradition, local way of life, Attractive recreation areas with relax zone providing travelers with tables, chairs, benches, gazebos and parking lots and The share bikeway separated from driving lanes by lining on the road surface with enough space for bicycle which should be 1 meter wider than regular roads. The moderate potential ones are the bicycle lanes will give travelers joy and new experience.

Table 2 Accessibilities.

| The main issue | | Score | | Divination of potential level |
|----------------|--|-----------|------|-------------------------------|
| 2 | Accessibilities indicators | \bar{x} | S.D. | Potential Level |
| 2.1 | The basic transport infrastructure is conveniently connected such as trains, buses, boats, planes within 150 kilometers area. | 4.10 | 0.98 | Much |
| 2.2 | The public transportation reaching tourist attractions such as buses or taxis with safety and facilitating equipment's provided for travelers for loading their bikes. | 2.93 | 1.49 | Moderate |
| 2.3 | Physical transportation, the entire smoothness, baggage loading and travel convenience. | 3.27 | 1.44 | Moderate |
| 2.4 | Communication service such as cell phones, wi-fi, internet for the travelers. | 4.00 | 0.96 | Much |
| 2.5 | Information on bike routes will be regularly provided to travelers along the way. | 3.52 | 1.11 | Much |
| 2.6 | Landscape adaptation to improve the tourist attractions by emphasizing on the bicycle-convenient accessibility in order to maintain the original attractions. | 3.93 | 0.83 | Much |
| 2.7 | Transportation accessibility including road condition, slopes and whines and safety. | 3.91 | 1.25 | Much |
| 2.8 | The roads have been built and expanded to the attractions. The public facilitations will be provided such as rental cars, tour buses and rental bicycles. | 3.86 | 1.18 | Much |
| 2.9 | Parking lots will be provided to facilitate the bikers. | 4.01 | 0.99 | Much |
| 2.10 | Plans and how to reach each destination will be well-reviewed by the travelers themselves. | 3.76 | 1.15 | Much |

For the evaluation of accessibility, the highest potential falls into the basic transport infrastructure is conveniently connected such as trains, buses, boats, planes within 150 kilometers area, Communication service such as cell phones, Wi-Fi, and internet for the travelers, Information on bike routes is regularly provided to travelers along the way. Landscape adaptation to improve the tourist attractions by emphasizing on the bicycle-convenient accessibility in order to maintain the original attractions, Transportation accessibility including road condition, slopes and whines and safety, the roads have been built and expanded to the attractions. The public facilitations will be provided such as rental cars, tour buses and rental bicycles, enough parking lots are provided to facilitate the bikers, and 8. Plans and how to reach each destination will be well-reviewed by the travelers themselves. The moderate potential are the public transportation reaching tourist attractions such as buses or taxis with safety and facilitating equipment provided for travelers for loading their bikes, and Physical transportation, the entire smoothness, baggage loading and travel convenience

Table 3 Accommodations.

| The main issue | | Score | | Divination of potential level |
|----------------|---|-----------|------|-------------------------------|
| 3 | Accommodations indicators | \bar{x} | S.D. | Potential Level |
| 3.1 | Accommodation service for camping such as clean school or temple area. | 3.93 | 0.99 | Much |
| 3.2 | Hotel service guaranteed by the ministry of tourism and sport. | 3.83 | 0.96 | Much |
| 3.3 | Sufficient clean restaurants. | 3.50 | 1.35 | Much |
| 3.4 | Standard quality food stalls guaranteed by related organization for travelers' safety. | 3.53 | 1.45 | Much |
| 3.5 | Private hotels or business facilitations to service travelers on accommodation, food and other related service. | 3.63 | 1.31 | Much |
| 3.6 | Parking lots, Bicycle wash, bellows. | 4.27 | 0.86 | Most |
| 3.7 | Bicycles transportation, slope area, escalators. | 3.93 | 0.74 | Much |
| 3.8 | Facilitations related to bicycle in accommodation such as in-room bike hanger. | 3.77 | 1.36 | Much |

When taking accommodation into account, the highest potential one is parking lots, bicycle wash yard, and bellows. The ones with high potential are Accommodation service for camping such as clean school or temple area, Bicycles transportation, slope area, escalators, Hotel service guaranteed by the ministry of tourism and sport, Facilitations related to bicycle in accommodation such as in-room bike hanger, Private hotels or business facilitations to service travelers on accommodation, food and other related service, Standard quality food stalls guaranteed by related organization for travelers' safety, and Sufficient clean restaurants.

Table 4 Amenities.

| The main issue | | Score | | Divination of potential level |
|----------------|---|-----------|------|-------------------------------|
| 4 | Amenities. | \bar{x} | S.D. | Potential Level |
| 4.1 | Clear and noticeable signs with correction and standard introducing attractions. | 4.02 | 0.99 | Much |
| 4.2 | Rest area will be provided because the bikers bike for long distance, so the rest area such as coffee shops, bakery shops should be provided. | 4 | 1.12 | Much |
| 4.3 | Clean and enough public restrooms. | 4.2 | 1.01 | Most |
| 4.4 | Enough bins. | 3.28 | 0.83 | Moderate |
| 4.5 | Recreation areas with relax zone providing travelers with tables, chairs, benches and gazebos. | 3.44 | 0.77 | Much |
| 4.6 | The flow of travel information system both online and offline including the information of important attractions, warning signs and suggestion. | 3.63 | 0.83 | Much |

| | | | | |
|-------------|--|------|------|------|
| 4.7 | Money facilitation to making trading easy. | 3.70 | 1.15 | Much |
| 4.8 | Flyers providing travelers with tourist information. | 4.09 | 1.03 | Much |
| 4.9 | Tourist information for travelers to use with their decision in planning traveling with bicycle. | 3.68 | 1.05 | Much |
| 4.10 | Standard quality food stalls guaranteed by related organization for travelers' safety. | 4.03 | 0.95 | Much |

When taking service and convenience into account, the highest potential ones are Clean and enough public restrooms, Flyers providing travelers with tourist information, Standard quality food stalls guaranteed by related organization for travelers' safety, Clear and noticeable signs with correction and standard introducing attractions, Rest area will be provided because the bikers bike for long distance, so the rest area such as coffee shops, bakery shops should be provided, Money facilitation to making trading easy, Tourist information for travelers to use with their decision in planning traveling with bicycle, The flow of travel information system both online and offline including the information of important attractions, warning signs and suggestion, and Recreation areas with relax zone providing travelers with tables, chairs, benches and gazebo.

Table 5 Activities.

| The main issue | | Score | | Divination of potential level |
|----------------|---|-----------|------|-------------------------------|
| 5 | Activities. | \bar{x} | S.D. | Potential Level |
| 5.1 | Recreation activities with community. | 4.11 | 1.23 | Much |
| 5.2 | Connecting the travel routes to other potential areas by using prominent points. | 4.07 | 1.20 | Much |
| 5.3 | Recreation area for local arts and tradition. | 4.10 | 1.20 | Much |
| 5.4 | Recreation activities showing the unique of each community such as traditional dance, walking street and Phon-dancing. | 3.90 | 1.27 | Much |
| 5.5 | Various traveling activities providing travelers with their own choices to participate. | 3.67 | 1.26 | Much |
| 5.6 | Learning experience from each place visited such as learning history through museums, temples. Learning art through art gallery, artist houses. Learning about nature through farms, tea plantation or botanical gardens. | 3.91 | 1.33 | Much |
| 5.7 | Performance will be provided to show the unique of each community such as traditional dance, walking street and Phon-dancing. | 3.86 | 1.20 | Much |
| 5.8 | Social and environment responsibility. Biking will play a part of charity activity to improve environment and community. | 3.15 | 1.30 | Moderate |

When taking recreation activities into account, the highest potential are Recreation activities with community, Recreation area for local arts and tradition, connecting the travel routes to other potential areas by using prominent points, Learning experience from each place visited such as learning history through museums, temples.

Learning art through art gallery, artist houses. Learning about nature through farms, tea plantation or botanical gardens, Recreation activities showing the unique of each community such as traditional dance, walking street and Phon-dancing and for the social and environmental responsibility is biking will play a part of charity activity to improve environment and community plays the moderate potential part.

Table 6 Safety.

| The main issue | | Score | | Divination of potential level |
|----------------|---|-----------|------|-------------------------------|
| 6 | Safety | \bar{x} | S.D. | Potential Level |
| 6.1 | Lighting system at various points. To illuminate at night especially the important and danger points which might harm the travelers | 4.22 | 1.05 | Most |
| 6.2 | Traveler service providing tire checking, repairing and spares. | 3.91 | 1.18 | Much |
| 6.3 | The signs showing information of significant attractions especially the origin and the contact information. | 3.61 | 1.21 | Much |
| 6.4 | Communication tools when emergency. | 3.86 | 1.35 | Much |
| 6.5 | The easy to understand warning signs in Thai and English such as no entry or dangerous. | 4.69 | 0.55 | Most |
| 6.6 | Symbols or signs of bicycle such as damaged road or dead end in order to guide the travelers to the attractions. | 4.27 | 0.66 | Most |
| 6.7 | Road safety. Traffic laws should be respected at any course. Always be aware that you are sharing the road with other people, so be respectful. | 4.39 | 0.84 | Most |
| 6.8 | Biking at night can be more harmful than during the day, bikers should use the suitable tools when biking at night. | 3.33 | 1.19 | Moderate |
| 6.9 | Replacing spares should be done carefully or it will cause serious danger. | 4.50 | 0.99 | Most |
| 6.10 | Basic safety such as quality helmet should always be in use. | 4.46 | 0.76 | Most |
| 6.11 | Off-road safety should be aware by respecting traffic law because you are sharing the road with other people | 2.55 | 1.27 | Little |

When taking safety into account, the highest potential are the easy to understand warning signs in Thai and English such as no entry or dangerous, Replacing spares are done carefully or it will cause serious danger, Basic safety such as quality helmet should always be in use, Road safety. Traffic laws should be respected at any course. Always be aware that you are sharing the road with other people, so be respectful, Symbols or signs of bicycle such as damaged road or dead end in order to guide the travelers to the attractions, and Lighting system at various points. To illuminate at night especially the important and danger points which might harm the travelers. Those with high potential are Traveler service providing tire checking, repairing and spares, and Communication tools when emergency. The moderate potential is biking at night can be more harmful than during the day, bikers should use the suitable tools when biking at

night. The lowest potential is off-road safety should be aware by respecting traffic law because you are sharing the road with other people.

Table 7 Management.

| The main issue | | Score | | Divination of potential level |
|----------------|--|-----------|------|-------------------------------|
| 7 | Management | \bar{x} | S.D. | Potential Level |
| 7.1 | Biking area management. The allocated biking area should interest the travelers. The landscapes should be suitably continuously managed with the environment. | 3.82 | 0.98 | Much |
| 7.2 | Biking encouragement policy will focus on providing more safe and accessible biking routes throughout the country which will be connected to attractions. | 3.96 | 1.00 | Much |
| 7.3 | The accessibility management. The routes should be safe, convenient and accident-free such as road condition, slopes and whines. Some routes will be able to access seasonally. | 3.86 | 0.97 | Much |
| 7.4 | Facilitation management should be provided along with first aid service, facilitation for disabled bikers and regular public advertisement. | 3.80 | 0.95 | Much |
| 7.5 | Environment management with the measures to prevent environmental, social and cultural impacts. Provide separate trash bins, using friendly materials as well as alternative energy waste / waste treatment. | 3.56 | 0.98 | Much |
| 7.6 | Bound the friendly relationship between travelers and community to be in the same direction as travelers' satisfactory. | 3.60 | 1.19 | Much |
| 7.7 | Organizing the proper traveling activities that take place in natural attractions should concern about nature condition as well as the impact on people way of life, tradition and culture. | 3.66 | 1.08 | Much |
| 7.8 | Planning management. Improvement plans/projects, activity calendar and recommendation should be arranged. | 3.74 | 1.01 | Much |

When taking biking management into account, the highest potential are Bound the friendly relationship between travelers and community to be in the same direction as travelers' satisfactory, Biking area management. The allocated biking area should interest the travelers. The landscapes should be suitably continuously managed with the environment, Biking encouragement policy will focus on providing more safe and accessible biking routes throughout the country which will be connected to attractions, Environment management with the measures to prevent environmental, social and cultural impacts. Provide separate trash bins, using friendly materials as well as alternative energy waste / waste treatment, Facilitation management should be provided along with first aid service, facilitation for disabled bikers and regular public advertisement, and the accessibility management. The routes should be safe, convenient and accident-free such as road condition, slopes and whines. Some routes will be able to access seasonally.

The moderate potential is Planning management. Improvement plans/projects, activity calendar and recommendation should be arranged.

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The potential of maintenance as Sports Tourism in the area of Chiang-Rai

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Abstract

The study of the potential of maintenance as Sports Tourism in Chiang-Rai studied the potential for sports tourism in Chiang-Rai and analyze of capabilities support for Sport Tourism in Chiang-Rai. The method of study remained to survey for interview the investment areas and brainstorming conferences for the characteristics of the physical space. The study founded the potential of sports activities of Chiang-Rai a form of organized sports facilities as the infrastructure support as able participate every day and the potential of sports held earlier. Found to improvement tourism for the potential of maintenance as Sports Tourism as area of Chiang-Rai, which founding of the football field CR., Singha Stadium, Singha Park CR., Golf club CR., shooting gallery, Chern Thawan Bike for Peace, Golden Triangle International Triathlon Thailand, Doi Tung Cycling Routes. Aim of research as the potential of tourism such as the competitive context and demand of sports tourism related of industries and provision sports tourism and reason to production of sports tourism include the role of the public sector and opportunities.

Key words: Sports Tourism, Chiang-Rai

Introduction

The situation of sports the list of global competition during the match as season one. Seen from accommodation operators have adjusted rates are higher. There was a ticket to the event. That means during sporting events. Visitors can enjoy the city's vibrant and colorful. Unlike regular intervals while the hosts were prepared to welcome tourists to flock to it. Because it brings money to spend more than general tourists. This would provide an opportunity for sports tourism can help boost the city's economy as well. For this reason and as a result, many countries offer to host the event. In addition to the influx of tourists. It also found significant information is required. Promote the country's image add pride in As well as promote tourism. Economic growth improved from tourist spending. Long-term benefits of infrastructure development. As increasing business opportunities and increase the confidence of investors. The widespread employment during the construction of infrastructure. (Tourism Authority of Thailand. 2555).

Additionally, the agency is involved in the development of the country. Have also realized the importance of sports tourism; earn enormous. And the sports tourism as a tool in the economic development of the country. Thailand has recognized the importance of developing the capacity and capability of a sport-tourism in Thailand. The offense Chiang-Rai makes the focus of tourism, with the aim of enhancing the competitiveness of tourism. (Provincial Executive Committee integrated Chiang-Rai. 2559). The importance of the above. Researchers have recognized the importance of developing the potential of sports tourism can support the sport effectively. This will contribute to enhancing its competitiveness. You can extract money from a group formed from sports tourism even more.

Objective

1. To study the potential for sports tourism in Chiang-Rai
2. In order to analyze its capabilities through support for sport tourism in Chiang-Rai.

Literature review

The tourism; A sector that is vital to the economy of the country. Tourism is an activity that contributes to income and employment in various industries. In a related development, the National Tourism Plan No. 2 (2018 -2021) had brought the sport tourism guide tourism development of Thailand. Which is consistent with the trend in the tourism situation in the world today. (Ministry of Tourism and Sports. 2016, page 68). In addition, the Ministry of Tourism and Sports (2017 pages 69-70) was also discussed. Definition Sports tourism as a departure from the usual residence. Residence or occupation the travel to another place and the participants in sports events or not as the dimension should be considered as a sports tourism thus;

The place: Sports tourism has to be a departure from the residence. Residence or occupation.

Purpose of travel: The purpose of travel, sports tourism has to be part of the activities related to sports. Although not a primary objective of the trip.

Activities: Sports tourism has to be participation-oriented sports might be a participation sport (Active Sport Tourism) or visit a participating (Passive Sport Tourism).

Uptime: Sports tourism is travel overnight (Overnight) tour or a trip - in a single day (Day trip), but require a period not exceeding one year.

In the educational needs of sports tourism in the area over the East. The concept has been an important component of tourism resources. The elements of the tourism resources must contain at least 3 elements, or 3 A's following (Bunloet JittrangWattana, 2005, page 52).

1. Tourism resources must be something to attract tourism (Attraction), which is an important resource that must have appealed either to the tourists visiting the place. The tourists, each group will have different interests, according to this image, and the visits of tourist resources. Take part in a tourist attraction as well.

2. Tourism resources must have access to transportation routes. (Accessibility) Travel Resource. In addition to the attractions and tourism. Should have the ability to access resources with tourism. Getting access is an important factor that can make the tourists visit quickly and easily. And can be linked to tourist attractions nearby. If tourism resources, lack of access to transportation routes. Tourists may not be able to visit the resources it has. Those resources may tour entirely meaningless.

3. Travel must-have resource facilities (Amenities), which is offered to tourists traveling in a tourist area. Visitors bask in comfort and impressive. And tourists as to travel longer. And facilities of a major tourist attraction should contain background of facilities infrastructure sector. Communication systems, electrical systems, water, sanitation, health, roads, parks and etc. And used the facilities of the Security Service of Tourism grants protection to ensure the safety of tourists, the tourist services such as safety from crime, accidents and natural disasters, etc.

Yongyutt Chalamwong and Facility (2016) introduced the concept Diamond model issues included the analysis factors of production (factor conditions), Labor issues, and Elementary structure. The industry consumes the reason of production in extraordinary may allow the industry groups. The industry took a competitive advantage over peers as elements.

On the demand, demand of the product (demand conditions) if the industry remains consumer demand for quality products and increasing pressure on the industry. Innovate invented the productions of the commercial quality to meet the consumers.

For the related and supporting industries remain the strength as tourism, which supported by the government in tourism of investment through private, business accommodation, restaurants, spa, and beauty. In the composition had structure and strategy as well as a competitor (firm strategy, structure, and rivalry). Policy development motivated innovation to innovate stumpy costs produce,

which due to excellence investment technologies pressures commitment to success the doubles match.

The government part reminds to the policy development of the key variables, which take part in the impulsion to strengthen the industry and can compete effectively. By the legislation supports policies that benefit the industry and the last element remains a cause, which stands important to the organizations of business or unrestraint government. The situation effects positively or negatively on their ability to compete.

Methods

In this study, the researchers selected study area in Chiang-Rai, which a secondary storage (Secondary Data) to the study of documents, books, journals, articles related research include primary data collection (Primary Data) surveys, interviews, meetings, brainstorming by selecting specific (Purposive Sampling). The property remains the primary knowledge from the ability duties in the public sector or the private sector, the organizer of the sport that responsible for the management related to tourism or advocate encourage sports activities to promote tourism in the area then the data analyzed and summarized.

Findings

The survey and interviews on issues of potential support sports tourism in the Chiang-Rai. As common form of sports activities that are compatible with the basic amenities. Can participate every day and the potential of sports to be held some time. The objective stands to promote tourism. Thus, the study supported the potential of sports tourism in Chiang-Rai. The researchers remained able to consider the potential for sports tourism. Divided into 1) The potential of sports with basic facilities can accommodate an event every day. 2) Potential sporting events held at certain times to promote tourism in the area and summarize the potential of sport in the area.

As follows; **Potential for sports tourism in Chiang-Rai.**

Singha Chiang-Rai Soccer Stadium

From foresaw the opportunity to develop the sport of Chiang-Rai. Contributes to the development of the social economy, generate employment locally. The youth away from drugs. As well as the center of Chiang -Rai to demonstrate the potential of sport and founded by the club Chiang –Rai United. The past can create excellent. You can create a group of followers Many fans have organized sports and football in 2017 the club's development “Singha Chiang-Rai United team” and “Singha Stadium”. By improving the infrastructure of the airport to be upgraded to the international standards. As well as improved facilities such as restaurants, catering services, ticket souvenir shop parking facilities and etc.

Singha Park Chiang-Rai

Chance Singh Rai Park sports center and recreation (Sports & Recreational Center). The activities such as biking, spelunking, rock climbing and off-road adventure course. The shop offers souvenirs and gifts, Light snacks and drinks as seating area. In addition, to sporting events remain held at certain times (Event), which promotes tourism throughout the year. And a survey and interviews with participants sporting events “Singha Park Chiang-Rai” Found that the sports activities to promote tourism. Container encourage tourists to travel a great deal and causing a camp store, restaurant, and car rental company. Chance attend sporting events funded travel participants travel to sports tourism, and after sports activities as can be said that Chiang-Rai attractions, which the potential of sports activities at certain times (Event) to stimulate the promotional tour of Chiang-Rai province.

Golf court Chiang-Rai

Golf remains an outdoor sport that popular both in Thailand and foreign. Golf stays largely private investment and investing high the sport of golf sport used in the construction area, compared to other sports as well as the facilities. Premises equip staff organized play time and field maintenance staff including facilities for effectiveness by hiring professional personnel in the administration to make revenue. Stimulating sports that can attract many viewers for the offense showed the potential of the stadium course at sporting events and a player both in Thailand and foreign. The golf courses have been built there and the design challenges remain different each Santiburee golf court, Country club, Waterford Volley golf court Chiang-Rai, Mee-Kok golf court. In addition, Old Airport golf court: A golf court can be more convenient for those who love golf. The trip can take comfort due to its location in the center.

Shooting court

The survey found a Shooting court in area of Chiang-Rai: Shooting court Chiang-Rai, Suwit Menyem Shooting court Chiang-Rai, and Chaigun Shooting court Chiang-Rai. The researcher consumes selected interviews Shooting court Chiang-Rai. The stadium selected as a preferred sports equipment gun battle (International Practical Shooting Confederation: IPSC) in the national contest in Chiang-Rai “Chiang-Rai Game” Shooting Siam located near downtown. The staff remains ready to give more details, learn, and practice using firearms safely for who interested and never used a gun before. It is also a training ground for athletes and shooting a gun. The interviews founded that sports shooting. A sport that has remained popular with Chinese tourists very much. Find a group of people with high purchasing power and mostly in the age group between 20-37 years of age, Gen Y. Also planning traveled tourist groups as select the type of sports shooting. Tourism stands one of the tourist destination. The shooting sports activities in Chiang-Rai, created a variety of activities to support sports tourism to the area. And the duration of travel has Increases also found a gun and shooting sports activities constitutes another form of relaxation and sports challenges. It remains a sport that has a relatively high cost. It may be appropriate for people with high purchasing power, so it can be said that tourists interested in athletics of shooting guns and arranged in groups of at quality.

Cycling Invitational at Cherntawan International Meditation Center

Cherntawan International Meditation Center; A place famous and popular among tourists visiting Chiang-Rai. It founded that the area made as a sports tourism activities within the area. As well as sports events using bicycles as a healthy activity that generated the participants such as Cherntawan Cycling for earth “Bike for Peace”. The Bank of Thailand occasioned of the 50th anniversary, in conjunction with the ministry of finance and bicycle club Chiang-Rai. All proceeds donated to the construction of a room for meditation practice at Cherntawan International Meditation Center. The activities changed with spinning plant beginning in the garden, weather and light in Chiang-Rai Municipality. And it took about 1 hour and spun in a spin to the farm at sunset to join the tree planting in Bucha Day, Pun-Moun activities, Jeon Mee Aeil RaiI Cherntawan, Cherntawan activities, Cycling for agro-tourism, etc. from such activities. Arriaga make foresees the creation of a variety of activities within the tourist can impress the visitors.

Triathlon Golden Triangle Chiang-Rai

Triathlon Golden Triangle event organizer continued annually by the year 2018 remains the tournament No. 4 by the Ministry of Tourism and Sports along with tourism and sports destination, which jointed press conference Triathlon Golden Triangle, includes the 4th such as competition pool, Cycling, Running in 3 countries, including Thailand, Laos, Myanmar. Found the pool from the Mekong River in Laos to Ha Chiang port in Golden Triangle area. Then, cycling and running to the Shwedagon Pagoda of the simulation, Myanmar. In the event founded to facilitate the transfer participants from the airport of the Mae Fah Luang to Chiang-Rai. From Mae Sai and the Golden Triangle, as well as shuttle bus services as of Mae Fah Luang to travel the lodge in Mae Sai. From

the outside, this revision provides information on tourist attractions in the city of Chiang-Rai, Mae Sai and Chiang Saen as well as information on lodging flight schedule.

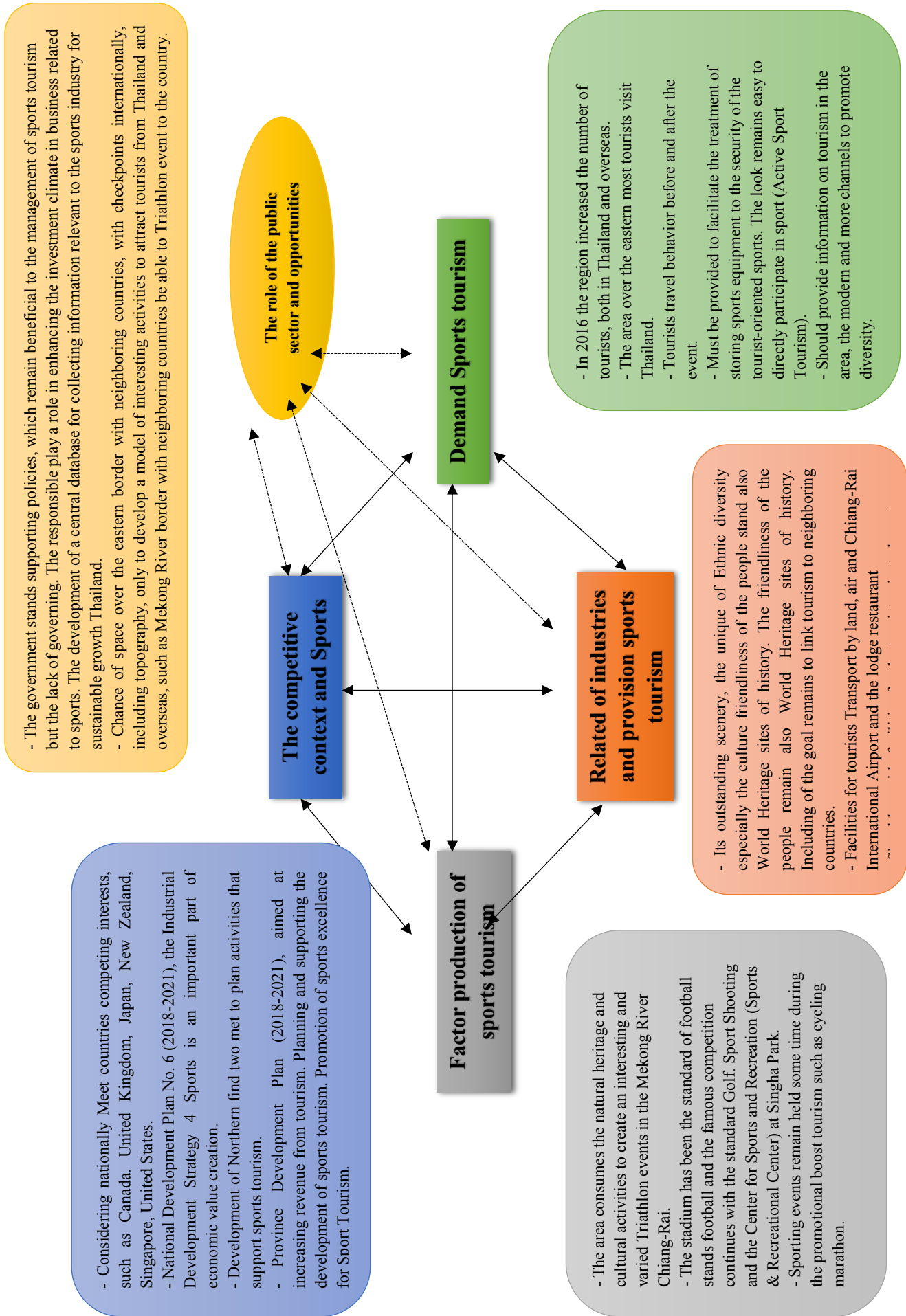
Doi Tung the route of cycling

From an interview with president of cycling destination, find activities cycling Doi Tung annually. The participants came from different areas to attend the event as many as a retinue traveled the use of services within the camp destination. Spending on food and beverages after traveled to the event etc. In the event the past, recognized importance of environmental impacts that could occur during the event such as “Waste” which the organizers realized the importance of such planning and waste management. Start by sorting waste and to define clearly the litter. Which stands impressive for the participants as well the participants feel part of the environment. In addition, the cycling route through the community to the organizers created engaging with the community, such as providing services in the community have a drink or food etc.

Analysis Capabilities to sustenance sports tourism in Chiang Rai

The development plan of the province of Chiang Rai 2018-2021 (The Provincial Administration Integrated offense. 2016), aims to increase revenue from tourism to planning and supporting the development of sports tourism. Promotion of sports excellence for Sport Tourist consistent with currently through the National Sports Development No. 6 (2018-2021). Strategy 4; the development of the sports industry remains an important part of economic value creation. That the government supported policies that remain beneficial to the management of sports tourism in the area. In addition, Chiang Mai located in the east of the border with neighboring countries and an international border. The only distinguishing feature that can develop a form of interesting activities to attract tourists from Thailand and foreigners. As Mekong River border with neighboring countries of Triathlon organized nationally. As well as its outstanding scenery, the unique of Ethnic diversity especially the culture friendliness of the people stand also World Heritage sites of history. The goal remains to link tourism of the neighboring countries. The area consumes facilities for tourists. As The transport by land, Transportation by air or Chiang-Rai International Airport, and the lodge restaurant.

For analysis capabilities through support of sports tourism in the province of Chiang-Rai. As analyzes images; including national, regional, and local considerations offense summarized as follows:



Discussions

The event promotes sports tourism Chiang-Rai chants activities sports organize that promote travel of foreign tourists group such as the triathlon manages “Three mainland Thailand, Laos, and Myanmar”. A balloon competition affected to travel and spend of tourists that improves of the value in local economy. This is consistent with the situations of Malaysia, a country where the government offers vital support for sports tourism as a tool for economic development of the country. As Sepang International Circuit from the field of modern global competition attracts and support Bukit Jalil Complex stays a global sport that attracts global football club to practice in the country for the United States met to organize an exhibition sport (Sport Event). As the Marathon Management in 2015, founds the number of participants a total of 27,675 people, value of USD 23.9 million, and 169 employment positions as well as Singapore, which host of triathlon series management “Half Ironman”. This reminds the best in the world such attracted competition contestant’s more than 1,200 employees 56 percent from foreign and the tourist 71 percent of leisure travelers sport than had camp for 4 nights in the country. (Ministry of Tourism and Sports. 2016, page 71)

Moreover, considering the capabilities of supporting sports tourism, which recognizes the importance of preparing them. That requires knowledge, skills, ability sports tourism to manage, skills of practitioners who specialized expertise. Rane Itsichaikun (2015, page 112) and Chanika Chatsungnern (2018, page 81) remains consistent of the importance of human resource management that important to business travel and respectable human resource management results successfully of operations.

Recommendations

In the development management of sports tourism in the area the development plans should take into account the short, medium and long term, as well as the show of operations the society organizations for the manages of sports tourism and in the strategic development plan. It was found that if the change management team goal plan or projects to promote sports tourism and lack of continuity in management services. However, there study on the travel sports tourism in Chiang-Rai to demonstrate the behavior of a group of traveling players of retinue the cheering crowd and study of administrative cooperation in the manages of sports tourism in the east.

For the study, this remains to study in the research sports tourism style of management in Chiang-Rai.

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Effectiveness of Longan Production Technology of Farmer in Lamphun Province

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Abstract

The study of this research was to study the production technology of Lamphun province farmers on the upper northern of Thailand. There are three production technologies consist of (1) Traditional Technology Production (2) Modern Technology Production (3) Integration Technology Production that using "DEA" to analyzed the efficiency. This Study found that the most of farmer ages between 51-60 years old, while the experience of growing longans for a period of about 11-20 years, with a household income not exceeding 100,000 baht per year, must farmers have area no more than 10 rais of longans plantations, and farmers use the groundwater is main source because of convenience and cheaper than other water sources. In the analyzing the productivity of farmers found that the farmers produce most efficiently produced at analyzing the productivity of farmer found that the farmers produce most efficiently produced at a high level but there are excess number of inputs. Most of the factors that should reduce the amount of investment in agriculture and chemical fertilizers. The farmers are in effect the size reduction.

Keywords: 1) Longan 2) Production Technology 3) Efficiency

Introduction

Longan is one of the fruits of Thailand's economic importance and the top fruits exported. Based on the data from the Office of Agricultural Economics, the longan plantation in Thailand in 2011 covered 1,026,796 rais with the total yield of 772,099 tonnes. In the eight upper-northern provinces, the production area covered 835,561 rais, which was constituted of in-season longan production area and off-season longan production area counting for 747,711 rais and 87,850 rais (approximately 10.5% of the total area), respectively (Office of Agricultural Extension and Development, 2012). With respect to the volume of total exports of all types including fresh longan, frozen longan, canned longan, and dried longan, the average growth rate of export volume amounted to 54 percent; and the export value grew by 41 percent on the average. The total longan fruits exported included fresh longan, dried longan (dried unpeeled longan and golden dried longan), frozen longan, and canned longan, in order of the volumes from the largest to the smallest. The top longan production provinces in the upper-northern region were Lamphun and Chiang Mai, as the areas with suitable climate for the growth of longan trees.

Lamphun had set the development of longan into the first rank because longan was the major cash crop of the province. Considering both in and off-season longans. In addition, the expanded areas planted to longan trees accordingly resulted in higher yield of the fruit. Despite the large plantation and the large amount of yield of longan as the cash crop of Lamphun, longan growers were faced with major problems concerning both production and pricing. The problem arising from the production resulted from the product quality that was lower than that demanded in the market. Subsequently, the price of the product was low due to the low quality. Besides, the longan growers also suffered the problem with the oversupply and the low quality of longan. Since there were 4 grades (AA, A, B, and C) of longan to be sold to middlemen, if the product was graded lower than AA, its price would not reach 25-30 baht per kilogram when sold (as windfalls and in bunches).

However, even though the government authorities and the private sector had educated the farmers about longan production technology, the farmers did not yet applied it. This study, thus, was conducted to measure the effectiveness of longan production technology based its performance. Longan producers, in the past, had to bear the risks associated with the production of longan, because of the use of inappropriate technology such as fertilizer and chemicals in quantities exceeding the requirements of a longan tree. This was considered not only the destruction of natural resources that contributed to plant growth and fruit yield, but also the increase in costs. For this reason, some farmers who gave priority to this issue and chose to take care of their longan trees in the traditional way with the local wisdom. For instance, they picked some fruits from a tree to make the remaining fruits bigger and cost higher when sold. Furthermore, pruning enabled nutrients to nourish main parts of the longan tree that affected yielding. Moreover, the farmers chose to use organic fertilizers instead of chemical fertilizers and chemicals to reduce the destruction of soil quality. However, most longan growers continued to rely on chemicals. As a consequence, the efficiency of their longan production did not turn good as desired. This also led to the higher cost and the lower benefit of the longan growers. It is worth noting that the reliance on modern technology of longan growers in some areas may not be necessary, thanks to the existing condition suitable for growing longan trees.

Hence, it is also worth studying the differences of three longan production technologies including the traditional technology, the modern technology, and the integrated technology. The study took into account considering the efficiency of each production technology.

Objective of the study

The aim of this study was to analyze and compare the efficiency in production of longan farmers adopting each longan production technology.

Literature review

Technology adopted for production

Modern Technology is currently used in the production of longan both in-season and off-season, but its methods for planting vary. Apart from the use of chemical fertilizers and chemical, time management for care, such as pruning and trimming a canopy, is one of the main focuses of this technology to get good quality output (Office of Agricultural Economics, 2016). Further, hormones in different proportions are applied to induce flowering and enhance fruit-bearing in longan trees (Office of Agriculture Research and Extension Maejo University, 2016). However, it was found that most farmers in the region were small farmers who had suffered the problems with the oversupply and the export substandard product, despite the integrated technology for longan production adopted (Thai Ministry of Science and Technology, 2013). Anyhow, the modern technology is still widely used in the production of longan. As the world has progressed and the product becomes more competitive in the marketplace, longan growers need a method or an approach to improve their production over time (Thongampai, 2013). For off-season production, since the longan plantation will occur in different areas, the technologies are deployed appropriately corresponding to each area (Sripinta, 2006). However, when the relationship, between personal factors and factors relating production technologies in some of the districts in Chiang Mai was studied, it was pointed out that the modern technology had also statistically significantly affected the production of longan as well (Intarak, 2006).

Studies on efficiency in production

There are many researches about effectiveness of production adopting various models of analysis. The most popular models of analysis used are the stochastic frontier analysis (SFA) and the data envelopment analysis (DEA). One of those researches about the efficiency in production is of Toshiyuki (1999), conducted to explore the non-parametric rank tests with the application of DEA and the slack adjusted DEA models, as well as the adoption for agricultural cooperation among Japanese people. Meanwhile, the study of Mika (2001) is on using the slack adjusted DEA to analyze time series, by evaluating the performance of Japanese electrical energy industry during the period 1984-1993. Furthermore, the work of Palee (2012) provides information on the analysis of technical efficiency in glutinous rice production in Amphoe Hang Dong and Amphoe San Pa Tong in Chiang Mai, using stochastic nonparametric envelopment of data. Moreover, there is the study on the technical efficiency in soymilk production in rain zone in the lower-northern region of Thailand (Phummuang, 2002). This study applies the stochastic frontier production function model in order to measure the technical efficiency in production of farmers and determine the correlation between output per rai and inputs. Arayarattanakul (2003) also showed in her research the results of the study on the technical efficiency of Dendrobium orchid production, by employing the stochastic production frontier model together with the maximum likelihood estimation. In addition, in 2012, there was the research on the analysis of production efficiency and worthiness of investment in organic longan production in the upper-northern region, adopting the stochastic frontier production function model (Supapan et al, 2012). The study also examined the worthiness of investment in organic longan production, with the use of the net present value (NPV), the benefit cost ratio (B/C Ratio), the internal rate of return (IRR) and the payback period (PB) as the criteria. Efficiency in production of farmers at the household level depends on many factors, as follows.

1) Household characteristics, age of a household head and members (Ajibefun. et al, 1996; Coelli and Battese, 1996), education level of household members positively affect the efficiency in production of an agricultural household (Omonona, 2010; Helfand, 2003; Leonard et al, 2011; Saima. et al, 2010 and Seyoumet al, 1998). However, the study of Bates et al., (2010) argues that the education level has no effect on the agricultural household's production efficiency. In the meantime, size of a family (Nyemeck et al, 2001 and Battese, et al, 1996), long experience in agriculture have a positive effect on the production efficiency (Ben, 2000). Contrariwise, the work of Bates et al, (2010) states that long experience in agriculture has no effect on the efficiency in production.

2) Considering factors of production, the research of Jabbar & Akter, 2008; Saima et al, (2010) discovers that having a large area for planation or a large size of farm can increase yield and returns to scale. However, if a piece of land is divided into parts and a plantation is reduced, a decrease in production efficiency will arise, due to an extravagant use of inputs. One study points out that the farm's location, particularly the distance from a residence to a farm and the distance from a farm to a marketplace, affect the production efficiency (Bates et al, 2010 ; Lyubov & Jensen, 1998). Additionally, the use of household (Omonona et al, 2010) and the use of labor that suits the production helps increase the efficiency in production (Bates et al., 2010; Lyubov & Jensen, 1998; Ajibefun et al, 1996 and Leonard et al., 2011). In contrast, the household's production efficiency will be negatively affected if there is a moving of labor to a city (Joel, 2005). Likewise the number of growing each year (Saima et al, 2010) and the prices of crops (Joel, 2005), using modern production technology (Leonard et al, 2011; Seyoumet et al, 1998; Helfand, 2003 and Binamet et al, 2004), having necessary inputs such as seeds, fertilizers, herbicides (Omonona et al., 2010; Bates et al., 2010 ; Saima et al, 2010 and Leonard et al., 2011), working in an orderly way (rotational cropping), working with mutual assistance among households (Nyemeck et al, 2001), and forming a group to negotiate with an investor or a middleman all cause the agricultural household's efficiency in production to increase significantly.

Method

Step 1 Calculate the technical efficiency rate (TEF)

Non-parametric methods are used in the analysis of production effectiveness, based on DEA (Coelli et al., 1998). Here is the model for analyzing the effectiveness of longan farmers' production.

$$\begin{aligned} \text{Objective } \max_{\mu} Z &= \sum_{r=1}^s \mu_r y_{rj} \\ \text{S.t. } \sum_{r=1}^s \mu_r y_{rj} &= 1 \\ \sum_{i=1}^m v_i x_{ij} &= 1 \\ \mu_r, v_j &\geq 0 \end{aligned}$$

Z represents the total value of production of all farmers. Where μ_r refers to the weighted sum of outputs and Y_{rj} refers to the yield type r of the farmer j. Meanwhile, r is the weighted value of the yield type r, when $r = 1, 2, \dots, s$. Where v_i refers to the weighted sum of inputs and X_{ij} represents the input type I of the farmer's family type j. And, I is the weighted value of the input type I, when $I = 1, 2, \dots, m$. The variables used in the study are shown in Table 1.

Table 1 Factors used for Efficiency Analysis

| Factors | Highest Value | Lowest Value | Average | S.D. |
|--|---------------|--------------|------------|------------|
| Productivity (Output) | | | | |
| Y ₁ : Value of Longan Productivity (Baht) | 1,500,000.00 | 4,000.00 | 171,904.00 | 178,613.60 |
| Production Factors (Input) | | | | |
| X ₁ : Fertilizer | 366,000.00 | 0.00 | 20,866.60 | 34,053.74 |
| X ₂ : Soil nourishing chemical | 1,964,820.00 | 6,420.00 | 62,574.95 | 149,171.58 |
| X ₃ : Labor Cost | 576,000.00 | 0.00 | 29,889.00 | 82,027.59 |

Table 1 Factors used for Efficiency Analysis (Continue)

| | | | | |
|--------------------------------|------------|------|----------|-----------|
| X ₄ : Fuel | 50,000.00 | 0.00 | 2,219.45 | 4,769.64 |
| X ₅ : Cost on seeds | 140,000.00 | 0.00 | 4,264.84 | 11,870.18 |

Step 2 Compare the production effectiveness of farmers in each group by considering the use of inputs, the input slack, the increased output, which are used to analyze appropriateness of the use of inputs, as categorized into the 2 ranges of efficiency values in Table 2.

Table 2 Level of Efficiency

| Efficiency Value Range | Level of Efficiency |
|------------------------|---------------------|
| 0.8001-1.0000 | Most efficient |
| 0.6001-0.8000 | Much efficient |
| 0.4001-0.6000 | Intermediate |
| 0.2001-0.4000 | Less efficient |
| 0.0000-0.2000 | Least efficient |

Findings

Efficiency of Farmer's Longan Productivity

To analyze the efficiency of Longan productivity in Lamphun province. There are 133 of farmers who applied tradition technology of production, it was found as follows. Most of the famers 66.87 percent, had the high efficiency in production with the average performance was equal to 0.7473. Secondary, it was found 33.33 percent, had the highest efficiency in production of famers who showed average performance at 0.8960. But, from calculations are not found the famers who showed average performance at medium, low, and the lowest. Therefore, the average performance was 0.7968 which is considered the high level (Table 3)

Table 3 The Tradition View of Efficiency of Farmer's Longan Productivity

| Score | Meaning | Tradition Technology of Production | | |
|---------------|---------|------------------------------------|------------|------------|
| | | Number (persons) | Percentage | TE Average |
| 0.8001-1.0000 | highest | 44 | 33.33 | 0.8960 |
| 0.6001-0.8000 | high | 89 | 66.67 | 0.7473 |
| 0.4001-0.6000 | Medium | 0 | 0.00 | - |
| 0.2001-0.4000 | low | 0 | 0.00 | - |
| 0.0000-0.2000 | lowest | 0 | 0.00 | - |
| Total | | 133 | 100.00 | 0.7968 |

Source: Survey

To analyze the efficiency of Longan productivity. There are 133 of farmers who applied modern technology in production, it was found as follows. Most of the farmers, 57.18 percent, had the highest efficiency in production with the average performance was equal to 0.9761. Secondary, 14.29 percent, had high efficiency in production – the average performance was 0.7400. Next, 14.29 and 14.29 percent of farmers showed average performance at medium and level being 0.5370 and 0.3195 respectively. Therefore, the average performance was 0.7766 which is considered the high level (Table 4)

Table 4 The Modern View of Efficiency of Farmer's Longan Productivity

| Score | Meaning | Modern Technology of Production | | |
|---------------|---------|---------------------------------|------------|------------|
| | | Number (persons) | Percentage | TE Average |
| 0.8001-1.0000 | highest | 76 | 57.14 | 0.9761 |
| 0.6001-0.8000 | high | 19 | 14.29 | 0.7400 |
| 0.4001-0.6000 | Medium | 19 | 14.29 | 0.5370 |
| 0.2001-0.4000 | low | 19 | 14.29 | 0.3195 |
| 0.0000-0.2000 | lowest | 0 | 0.00 | - |
| Total | | 133 | 100.00 | 0.7766 |

Source: Survey

To analyze the efficiency of Longan productivity. There are 134 of farmers who applied integration technology production, it was found as follows. Most of the farmers 52.22 and 27.78 percent, had the highest and high in efficiency in production with the average performance was equal to 0.9406 and 0.7135 respectively. Secondary, 11.67 percent, had the medium in efficiency production who showed average performance at 0.5072 . Next, 7.22 and 1.11 percent, had low and the lowest efficiency in production who showed average performance at 0.3257 and 0.1775 respectively. Therefore, the average performance was 0.7761 which is considered high level. (Table 5)

Table 5 The Integration View of Efficiency of Farmer's Longan Productivity

| Score | Meaning | Integration Technology of Production | | |
|---------------|---------|--------------------------------------|------------|------------|
| | | Number (persons) | Percentage | TE Average |
| 0.8001-1.0000 | highest | 70 | 52.22 | 0.9406 |
| 0.6001-0.8000 | high | 37 | 27.78 | 0.7135 |
| 0.4001-0.6000 | Medium | 16 | 11.67 | 0.5072 |
| 0.2001-0.4000 | low | 10 | 7.22 | 0.3257 |
| 0.0000-0.2000 | lowest | 1 | 1.11 | 0.1775 |
| Total | | 134 | 100.00 | 0.7761 |

Source: Survey

To analyze the efficiency of Longan productivity, on the whole of 400 farmers who used technology in production, it was found as follows. Most of the farmers, 49.95 and 36.22 percent, had the highest efficiency in production- the average performance was 0.9400 and 0.7172 respectively. Secondary, 8.66 percent of the farmers who showed average performance at medium level being 0.5045. Next, 4.79 and 0.37 percent of farmers showed average performance at low and the lowest levels being 0.3218 and 0.1775 respectively. Therefore, the average performance was 0.7761 which is considered high level (Table 6).

Table 6 The Overall View of Efficiency of Farmer's Longan Productivity

| Score | Meaning | Overall | | |
|---------------|---------|------------------|------------|------------|
| | | Number (persons) | Percentage | TE Average |
| 0.8001-1.0000 | highest | 200 | 49.95 | 0.9400 |
| 0.6001-0.8000 | high | 145 | 36.22 | 0.7172 |
| 0.4001-0.6000 | Medium | 35 | 8.66 | 0.5045 |
| 0.2001-0.4000 | low | 19 | 4.79 | 0.3218 |
| 0.0000-0.2000 | lowest | 1 | 0.37 | 0.1775 |
| Total | | 400 | 100.00 | 0.7761 |

Source: Survey

The size of the excess factors that the farmers need to reduce

From the analysis of Longan production efficiency of the farmers, on the overall, in Lamphun province by comparing with other farmers' production factors, it revealed that there were

farmers who are supposed to reduce production inputs, while the productivity stayed in any technologies are high efficiency of production but the farmers in each efficiency level should be reduce the sizes of production factors as follows. (Table 7)

Note: 1 means the number of farmers (persons) who need to reduce those production factor.

2 means the ratio of farmers (persons) who need to reduce those production factor, calculated from the total sample group

1) Soil nourishing fertilizer: Those farmers who showed low production efficiency are supposed to decrease the cost for soil nourishing fertilizer to 27,811.91 baht. Secondary, those farmers who showed the lowest production efficiency are supposed to decrease the cost for soil nourishing fertilizer to 20,177.40 baht. Next, farmers with high production efficiency should reduce the cost to 19,276.96 baht. Finally, farmers having the highest-medium production efficiency need to reduce the costs to 9,870.02 and 8,165.8 baht respectively. Obviously, those farmers who showed high efficiency should decrease the fertilizer costs to medium level as a whole.

2) Chemical nourishing soil: It has become another factor the farmers are supposed to reduce. The farmers who had high production efficiency should reduce the cost paid for the chemicals to 8,932.78 baht. Secondary, farmers with the highest production efficiency are supposed to decrease the cost to 2,570.88 baht. Finally, those who showed low production efficiency need to reduce the cost to 1,343.15 baht. In addition, the farmers having low production efficiency were still the proportion of farmers who should commit the highest reduction as a whole.

3) Labor cost: Costs on harvesting labor also need to be reduced when the efficiency becomes lower. The farmers with high production efficiency, have to decrease the harvesting labor costs to 234,484.43 baht. Secondary, famers who showed the lowest production efficiency need to reduce the cost of harvesting labor to 196,665.20 baht. Next, those who had medium production efficiency should reduce it to 96,713.43 baht. Finally, the farmers having low and highest efficiency are supposed to reduce the cost to 90,902.59 and 18,403.90 baht respectively, as a whole.

4) Fuel cost: This is one factor needed to be decreased exceedingly. The farmers who had the highest production efficiency need to reduce the fuel cost to 3,164.49 baht. Secondary, those with low production efficiency should decrease the cost down to 2,942.98 baht. Finally, the farmers having medium and high production efficiency need to reduce the costs to 1,822.13 and 1,263.36 baht respectively as a whole.

5) Cost for seeds: 0.50 percent of the Farmers who showed medium production efficiency need to reduce the cost to 11,448 baht. Secondary, the farmer with low production efficiency should decrease the cost down to 6,782.69 baht. Finally, those having high and the highest production efficiency need to decrease the cost of seeds to 647.50 and 508.18baht respectively. Nevertheless, seed cost reduction in each area and the tree space expansion could not easily be done. Therefore, these were considered the last factors the farmers should be concerned as a whole.

Table 7 Reduction of Production Excess Factors

| Production factors needed reducing | | Overall | | | | |
|------------------------------------|-----------------------------|----------|-----------|----------|-----------|-----------|
| | | Highest | High | Medium | Low | Lowest |
| Fertilizer Cost | Number | 45 | 35 | 13 | 6 | 1 |
| | Percentage ¹ | 22.50 | 17.50 | 6.50 | 3.00 | 0.50 |
| | Average Excess ² | 9,870.02 | 19,276.96 | 8,165.89 | 27,811.91 | 20,177.40 |
| Soil nourishing chemical Cost | Number | 45 | 32 | 6 | 3 | 0 |
| | Percentage | 22.50 | 16.00 | 3.00 | 1.50 | 0.00 |
| | Average Excess ² | 2,570.88 | 8,932.78 | - | 1,343.15 | - |

Table 7 Reduction of Production Excess Factors (Continue)

| | | | | | | |
|------------------------------|-----------------------------|-----------|------------|-----------|-----------|------------|
| Harvesting Labor Cost | Number | 21 | 30 | 21 | 9 | 1 |
| | Percentage | 10.50 | 15.00 | 10.50 | 4.50 | 0.50 |
| | Average Excess ² | 18,403.90 | 234,484.43 | 96,713.43 | 90,902.59 | 196,665.20 |
| Fuel Cost | Number | 33 | 21 | 14 | 6 | 0 |
| | Percentage | 16.50 | 10.50 | 7.00 | 3.00 | 0.00 |
| | Average Excess ² | 3,164.49 | 1,263.36 | 1,822.13 | 2,942.98 | - |
| Cost on seeds | Number | 6 | 4 | 1 | 4 | 1 |
| | Percentage | 3.00 | 2.00 | 0.50 | 2.00 | 0.50 |
| | Average Excess ² | 508.13 | 647.50 | - | 6,782.69 | 11,448.00 |

Source: Calculation

Economy of Scale of the Production

The objective of the farmers' production is to receive highest benefits or returns. The production efficiency has direct relation to production cost. That is to say the production which uses inefficient production factors causes higher production costs. Therefore, the farmers need to use efficient production factors in order to pay the lowest cost, which in turn leads to highest returns. The production can be presented by the relation between production factor and productivity, called Production Function, which informs the amount of productivity depending on the production factors. To consider the return per size, the results of changes in every factor will be analyzed to show how these factors effect on the amount of the productivity.

1) If the proportion of the increase of every factor equals the proportion of the increase of the productivity, it is considered Constant returns to scale: CRS. For instance, if all the factors are increased equally, it means that the benefit per size remains stable.

2) If the proportion of the increase in productivity rises more than the increase in all production factors, it is considered Increasing returns to scale: IRS

3) If the production goes up less than the proportion of the increase of al production factors it is considered Decreasing returns to scale: DRS

From the overall analysis, it revealed that most of the farmers, 61.50 percent, showed DRS as follows high, the highest, medium-low efficiency being 111, 93, 33 and 6 percent respectively. The result revealed that 26.17 percent of the farmers showed IRS at the highest level. Those with high, low-medium level of IRS are 58, 34, 11 and 1 percent respectively. 12.34 percent of the farmers showed CRS at the highest level. 49 percent was in overall level. (Table 8)

Table 8 The Overall View of Economy of Scale for the Production

| The Level of Efficiency | Overall | | |
|-------------------------|--------------|--------------|--------------|
| | CRS | IRS | DRS |
| highest | 49 | 58 | 93 |
| high | 0 | 34 | 111 |
| Medium | 0 | 1 | 33 |
| low | 0 | 11 | 8 |
| lowest | 0 | 1 | 1 |
| Total | 49 | 105 | 246 |
| Percentage | 12.34 | 26.17 | 61.50 |

Source: Calculation

Discussions

From the documentary data and the actual survey work, it was discovered that the sample group, farmers, in northern region, Lamphun province usually plant E Dor and Beaw Keaw seeds. Si Chompoo and Haew seeds are planted but not very popular among the farmers. Regarding tree cares during the season, it starts in August trimming the branches right after the harvest. Meanwhile, apply chemical fertilizer as appropriate. Potassium Chlorate can be applied after the top leaves sprout for the third time in order to stimulate flowering stage. Fertilizer and herbicide are to be applied from time to time until harvesting. The farmers harvest Longan fruits in July.

The analysis of Longan production efficiency reveals that most farmers had high to the highest efficiency but they used a lot of excess production inputs. These farmers are supposed to reduce two production factors; capital on agriculture and fertilizer cost. Since they paid too much for these excess inputs, they spent for the costs in vain. The production was in the DRS stage.

Additionally, the farmers still had to encounter the problems regarding diseases and insects such as Longan stink bugs, leaf eating worms, witch broom and black mildew. Yet, the area for Longan farming never lacked water as the farmer had wells of ground water used in dry season. Furthermore, the shortage in labor during the harvesting season was a major problem, so they solved the problem by selling the fruits in the garden to the middle man with lower rate, and the middle man managed to harvest them. Though it was not a good choice due to underprice, it was not that bad when considering the costs of harvesting labor they had to bear by themselves. Plus, Longan price fluctuates extremely.

Recommendations

Strategic Recommendation

1. Government sectors have to assist the farmers in terms of knowledge in order that they gain more understanding in appropriate farming for better yield; the tree space, the amount of organic and chemical fertilizers as well as disease and insect controls.
2. The farmers need to reassemble in order to avoid the underprice by the middle man.

Recommendation for further studies

Regarding price transmission, longer period of time should be considered in order to study on the relation of price levels in longer terms. This should include the factors related to production cost for efficiency analysis.

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The History of Wellness in Thailand-Past and Future

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Abstract

Wellness has long history in many counties since the ancient time. It originated from folk medicine of various cultures and turned to be traditional medicine of many nationalities. While the modern medicine developed deep into the way of treating diseases by chemical substances, surgery and high technology based medicine, on the other side the 19th century was the period of Wellness pioneer, who introduced and established many subjects like: Food as medicine, Naturopathy, Hydro-therapy, Homeopathy, Chiropractic, Anthroposophy etc. In 20th the Wellness movement was on the progress, modern medical doctor turned to emphasize on diet and lifestyle as the health enduringness. Late 20th Wellness movement had many influences on medical education. The 21st century is the crest of the wave of Wellness the Board of Integrative Medicine had been approved by the American Board of Physician Specialist. After 2010 AD. Wellness turns to be a word which people in the modern world heard of in everyday life and eager to get involve. As for Thailand 4.0, we rely on Wellness as one of the important economic pillar because at the era of World Wellness, Thailand becomes a capital of Wellness which people all over the world come toward. Actually, since the ancient time, Thai people lived in nature, ate Thai cuisine with a very good health status. The Thai living lifestyle with the royal origin of aroma diffused into every pace of Thai cuisine, Thai dress, Thai perfume, Thai massage, including the way of giving care with full of respect and generous in their manner, turned to be the trade mark of Thai health and Wellness nowadays.

The purpose of this paper is to give the history of World Wellness in the global scale and specify on the history of Wellness in Thailand. Authors also give examples to explain the different way of health approach between conventional and Wellness medicine. By examining the past, understanding its progression and the way of Wellness thinking, the authors expect that by adding on the knowledge of Thai Traditional Medicine combining with the international knowledge of Wellness and Anti-Aging, we can create a signature service of Thai Wellness, provides in a so called “Siam Sabai Sathan”. It will be a remarkable value adding on the Wellness Tourism in Thailand, leading Thailand to the glorious future in the era of World Wellness.

Keywords: Wellness, Thai Wellness, Thailand 4.0

Introduction

Thailand has announced the economic model of Thailand 4.0 (Royal Thai Embassy Washington D.C., Oct, 2018). It is to aim at unlocking the country from several economic challenges resulting from past economic development models which place emphasis on agriculture (Thailand 1.0), light industry (Thailand 2.0), and advanced industry (Thailand 3.0). These challenges include “a middle income trap”, “an inequality trap”, and “an imbalanced trap”. There are 4 aspects of development: *1. Economic Prosperity 2. Social Well-being 3. Raising Human Values 4. Environmental Protection*. Wellness has been accounted as one of the economic pillar for Thailand 4.0. In order to success in developing this economic model, it is

important for all parties to understand the history of Wellness, its development and the future to be.

Why do Wellness is important? John Travis, one of the leaders in Wellness, presented that a medical approach that relied on the presence or absence of symptoms of disease to demonstrate wellness was insufficient, because of the absence of physical disease, an individual can suffer from depression, anxiety or other conditions (Dever, 1997). Medicine typically treats injuries, disabilities, and symptoms, to bring the individual to a "neutral point" where there is no longer any visible illness. However, the Wellness Paradigm requires moving the state of wellbeing further along the continuum towards optimal emotional and mental states (Sweeney, 2009; Huhn, 2007). Wellness is a dynamic rather than a static process (De Sales University, 2014), which leads people to health enduringness. The National Wellness Institute, in U.S.A., stated that Wellness is the active pursuit of activities, choices, and lifestyles that lead to a state of holistic health (National Wellness Institute, 2017). It turns to be the Global Wellness Economy. This industry that enable consumers to incorporate wellness activities and lifestyles into their daily lives. The global wellness economy in 2015 strike for \$US 3.7t, can be divided into beauty & anti-aging \$US 999b, healthy eating, nutrition & weight loss \$US 648b, wellness tourism \$US 563b, fitness & mind-body \$US 542b, preventive & personalized medicine and public health \$US 534b, complementary & alternative medicine \$US 199b, wellness lifestyle real estate \$US 119b, spa industry \$US 99b, thermal/mineral spring \$US 51b and work place wellness \$US 43b. (Global Wellness Institute, 2017).

As for Thailand, Thailand reaps the rewards. Dubbed Asia's Spa Capital by the Asia Spa Awards, Thailand's health and wellness tourism has been expanding as a part of the overall tourism industry. Health and wellness tourism was forecast to grow by 10 percent in 2017, after reeling in over \$1.25 billion in revenues in 2016. Thailand was voted the World's Best Spa Destination in 2015 at the World Spa Awards. The top 20 countries by revenue separated into: spa facilities, of which Thailand ranked the 16th, wellness tourism, of which Thailand ranked the 13th (Global Wellness Institute, 2017). And with the numbers of tourists traveling to Thailand for spa treatments, detox and cleansing regimens, and even meditation and mindfulness retreats, the Kingdom's wellness industry can expect to remain healthy for a very long time to come.

Hence, it is so important for Thailand to promote Wellness.

Purpose

This article is intended to enhance a better understanding the meaning of Wellness, as well as to review its worldwide origin and development of Wellness, the history of Wellness in Thailand since the ancient time to the present time. Also predict the future of Wellness in this country. The main idea of authors is that, as the world is expecting Thailand as the major player, the more we understand the past, also understand the trend of Wellness business in the future, the more we can adapt ourselves for the game. Then Thailand should gain a great success in this golden opportunity.

The flow of thought in this paper is as following:

The origin and development of World Wellness → Wellness in Thailand → Meaning of Wellness → Ancient Thai living medicine/health → Modernization of Medicine → Trend of Future → Thai Wellness Past&Future

The Origin and Development of Wellness

Wellness is a new word but actually it has a long history, can be traced back to the Ancient time (Junhasavasdikul, 2017).

5,000 yrs. back, Ayurvedic stressed on balancing of body and mind by Yoga, Meditation and Panchakam whereas Chinese traditional medicine which has a long history of 3,000 yrs. mentioned on balancing of Yin Yang by acupuncture, Chinese herbal decoction, Qigong and Taichi.

Around 500 yrs. BC. Hippocrates (460-370 BC.) had pointed out that the origin of disease are unclean food, unhealthy way of living and bad sanitation not by the Devil.

19th century was the time of Wellness Pioneer

In the year 1650 AD. the Oxford dictionary inscribed the word “Wellness” as the opposite meaning for “Illness”

1790 AD. German physician Christian Harnemann created Homeopathy which utilized the quantum dilution of herb to stimulate body healing.

1860 AD. Sebastian Kneipp, a German priest settled a system of integrated healing by hydrotherapy food exercise and herb. The Kneipp hydrotherapy instruments are still being used in many Hydrotherapy center all over the world.

1870 AD., Andrew Tyler Still originated Osteopathy.

1880 AD. A Swiss physician, Maximilian Bircher Benner founded “Health farm” His principle of healing including healthy food, sun shine, fresh air and outdoor strong exercise called “Spaton” can heal Tuberculosis, which had no any effective drug for treatment at that time.

1890 AD. Daniel David Palmer initiated Chiropractic.

1900 AD. John Harvey Kellogg advocated “the way to Stay Well” advocated eating whole grain. His innovative whole grain product “Kellogg” are on the worldwide market.

At the same time Austrian philosopher Rudolf Steiner initiated the movement on spiritual wellbeing so called Anthroposophy which included organic agriculture, Waldorf education and Anthroposophy medicine.

At the 20th century, Wellness was wide spread.

1950 AD. Wellness was mentioned officially in a seminar held by Dr. Halbert L. Dunn who proposed the word “High Level Wellness”. His idea had been welcomed and emphasized by a network of health in U.S.A., 1970 AD. by John Travis, Don Ardell and Bill Hettler. This group of physicians was accepted as the Father of Wellness Movement.

1980-2000 AD. The Wellness movement had many influences on medical education.

The Berkeley University published a newsletter entitled “Berkeley Wellness Letter” which published evidence based articles on Wellness.

1990 AD. German founded the German Wellness Association, Europe founded European Wellness Union.

At the end of 20th century, many big organizations settled the Wellness programs in the work places. The wellness business, spa, cinema stars and social celebrities who practiced Wellness widespread the lifestyle of Wellness.

Wellness spouted to the crest of the wave at the 21st century

Since 1999 eight medical institutes including: Harvard and Stanford University had organized many academic meeting on Integrative Medicine for several times. There are over 60 institutes in the world doing these activities.

2010 AD. New York Time mentioned that “Wellness turn to be a word which American people heard of in everyday life”. It had infiltrated into every territory such as diet, drink, lifestyle or even tourism.

2014 AD.

-More than half of the world classed firms turn to advocate health promotion for their employees.

-Obesity and chronic diseases turned to be world health crisis, every governments gained more interest on Folk medicine, preventive medicine and Wellness.

At last, the American Board of Physician Specialist which is the approval body for medical specialty had an announcement approving the Board of Integrative Medicine already.

Wellness in Thailand

The Meaning of Wellness

The National Wellness Institute, in U.S.A. had defined the meaning of Wellness as: a conscious, self-directed and evolving process of achieving full potential. It is multidimensional and holistic, encompassing lifestyle, mental and spiritual well-being, and the environment. It is positive and affirming. Wellness is an active process through which people become aware of, and make choices toward, a more successful existence (National Wellness Institute, 2017).

As for Thailand, the meeting on Empowerment of Wellness Thailand 4.0 held by the College of Integrative Medicine, Dhurakij Pundit University with the Ministry of Tourism and Sport, Ministry of Commerce and Ministry of Labor on August 17, 2017 (DPU News, 2017), concluded the 6 aspects of standard services should be provided in Wellness services: 1.Physical improvement 2.Beauty 3.Nutrition & Detoxification 4.Massage and manipulation 5.Body & Mind connectedness 6.Education and “Thai Wellness” should be the signature of Thailand presenting to the world era of Wellness.

A Case Study of Wellness Approach

A Thai man aged 66 yrs. old ever had hypercholesterolemia 5 years ago without any symptom. He had been prescribed statin for treatment by conventional doctors and took it all the past 5 years. He also restricted animal fat, eggs and turn to take fruit and vegetables regularly. Every week end, he had a group of friends too Thai herbal sauna and took fruit party after match. After 2 years instead of being healthier, he got chest pain until he cannot do his daily activities without chest complaint. The doctors still on go on statin treatment.

When he turned to Wellness medicine, his blood check revealed the problems.

| | | |
|---------------------|----------------------|--------------|
| <u>T.Chol.</u> | <u>135 mg./dL</u> | (<200) |
| <u>Trig.</u> | <u>467 mg./dL</u> | (<150) |
| <u>HDL Chol.</u> | <u>37 mg./dL</u> | (>40) |
| <u>LDL Chol.</u> | <u>62 mg./dL</u> | (<130) |
| <u>HbA1C</u> | <u>5.8 %</u> | (<5.7) |
| <u>Homocysteine</u> | <u>19.33 mcmol/L</u> | (5.00-15.00) |

He had low total cholesterol, low LDL and low HDL from the suppression effect of statin. On the contrary he had hypertriglyceridemia may be from over taken of fruits. Fructose has been wrong percept to be safer than glucose. There are evidences proved that fructose causes postprandial triglyceride and increase hepatic lipogenesis, change of total subcutaneous and visceral abdominal tissue after glucose and fructose consumption, also fructose induce metabolic syndrome and type II diabetes (Stanhope, 2009). He also had high HbA1C which mean that he was threatened by DM. Moreover than that, he had serum homocysteine level at 19.33 mcmol/L

which was the answer why do he has chest pain (Gaze, 2018). He was threatening by heart disease, even though he was a very good patient, obeying the drug taken based medicine all 5 years. Drug did not protect him from heart disease as expected.

On the contrary, the Wellness point of view is not just given drug to simply delete the symptom, like taking statin treating hypercholesterolemia. But Wellness pin point to change improper diet and unhealthy lifestyle. Because any symptom occurred is like a branch of tree which turn dry, there should be some underlying cause under the ground. Just taking drug is like cutting the dried branch, but has not solved the underlying problems. The way to treat of Wellness Medicine is to find the root of problem and solve it. It represents an operational system that focuses on the underlying causes of disease from a systems biology perspective that engages the patient and practitioner in a therapeutic partnership (Bland, 2015).

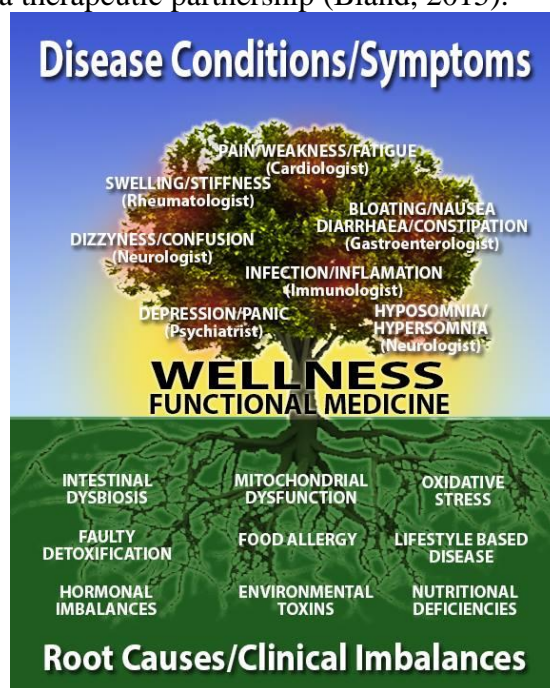


Fig 1. Diagram of Wellness Functional Medicine

(Source: <http://www.dare2carechiro.com/functional-medicine.html>)

In this case, his fruit party causes hypertriglyceridemia and also leads him to DM. and heart disease. The sign of heart disease can be seen by the high serum homocysteine, even though his low normal cholesterol level still gave the false information telling his safety from heart disease. Wellness medical doctor stop him from fruit party to lower down triglyceride, treating homocysteine by vitamin B6, B12, folic acid, betaine, giving him chelation for his occluded heart vessel. After 2 months of treatment his blood check revealed normal HbA1C, better triglyceride and near normal homocysteine. After 2 courses of chelation he was free from chest pain. He turned to active life, enjoy eating animal fat and eggs, but restrict fruit. He turned to have normal blood check 1 month later.

| | | |
|--------------|-------------------|--------------|
| T.Chol. | 188 mg./dL | (<200) |
| Trig. | 232 mg./dL | (<150) |
| HDL Chol. | 42 mg./dL | (>40) |
| LDL Chol. | 118 mg./dL | (<130) |
| HbA1C | 5.5 % | (<5.7) |
| Homocysteine | 16.44 μ mol/L | (5.00-15.00) |

This case study is an example of Wellness Medicine which approach health problems at the root, leading people to healthiness by his own health understanding and self-motivation.

Thai historic foundation and Thai living in Nature

By the above definition, when we look back into history, Thai people were living with Wellness since the ancient “Kingdom of Siam”. An English doctor, Malcom Smith, the Western medical doctor came to serve as a Royal medical doctor in the reign of King Rama IV had written a book called “Morh Farang Nei Wang Siam (Foreign doctor in Siam Court) translated into Thai by Piman Janjaras (Jamjarus, 1999)”. This book was a good historical evidence of Wellness Thai living.

“Siamese rebuilt their capital city of Bangkok from the ruined country burnt by Burmese like a phoenix rebirth from the ash of burnt body of the previous one. They collected enormous bricks from the olden city, Ayuthaya, delivered by thousands of boat floating down the Chaophaya river to a place so called “Kok” where their king had laying the foundation for their new capital, then they rebuild the city. This new capital was named as the capital of angel. In 1851, it has a quarter of million people population. The city situated on the left bank of river, surrounded by city wall of 7 kilometer in circumference. Canals intersected all through the city, were the main mode of traveling”, mentioned Dr. Malcolm Smith (Jamjarus, 1999).

Golden spikes of temples and royal palace were the main inspiring sceneries for every visitor to this City of Angel. Up from the river, “Thai houses gathered around, expanded both inside and outside the city wall. There were emerald green spaces of plantation everywhere, extended out to the rim of forest”(Jamjarus, 1999).

At the rice season, the paddy fields were covered with golden ears of rice. The fragrances of rice fill up the atmosphere.

We can inspire Thai historic foundation and the Thai living in nature.

Thai Wellness diet and nutrition status

“There were plenty of vegetables, fruit, egg, pork and fish in the market. Fishes of every kinds, were sold alive, including snake. Fermented fish was mixed up in many Siamese cuisines. Sometime honey bee and the embryo were eaten like a snack” wrote Dr.Smith. “Siamese didn’t drink cow milk of every kind. Actually, Mongolian culture like Chinese, Japanese, Indo-Chinese, Eastern-Asian did raise livestock. But they never touch milk after mothers’ breast weaning. Nevertheless, their body and muscle strength were not less than European” (Jamjarus, 1999)

These reflect the Thai Wellness diet and nutrition status.

Thai Wellness living style

“Siam never lack of good working person. They dedicated to work on the ceremony events. But the everyday works were not quite favorite for them. To make a pun, “They worked during playing, at the same time they played at working” is not over interpreted” Dr.Smith mentioned (Jamjarus, 1999).

Siamese educated their kids through the parents' word, school teaching, caning was used from time to time for punishment. Carrying, hugging was the way they pay their love to the children.

If they had time especially those women in the palace, they would carve wood or making tiny ceramic imitating food, clothes, flowers, home appliances, boats, houses or temples for children to play with.

Siamese royal women bath with soaked herbal mixture water, then perfumed bodies with the flowers fragrance water and let it dried up. These procedures made them pervade with aroma all around. Flowers fragrances were used for fumigating clothes which they would wear to the temple or for the special event. As for high ranked people, they wore flower aroma clothes every day. It was also used to fumigate some cuisine too.

The Royal Siamese cuisine contained of a very special set of various dishes.

"There was a kind of soup as the main dish surrounded with small dishes of various kinds. These dishes were specially prepared by women chefs who dedicated their time on carving each piece of vegetables and fruit as a piece of art, before serving." said Dr. Smith (Jamjarus, 1999). So, we can imagine that each gulp of food chewed was the chewing pieces of art.

Because of hot weather "Siamese man didn't wear shirt in everyday life, even those high ranked officials naked their upper part meeting the King in palace" (Jamjarus, 1999).

"The social network functioned by the culture of respect. By the aristocratic estate, the lower class should respect the upper one. They should bend down to earth to give salutation for the higher classed person and still be there all the time they were still nearby" (Jamjarus, 1999). This order of precedence covered every pace of social life.

The above mentioned indicate the Thai Wellness living style. The royal origin of Thai aroma had diffused into every pace of Thai service like: Thai cuisine, Thai dress, Thai perfume, Thai aroma massage, including the way of giving their care with full of friendliness and respect through their manner, turned to be the trade mark of Thai Spa nowadays. So it is not surprising that in 2010 when Spa-based medical tourism is a global phenomenon. *Thai spa* treatments were more of a necessity than an extravagance for visitors, and Thailand is Asia's Spa Capital. Thai spa has been recognized as one of the top five services in the world.(Sharon ,2010), (Ferguson, 2013), (Dever, 1997), (World Economic Forum , 2015), (Bangkok Post, 2015).

Thai ancient medicine and health

About health and medicine, in the ancient time sanitation was not good and the cause of epidemic diseases was still unknown, many countries throughout the world suffered from plague, cholera, typhoid and malaria and influenza. The great plague called "Black Death" in 1347-1351 AD. were one of the most devastating pandemics in human history, resulting in the death of an estimated 75-200 million people in Eurasia. (Australian Broadcasting Corporation, 2008). Siam suffered from cholera many times in the history, the most devastating was in 1880 AD. Siam lost more than 30,000 people from such disease ((Jamjarus, 1999).

"Siamese relied on Siam medicine since the ancient time" (Jamjarus, 1999). Dr. Malcolm Smith, wrote in between the line, the meaning of "Farang know better than Asian or Siamese" (Siwaluk, 1999). "Treatment was in the hand of folk doctors. Some were experts on the pharmacologic action of herbs, for the experiences gained from fruitful treatment. But on the other hand the pharmacopoeia consist of some unreliable substances such as: powder from horn of rhinoceros, deer antler, crocodile tooth, vulture bone, snake gall bladder and many other thing which had incredible property mentioned since the ancient time. Their treatment relied on

psychology. Psychology when utilized in a proper way should have fruitful results. Doctors would get the treatment fee just after the complete healing of patients. If patients were not healed or became worse, doctors would automatically quit, without waiting for the quest for resignation” (Jamjarus, 1999).

“Confinement was in the hand of middle aged or old ladies, who had no education. Their outlook and dressing was not so clean. They usually worked in a couple. They didn’t know anatomy of the body part they were dealing with, and never have experience. Child birth was a natural process, was there any abnormality mean that nature should be blamed. They sat around the patient, chatting along, chewing betel nut, wrapping betel leave with their dirty fingers. Off and on, they would use such dirty fingers examine the on labor woman whenever they like.” said Dr. Smith. “I have ever witnessed such a dirty old cachexic woman. Her body liked a dead body eaten by vultures. She was doing her job beside a big dirty pot like a witch in the novel “Macbeth”. She was mixing her decoction while chatting aloud with her rough loud voice. If the labor didn’t progress, the mom and baby would be in trouble. They would do something which should not be done. They would grasp which part of the baby as they could grasp and draw. Draw like the tug-of-war. Certainly, there should have winner and loser and usually the witch would win. Is there more than one can, they would ask for help from the European.” (Jamjarus, 1999).

“Body baking for the postpartum woman was a barbaric process. The red hot charcoal would be placed as near the woman body as they can. It was meant to dry up the womb. Very often that it would burn her body. When the skin was full of bleb and the patient could not take it anymore, she would be turned around to bake the other side. It took 2-3 weeks for this torturing treatment. But it was a tradition and holy process. They would bake the face, side of breasts and vagina too. It was believed that this would preserve the face perplexity, releasing starch collected in breasts, enhancing milk production and ripe up milk. It indicated that this was the Khama of women, they were the victims.” (Jamjarus, 1999).

Modernization of Medicine and the Blending to Integrative Medicine and Wellness

Actually, the writing of Dr.Smith may have pessimistic bias, but it also reflexed the set back of ancient medicine at that era. This may be the reason for the King Rama III founding the first University of Traditional Medical for the Kingdom of Siam, in Wat Prachetuphon Vimolmankalaram (Wat Poh). Since then pace by pace the Traditional Siamese Medicine became systematized.

Westernization of medicine in Siam occurred at the reign of King Rama IV (Junhasavasdikul, 2017). The Royal family, Kromluang Vonsa Thiraj Sanit or called “Pra ong chao nuam” had studied and welcome many modernized medicine like vaccination, surgery, gynecology and being the first homeopath of Thailand.

In 1852AD. There’s an inscription that he had treated the Highness Queen of Thailand, who got sick of severe nauseated and vomiting by homeopathy with a very nice healing.

1907 AD. In the Reign of King Rama V, Siriraj hospital had been founded as the first royal medical school in Thailand. Mom chao Pulsavad Thinakorn and Momjao Jeak Thinakorn, two great Thai traditional medical doctor had been granted as the Thai medical teacher in that medical school too. But the teaching had ended in 1915AD. This came to the crisis of Thai Traditional Medicine to be forgotten from Thai nationality.

At last the Honorary Progegssor Dr.Uay Ket Sing had recovered the Applied Thai traditional medicine in the medical school again and Dr.Pennapa Subjarean had learned many more ancient medical inscription and modernized the Thai traditional medicine until it had been

accepted officially by the Thai government and Medical schools and wide spread the medical knowledge of our Thai ancestor again all over the country.

On the other hand, the traditional medicine of each country, which most of them rely on nature, had more and more influence for the world health. 1984 AD. WHO has announced the intention to promote the development, teaching, and application of analytical methods for the evaluation the safety and efficacy of various elements of traditional medicine (WHO, 2002). WHO also announced other guide lines for Traditional Medicine and alternative medicine that they can be used as an input to “modern” pharmaceutical research, but also as source of effective treatments in its own right (WHO, 2018), (WHO, 2003), (WHO, 2002), (WHO, 2014-2023). These announcements were important factors enhancing the modernization of Traditional Medicine in Thailand.

Nowadays, Thai massage and Thai herbal steam bath had been practiced in Spas and some Wellness centers in Thailand, in the scope of health promotion. Also in some Thai Traditional Medicine Clinic, the Thai way of treating diseases are performed too.

A Case Study of Thai Wellness Approach

A Thai man of 68 yrs. old, with a non-alcoholic fatty liver, got a shoulder injury from falling down, no fracture or dislocation. Three months later instead of complete healing, his shoulder turned to stiff with limitation of movement and very severe night pain. Orthopedist suggested him to take NSAID and local injection of steroid. He turned to Thai Wellness approach. TTM doctor just touched at his shoulder and felt that it was cool, gave him the diagnosis of “Dryness of Joint”. The mechanism is as following: liver is directly related to tendon, both are earth element. Fatty liver means dryness of earth element causes from dryness of water. The depletion of water leads to stillness of wind. Stillness of wind element causes depletion of fire. Depletion of fire element causes low blood circulation, which can be confirmed by the cool shoulder.

The way to treat was let him take 3 Thai decoction made into capsule forms. 1) “Glom Nang Non” to treat fatty liver 2) “Burus Lohitang” to promote blood 3) “Attharom” to promote bone. Accompany with therapeutic Thai massage plus Thai herbal oil rubbing. His stiff shoulder turned to be normal in 6 months.

This case study is an example of Thai Wellness therapeutic approach. It can be applied for health promotion, treatment and rehabilitation as suitable.

Trend of the Future Medicine

At the late of 20th century, the world came to the era of Wellness and Anti-Aging. 1993 AD. the American Academy of Anti-Aging Medicine was founded by Dr.Robert Goldman and Dr.Ronald Klatz. It has grown 26,000 members from 110 countries. The organization sponsors several conferences, including the Annual World Congress on Anti-Aging Medicine

2009 AD. Mae Fah Luang University had developed a master degree of Science Program in Anti-Aging and Regenerative Science, and the next few years Dhurakij Pundit University had developed a similar master degree of this science too. 2016 Dhurakij Pundit University had founded a College of Integrative Medicine and created another master degree of Integrative Medicine, which most content covered the Wellness knowledge. Therefore the Wellness & Anti-Aging, a new trend of health, has completed the three main academic aspects bases for education, researches, and clinical practice.

Thai Wellness-Past and Future

Here come the Thai Wellness, the integration of traditional medicine with many other alternative medicine, come into practice.

As for Dr. Malcolm Smith, he was one European who tried to understand Siamese culture with a very broad minded. Even though he had written in the sarcastic way on the topic of Thai medicine, but that is what it should be for an English man lived 100 hundred years ago who hadn't learned the principle of Thai traditional medicine. But nowadays the world has changed, Westerner turn their head toward the Eastern wisdom and realize the worth of herb and traditional medicine. The recent emergence of "medical tourism" reverses the trend: it turns out to be, the increasing numbers of citizens of wealthy or highly developed countries travel to poorer and less developed ones, in quest of affordable and prompt medical services, which are typically combined with vacationing or other forms of tourism.

At the 2nd decade of 21st century, the world turns to have the 3 new tendencies. 1)Artificial Intelligent 2)Aging society 3)Informative Technology and communication expert system. It seems that AI turn to cover most aspect of modern life. But the more high technology our daily life relies on, the more people need high touch for the quality of their life. Especially aging people needs health care which originates from the heart of people to people. The informative technology also supports the lifelong learning of people too. These needs may be served by a health service system of "Thai Wellness".

What is Thai Wellness? It is a service provided in the Thai Wellness Center, looked after by a Thai traditional doctor, both for the patient or the healthy people (Thinakorn Na Ayuthya, Komsan, on publishing). The philosophy of TTM stresses on looking after one's health before sickness, which is the exact concept of Wellness. By considering that one should be "healthy inside, charming outside". The international knowledge of Wellness and Anti-aging may be accompanying provided. We make a brand name for it, as "Siam Sabai Sathan". It can be founded as a signature of "Wellness Center of Thailand" all over Thailand. It is a place serving people with a graceful style of typical Thai culture. It is for every person who likes health care before sick. Anyone coming to Siam Sabai Sathan should inspired the atmosphere of kind hearted doctor, the charm of Thai food, the present aroma of Thai fragrance and the peacefulness of Thai house. Thai cuisine, flower fragrance and aqueous adjuvant along with many accompanying activities will be added on in order to let the client to realize the way of life for his health enduringness.

This is the glorious future of Thai Wellness.

Conclusion

Wellness is a new word but actually it has a long history, can be traced back to the Ancient time. It has developed from many cultures, many nationality combining the traditional medicine with the modern science. Thai Wellness developed from the ancient time. Thai nationality has historical foundation. We live in nature, has our own nutrition style which lead us to the healthy status. The royal origin of Thai aroma had diffused into every pace of Thai cuisine, Thai dress, Thai perfume, Thai aroma massage, including the way of giving their care with respect through their manner, turned to be the trade mark of Thai Spa nowadays. Thai spa has been recognized as one of the top services in the world. By Thai culture we treat everyone like a close relative, not as a patient or just a client. It is the inheritance from our Thai ancestor which made Thai Spa became famous all over the world.

At the era of Wellness, every countries playing in this industry are all adapting themselves for the service. As for Thailand which is the major player in this territory, we are up hand because of the reputation of world class Thai spa service. Also the famous of the Western based medicine which Thai doctor are also at the level of world class. More and more Thai medical doctors are learning post graduate curriculum on Wellness and Anti-Aging. This two factors putting together, if added up with the art and science of Thai Wellness, called “Siam Sabai Sathan” would be the best branded Wellness services of Thai signature.

There are many things to be prepared as the following: 1) The mutual understanding on the meaning of “Wellness” and “Thai Wellness” of every parties both the governmental part and private part. Definition, classification, standardization and registration of Wellness and Thai Wellness center should be established. There should be a national conference for this mutual understanding 2) Preparation of educated personnel of every level: Wellness medical doctor, Wellness Thai Traditional doctor, Wellness therapist, Wellness clinic and center supporting team are to be trained. 3) The functional layout of service unit for Wellness and Thai Wellness Center of each level should be designed. 4) The national policy for enhancement on Wellness business investment altogether with the national plan for logistic facilitation should also be done. 5) Marketing plan to promote Thai Wellness is also a major key for success.

With all the factors to be done successfully, there will be a branded “Thai Wellness” services. The authors look forward to the glorious future of Thailand to be the champion in the World Wellness Industry and Thailand turned to be the destination of health enduringness. At that moment, everybody in the world would like to have a chance coming to the “City of Angel”, the name of the capital city of Thailand.

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Teachers' Desired Characteristics and Self-efficacy of the Graduate Diploma Students in Teaching Profession Program towards Teaching Practicum : a Case Study of Dhurakij Pundit University

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Abstract

This research aimed to study teachers' desired characteristics and self-efficacy towards teaching practicum of the Graduate Diploma Students in Teaching Profession Program. The participants were totally 107 students of the Graduate Diploma in Teaching Profession Program in Dhurakij Pundit University in Academic year 2017. All subjects completed the teachers' desired characteristics measurement and teachers' self-efficacy questionnaires. Percentage, mean, standard deviation, and t-test were used to analyze the data. The results presented as follows :- 1) teachers' desired characteristics scores of students after teaching practicum were significantly higher than those scores measured before practicing ($p < 0.001$). 2) After teaching practicum, students received significantly greater teachers' self-efficacy scores than before practicing ($p < 0.001$). The results consisted with the hypotheses. The obstacles towards teaching practicum were derived from an interview of student teachers, supervising teachers or administrators, and university supervisors, were composed of the insufficiency of teaching-learning equipment, the limitation in the use of internet, a lot of other responsibilities besides teaching, a lack of teaching techniques and doing classroom researches, and a lack of teaching-learning arrangement and classroom management of the class with "special children". The recommendation focused on the instruction for enhancing teachers' desired characteristics.

Keywords: teachers' desired characteristics, self-efficacy, the Graduate Diploma Students in Teaching Profession Program

1. Background

Teaching practicum or practice teaching is the practice under the standard conditions of professional experience (Teachers' Council Department, 2006). It is considered a knowledge processing of every subject into real clinical experience—that is—the intern must show student teachers' knowledge, skills, and experiences comprehensively. There must be an analysis, synthesis, and the creation of a useful new technology which can be used to communicate with students and people to easily understand and follow. The student teachers must be able to use appropriate teaching materials and information technology. They must also be an ethical and professional teacher who can improve their learners by using knowledge, numerical and statistical analysis. This can be concluded that the teaching practicum is an important procedure affecting the development of student teachers' desired characteristics and capabilities in teaching profession.

For those who graduated from bachelors' level in other subjects which are not direct teaching profession, but love to be a teacher, have another choice: developing another year or studying the graduate diploma in teaching profession program organized by the institute certified by the Professional Standard Bureau, the Teachers' Council of Thailand. Since teaching profession is a higher or advanced profession, the teachers must get teacher licenses so that they can teach in an educational institution (Phienchorb & Sirisawat, 2013). Teachers Institutes have important duties to develop student teachers to have teachers' desired characteristics as determined by the Professional Standard Bureau and Thailand Qualifications Framework for Higher Education 2009 (TQF: HEd), that is, they must

have standard knowledge and the field experience, working professionally, and have good conduct (Teachers' Council Department, 2006) to help the learners or student teachers have more knowledge and potential in performing the teaching profession and be able to get teacher licenses.

Besides the development of standard characteristics mentioned above, there is another point which should also be considered: self-efficacy in performing the teaching tasks of the student teachers. This will result in the teachers' behaviors, resoluteness, motivation, dedication, and effort expenditure and patience, including the thought pattern and emotional reaction (Bandura, 1986). It is also an important intellectual process influencing on the efficiency of performing tasks under the teaching profession and self-development following teaching ethics (NitKannikaporn, Wongrattana, & Panpanich, 2011). The students' teaching practicum can be the test in real contexts which will make the student teachers assess self-efficacy -that is- how well they can perform teaching tasks under the professional standard. The student teachers will be able to perceive or evaluate themselves effectively from their success, persuasion from reliable people (Schunk, 1987), and appreciation and pride of a better development of their students (Morris & Usher, 2011). These will become their experiences making them believe that they can perform their tasks under the professional standard. In the long run, these will also have an influence positively on remaining in the teaching profession.

For the critical mission of the curriculum, it is essential to make student teachers to have knowledge and capabilities under the standard and competencies of the professional standard, including ethics of teaching profession. Because of these, the program must examine that after the teaching practicum, the student teachers have teachers' desired characteristics as needed by the professional standard, and they have self-efficacy in how much they can perform teaching tasks, including the obstacles of teaching. These can be brought to find out the strong and deficient points for the improvement of the program on the contents, teaching and learning process, researches, and evaluation. This study will help the student teachers who are qualified, having professional ethics and loving this occupation which leads to create quality learners.

2. Literature

Since the teaching practicum is determined to be included in the professional standard, the teacher production program must organize this task systematically. First, the preparation and orientation of the student teachers, supervising teachers and the university supervisors in preparing the documents, themselves, rules and regulations must be done. Second, the supervising teachers and the university supervisors follow-up and evaluate during the practicum must be done. Third, the program must organize a seminar after the teaching practicum to share ideas and worth experiences (Dhurakij Pundit University, 2014). This process is supported by Thanaphatchottiwat, Wattanatorn, Parnichparinchai, & Prachanban (2015) also specified that a teaching practicum must consist of 3 main structures: orientation before the practicum, follow-up during the practicum, and seminar after the practicum. These procedures will enhance the student teachers to develop themselves as determined in the professional standard.

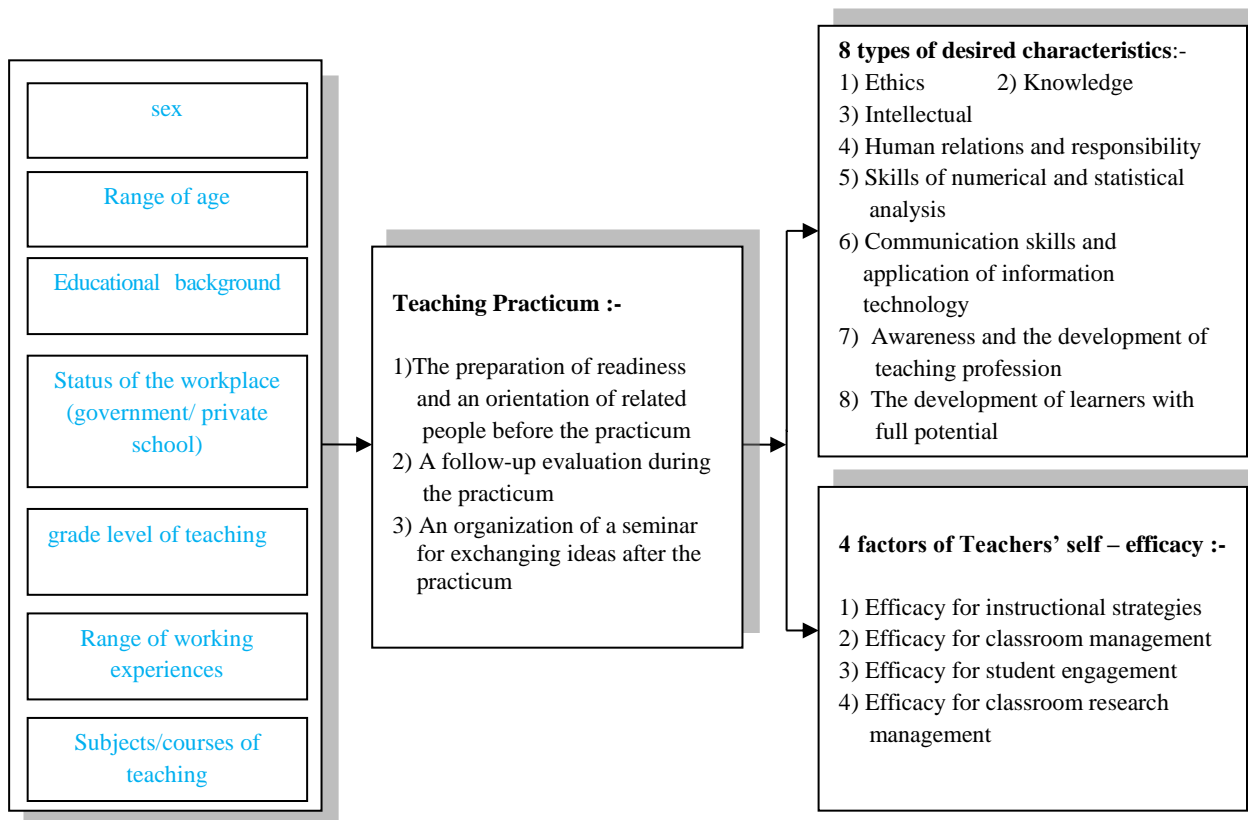
Under the practicum, the student teachers must integrate their skills and knowledge into performing teaching tasks. They must practice, review their knowledge, as well as develop their desired characteristics at the same time to make the teaching practicum run under the determined criteria. At least three studies showed that after the teaching practicum, the student teachers had gained more knowledge, teaching techniques, writing lesson plans, planning classroom activities, and monitoring classrooms (Kobrsiripat, 2005). They also had desired characteristics, such as faith towards teaching profession, knowledge and understanding the code of ethics of teaching profession, honesty and sincerity, practice themselves following the disciplines and customs, the intention to enhance self-development, and human relations with their colleagues (Jantarakantee, Faikhamta, & Roadranga, 2012). These included the development of problem solving, and the arrangement of teaching-learning

activities. They could analyze the potential and understand the learners individually, and brought the evaluation to improve their teaching-learning activities (Wichairat, Chalakbang, & Saenmueang, 2017).

Besides these, the experiences from the teaching practicum will help the student teachers check and judge their own abilities in their performing teaching tasks. Since the self-efficacy is an intellectual procedure influenced by the success on their work or personal experiences or mastery experiences, an observation of the other or vicarious experiences, verbal persuasion, and physiological state (Bandura, 1986; Schunk, 1987). Student teachers who teaching the same subjects as they had learned, could develop their self-efficacy increasingly. One study by Tshannen-Moron & Hoy (2001) found that teachers of sciences who had high self-efficacy were related to the teachers' experiences while studying the science programs. Moreover, while performing their teaching practicum, student teachers got the feedback of their performance from their supervising teachers and their university supervisors, who were experienced and respectful. These will bring about the self-efficacy of the student teachers (Bandura, 1986; Schunk, 1987; Dupret, 2015). When the student teachers decided to be teachers, they were considered the tasks with high responsibilities which affect on the learners, the parents, and the communities. They were the difficulty of the content. The success on the laborious tasks will be the information that caused the student teachers to have an increased self-efficacy, too (Schunk, 1987).

The academic literature indicates that the teaching practicum, desirable characteristics issues and teachers' self-efficacy were studies in various aspects such as the factors affecting the teacher's desirable characteristics (Thien-ngam & Khajornsinsin, 2013), the factors affecting practical training of students (Sujaree, 2008), the state of professional training experience management (Jantarakantee, et al., 2012), the development of teaching professional experience model for the future teachers (Juruariyanon, 2014; Thanaphatchottiwat, et al., 2015), the development of an instructional supervision model (Wichairat, et al., 2017), the satisfaction of executives, teacher trainers, student teachers toward professional experience training (Nvapun, 2015; Trisanawadee, 2013) the problems of the practice of professional experience teaching (Hinin & Tansriwong, 2015), the developing teaching self-efficacy (Morris & Usher, 2011; Dupret, 2015), the factor influencing the self-efficacy beliefs (Hutchison, et al, 2006), the investigation of the source of self-efficacy (Ruble, et al., 2011).

With regard to those mentioned issues, there aren't any researchers integrate between Professional Standard Bureau of the Teachers' Council of Thailand and the desired characteristics of students under Thailand Qualifications Framework for Higher Education 2009 (TQF: HEd) to evaluate the efficiency of student teachers after the teaching practicum. Moreover, the previous studies disappear whether the teaching practicum affects to teacher's self-efficacy, and how does this process work? Therefore, this present study, the researcher investigates the effects of the teaching practicum towards desired characteristics and teachers' self-efficacy. The conceptual framework was designed as the picture 1 below:



Picture 1: The conceptual framework of the research

Research Hypotheses:

1. Students will get higher scores from desired characteristics after the teaching practicum than before the teaching practicum.
2. Students will get higher scores from the teachers' self-efficacy after the teaching practicum than before the teaching practicum.

3. Methods

This research is a teacher-based research with one-group pretest-posttest design.

3.1 Samples / Participants

Participants are 107 students of the Graduate Diploma in Teaching Profession Program in Dhurakij Pundit University in Academic year 2017. There are 27.10% male, 72.90% female with an average age of 29.18 years old. They graduated 78.50% from humanities and social sciences, 21.50% from sciences with an average income of 16,054 baht per month. Their teaching practicum are 42.99% in the government sector, and 57.01% in private sector, with 18.69% at kindergarten, 49.53% at elementary schools, 21.50% at secondary schools, and 10.28% at vocational level. Their working experiences of about 0-2 years at 52.34%, 3-4 years at 24.30%, 5-6 years at 15.89%, and more than 7 years at 7.47%. Subjects they are teaching are Thai at 15.89%, every subject at kindergarten at 14.95%, foreign languages at 14.02%, professional occupation at 12.15%, arts at 11.22%, vocational group at 9.35%, mathematics at 8.41%, sciences at 6.54%, social sciences at 6.54%, and every subject at elementary schools at 0.93%. Student teachers practice their teaching practicum in 79 schools in 19 provinces.

A part of an interview included 28 participants from this teaching practicum circumstance; 12 student teachers (3 kindergarten teachers, 3 elementary teachers, 3 secondary teachers, and 3 vocational teachers), 9 supervising teachers or administrators with range in experience from 6 to 25 years, and 7 university supervisors with range in experience from 5 to 15 years. The student teachers had from 0 to 4 years of experience and ranged in age from 23 to 45 years.

3.2 Instruments/ Materials

3.2.1 The teachers' desired characteristics questionnaire

The researcher made this questionnaire by a synthesis of the information of professional skills and competency, standard of performing teaching tasks, and standard of TQF: HEd. This results in 8 desired characteristics of student teachers. The questionnaire contains 48 items and each item has to be scores on a five-point scale. It has been examined by 3 experts with the IOC from 0.66 up. The reliability of the questionnaire by Conbach's Alpha of 30 students was 0.93.

3.2.2 The teachers' self-efficacy questionnaire

The researcher studied the methods, related researches of Bandura and Schunk about ideas and the questionnaire of Tschannen-Moran & Hoy (2001) then improve the questions and made more questions to use with Thai teachers, and got 4 domains of teachers' self-efficacy. The questionnaire contains 32 items and each item has to be scores on a nine-point scale. It has been examined by 3 experts with the IOC from 0.66 up and tested the Correlation Item Total Correlation (CITC) revealed range 0.50-0.80. The reliability of the questionnaire by Conbach's Alpha of 40 students was 0.94.

3.2.3 The questionnaire for interviewing

The questionnaire was semi-structured form which requiring participants' full concentration on problems or obstacles in teaching practicum circumstance.

3.3 Data collection and data analysis

3.3.1 Data collection was done before the teaching practicum in September, 2017.

Then another data collection was done after the teaching practicum in March, 2018 using the same instruments: the teachers' desired characteristics and the teachers' self-efficacy questionnaire.

3.3.2 The additional data were arranged with semi-structured interview after completing the practicum in March-April, 2018. The content analysis was used to analyze the data.

3.3.3 Data analysis was done by using the scores from both tests which were completed in every question to find percentage, average, and standard deviation, then compared the difference of average scores before and after using the t-test: dependent.

4. Findings

1. Student teachers have significantly higher desired characteristics scores after the teaching practicum than before the teaching practicum ($t = 10.072$, $p < 0.001$), and this supports the first hypotheses which is said "Students will get higher scores from desired characteristics after the teaching practicum than before the teaching practicum" and added results shown in table 1.

Table 1: A Comparison of average scores from the teachers' desired characteristics questionnaire before-after the teaching practicum

| Desired Characteristics | Practicum Status | \bar{x} | S.D. | t-test | p-value |
|---|------------------|-----------|------|-----------|---------|
| 1. Ethics | Before | 3.96 | 0.37 | 4.479 *** | 0.000 |
| | After | 4.17 | 0.44 | | |
| 2. Knowledge | Before | 4.05 | 0.45 | 3.796 *** | 0.000 |
| | After | 4.23 | 0.51 | | |
| 3. Intellectual | Before | 3.35 | 0.57 | 8.262 *** | 0.000 |
| | After | 3.75 | 0.52 | | |
| 4. Human relations and Responsibilities | Before | 4.02 | 0.39 | 1.060 | 0.145 |
| | After | 4.06 | 0.41 | | |
| 5. Skills in numerical and statistical analysis | Before | 3.39 | 0.63 | 9.318 *** | 0.000 |
| | After | 3.86 | 0.58 | | |
| 6. Communication skills and the application of information technology | Before | 3.88 | 0.51 | 6.875 *** | 0.000 |
| | After | 4.20 | 0.47 | | |
| 7. Awareness and development in teaching profession | Before | 3.83 | 0.49 | 6.767 *** | 0.000 |
| | After | 4.14 | 0.45 | | |
| 8. Development of the learners with full potential | Before | 4.00 | 0.44 | 4.922 *** | 0.000 |
| | After | 4.23 | 0.41 | | |

According to results of table 1, it was found that after they completed the teaching practicum, the student teachers had 7 domains of desired characteristics higher than those they had before the teaching practicum. These were ethics, knowledge, intellectual, skills in numerical analysis, communication skills and the application of information technology, the pursuit and development of teaching profession, and development of potential learners. But human relations and responsibilities domain was not different significantly.

2. Student teachers had significantly higher teachers' self-efficacy scores after their teaching practicum than before their teaching practicum ($t = 8.732$, $p < 0.001$), and this supports the second hypotheses. According to table 2, when considering each domain, it was found that after their teaching practicum, the average scores of self-efficacy on every domain were significantly higher than what they got before their teaching practicum. It is shown in table 2 below.

Table 2: A comparison of average scores from the teachers' self-efficacy form before-after the teaching practicum

| Teachers' self-efficacy | Practicum status | \bar{x} | S.D. | t-test | p-value |
|----------------------------------|------------------|-----------|------|----------|---------|
| 1. Instructional strategies | Before | 6.57 | 0.77 | 9.142*** | 0.000 |
| | After | 7.22 | 0.84 | | |
| 2. Classroom management | Before | 6.56 | 0.99 | 5.655*** | 0.000 |
| | After | 7.02 | 0.99 | | |
| 3. Student engagement | Before | 6.55 | 0.92 | 5.638*** | 0.000 |
| | After | 7.04 | 1.00 | | |
| 4. Classroom research management | Before | 5.85 | 0.95 | 6.752*** | 0.000 |
| | After | 6.46 | 1.04 | | |

5. Discussions

1. Desired Characteristics from the Teaching Practicum

Totally, the results showed that student teachers had significantly higher desired characteristics scores than those they had before the teaching practicum. This resulted from the program that had incubated these characteristics for student teachers in the teaching practicum process,

starting from before the practicum—preparing the readiness and an orientation, including the revision of instructional techniques and arrangement of learning experiences, practice making lesson plans and doing educational researches. During the teaching practicum, they did the follow-up evaluation, giving the feedback in performing teaching profession, including the development passed from their supervising teachers and the university supervisors. In the last session of the practicum, there was a seminar for them to exchange ideas and experiences, show the feedback from the whole teaching practicum and the integration of knowledge. Besides these, in performing the teaching practicum, student teachers must practice teaching as their major subjects. They must plan systematically, utilize the diverse evaluations, analyze and solve the problems, and develop the teaching every week, including doing other teachers' tasks. During the student teachers' internship, the supervising teachers and the university supervisors were working together for giving knowledge, feedback, and recommendations including teaching the student teachers how to work. They did the follow-up evaluation to help student teachers improve their teaching better. Both the university supervisors and the supervising teachers are important to help student teachers have higher desired characteristics. This is similar to those reported by Thienngam, & Khajornsins (2013) who found that the quality of the university supervisors and the supervising teachers had direct influences on the variables of desired characteristics.

For the 7 domains of the desired characteristics, the student teachers got significantly higher average scores after the teaching practicum. The researcher divided them into 8 individual domain: **Ethics** ($t = 4.479$, $p < 0.001$)—In a teaching practicum, to help classroom management go well, in keeping with the traditional framework with good values, student teachers must develop themselves to manage any problem with ethical equality and good values and consider the solutions reasonably. The finding was in keeping with the work of Jantarakantee et al., (2012) who found that after the teaching practicum, student teachers had higher perception of being a teacher, understanding teachers' ethics, honesty and sincerity, and behaved themselves under the traditional framework. **Knowledge** ($t = 3.796$, $p < 0.001$) and **Intellectual** ($t = 8.262$, $p < 0.001$) —Student teachers brought knowledge to apply with their teaching and increased the efficiency of teaching profession, integrated the knowledge of any science into the real teaching. Moreover, they must create the learning innovation, new instructional methods and educational researches for solving or developing the learners. This made an intense practice which caused the worth experiences and skills. It also helped the student teachers gain more knowledge and intellectual which are supported by Kobrsiripat (2005) who found that a teaching practicum enhanced student teachers to learn about the contents they teach, teaching techniques, the writing of lesson plans, an arrangement of learning activities, and classroom management.

Skills in numerical and statistical analysis ($t = 9.318$, $p < 0.001$) — In a teaching practicum of not less than 15 weeks per semester, student teachers must practice using mathematics or choose appropriate statistics to manage the learners' data to help solve learning problems and evaluate the effectiveness, including the presentation of teachers' tasks. So this helped the student teachers gain higher skills as mentioned. **Communication skills and the application of information technology** ($t = 6.875$, $p < 0.001$) — At present, there are many fields of knowledge, and most student teachers are familiar with information technology. They must search for knowledge from any websites related to their subjects, to open a broad vision for the learners by bringing this information to make teaching materials that can be presented by information technology or hand-made teaching materials. Because of these, the teacher students must develop those skills more than ever.

Awareness and the development in teaching profession ($t = 6.767$, $p < 0.001$) — The university supervisors and the supervising teachers are the important parts to stimulate, give feedback, do the follow-up, and evaluate the teaching methods and teaching materials. This made student teachers enthusiastically search for knowledge or current news to use in teaching and try to modify the teaching methods to become more various forms. This also made student teachers develop themselves and was in keeping with the work of Wichairat et al., (2013) who found that teachers who got some

supervision would be able to develop and solve the problems of teaching-learning activities and brought the results to improve the learning activity management. **Development of the learners with full potential** ($t = 4.922$, $p < 0.001$) — When student teachers have got to practice in the teaching practicum at the time, they began understanding the differences of learners even they were learning in the same level. They were flexible in managing the learning experiences, and in choosing teaching techniques to develop learners with their full potential. This result was supported by Jantarakantee et al., (2012) who found that after the teaching practicum, student teachers had higher perception of being a teacher, and for faith towards the teaching profession. They had more knowledge, understanding about teachers' ethics, honesty, sincerity, and intention to increase self-development.

However, the desired characteristics scores were not significantly different were: **Human relations and responsibility** ($t = 1.060$, $p\text{-value } 0.145$) related to individual responsibilities, co-operations among students, colleagues and administrators, including the liaison of students and parents, and other people in the community. Since most student teachers had a little teaching experience, they were not familiar with the new environments, and still built relations with the same style as before or as the institutes used to do. So the result did not find significantly different. This discovery became the point that the program must bring to modify it with the teaching-learning activities because it would become the capacity to help student teachers uplift to the standard.

2. Teachers' self-efficacy from the teaching practicum

It was found that as a whole, student teachers' self-efficacy in every aspect after the teaching practicum was significantly higher than that before the teaching practicum. In the teaching practicum, there were 3 factors enhancing student teachers' self-efficacy. **The first factor** was student teachers' experiences or personal experiences or mastery experiences. Student teachers who taught the same subjects as they finished their studies, could have more understanding and knowledge in those subjects. They were self-confident to teach what they had studied with direct skills, and got higher self-efficacy. They were confident that they could continue to develop within the field they taught (Schunk, 1987; Hutchison et al., 2006) in keeping the work of Tschannen-Moran & Hoy (2001) who found that science teachers with high self-efficacy have relations with their past experiences while they were studying science program. **The second factor** was verbal persuasion. The university supervisors and the supervising teachers played the roles of the persuaders who were respectful and could be trusted and reliable. They were experts having classroom management skills, including giving consultation, mental supports, answering questions, teaching some teacher's tasks, and suggesting student teachers how to solve problems during the teaching practicum. It was like observing their efforts in self-development. The positive feedback from respectful people who related to students directly, would result in the level of their self-efficacy (Bandura, 1986; Dupret, 2015). Being able to ask questions from reliable people also helped the student teachers feel confident in the effectiveness of teaching (Phienchorb, & Sirisawat, 2013). **The third factor** was the difficulty of the task. The teaching tasks were not easy for those bachelors graduating in other fields without teaching experiences. They must be self-adjustment and learning how to transfer knowledge to the learners with different potentials. They must modify teaching methods and create teaching materials. They must always work systemically, or step-to-step, be able to do classroom management and handle learners' behaviors, develop learners in every aspect appropriately, and co-operate with society and community. The continual effort to manage new teaching environment was a molding of higher self-efficacy. When student teachers got new experiences, a success in the task they had never done before, even a small success, it made them more confident that they were able to do it (Ruble, Usher, & McGrew, 2011).

Additional knowledge discovery

From this research, the researcher had done an interview about the problems and obstacles of a teaching practicum from related persons: student teachers, supervising teachers or administrators, and university supervisors, and got a conclusion as below:-

1. In the view of student teachers, the problems and obstacles of a teaching practicum were as follows:- the insufficiency of teaching-learning equipment and the unpreparedness, limitation in the use of internet, the different forms of lesson plan of the program and the schools, the student teachers were responsible for teaching many subjects, a lot of other responsibilities besides teaching, being unable to arrange time for studying and working, a lack of teaching techniques, and doing classroom researches. Some student teachers had never done a classroom research. There were also obstacles from the learners, teaching-learning arrangement, and classroom management of the class with “special children”.

2. In the view of supervising teachers or administrators, the problems and obstacles of a teaching practicum were as follows:- the student teachers were responsible for teaching many subjects, which made insufficient time for self-development, a lot of other responsibilities besides teaching, a lot of school activities which made student teachers unable to teach as planned. They also had less techniques of classroom management, limitation in the use of internet, and obstacles from the learners themselves.

3. In the view of university supervisors, the problems and obstacles of a teaching practicum were as follows:- the insufficiency of teaching-learning equipment and the unpreparedness, the different forms of lesson plan of the program and the schools, a low technique of classroom management, a lack of teaching techniques. Moreover, there were also obstacles from doing classroom researches, student teachers’ personality which is not so good affecting on reliability, and a lack of teaching-learning arrangement and classroom management of the class with “special children”.

6. Recommendations

1. The results showed that some student teachers did not get used to a research design. The program must get ready for their preparedness during studying by inserting concepts about researches into every subject. The instructors must bring their own researches or those related to the subjects and talk about their application in the teaching contexts. The instructors play the roles of mentors assigning student teachers to do some small researches in their own contexts. Besides this, it was found that a teaching practicum was a procedure helping develop student teachers’ desired characteristics continuously, and it would make student teachers’ self-efficacy and making decision to be teachers or change to do other occupations.

2. Developing student teachers’ desired characteristics in the classroom context could be done in many ways, such as assigning student teachers to find a good model teacher in their own schools, then ask for shadowing their experiences, and the ways of success in the teaching profession by making a video and bring back to share and discuss together. Teaching by problem-based started from teaching-learning problems to an integration of knowledge to solve those problems. For development of learners with full potentials, the instructors were able to practice the classrooms activities that student teachers could bring them to be used, such as a practice of using positive verbal which stimulated learners to get creative ideas, practice observing learners’ aptitudes or interests, and the application of learning contracts in classrooms.

3. In the view of researcher, the researches which could help to develop teaching profession were: the studies of factors influencing to the persistence in teaching career for different ages, studies of relation between teachers’ self-efficacy and attribution factors of full-time teachers, and studies of the causes factors in choosing to be teachers of people who did not graduate in educational field, etc.

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The role of relationships with external units for the company's competitiveness in the process of internationalisation

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Abstract

Purpose: The purpose of the study is to: 1) check whether there are differences in the quality of relationships that companies with different number of employees maintain with different kinds of external units; 2) to examine whether there are correlations between relationship quality with external units and the company's level of competitiveness depending on its size.

Methodology: The study was conducted using data collected in a questionnaire survey. The sampling frame included companies located in Poland and conducting foreign activity, which are listed in the Kompas Poland database. 175 questionnaires were analysed, with the sampled companies divided into three groups: small, medium-sized and large. The analysis focused on the companies' relationships with four groups of units: buyers, suppliers, influential entities and competitors.

Findings: Based on the analysis, it can be concluded that there is a correlation between a company's competitiveness and its assessment of cooperation with each type of external unit in the case of small and medium-sized companies. As regards large enterprises, no such differences have been found with respect to buyers, suppliers and influential entities. The study also suggests that good relationships with competitors improve competitiveness for all companies, regardless of their size.

Keywords: business relationships, actors in business networks, internationalization, competitiveness.

Introduction

In the scientific literature, it is often indicated that the process of internalization involves cooperation with external and internal units within complex, international organizational structures. The Six Markets Model (Payne, Ballantyne and Christopher, 2005) provides a comprehensive perspective on various relationships maintained by a company with units in its business environment. The model assumes that in order to achieve its business goals, the company needs to cooperate in seven kinds of markets: the buyers' market (1), the multipliers' market (2), the suppliers' market (3), the market of the company's potential employees – the labour market (4), the influential entities' market (5), and the domestic market (6). One additional type of market has also been proposed: namely the competitors' market (Fonfara 2014, pp. 65-89). The model highlights the company's activities aimed at developing both internal connections (in the domestic market and, to some extent, in the labour market) and external ones. Of the five types of markets comprising

external units, only the market of multipliers has not received much attention from researchers. It seems that this is due to the fact that this market includes units that tend to belong to the other markets (e.g. buyers, intermediaries, agencies involved in trendsetting and PR, i.e. de facto service providers) (cf. Morgan & Hunt 1994). One should stress that the range of units classified as part of the market of influential entities is wide and can include agencies of public administration, trade organisations, R&D institutes, etc. (e.g. Payne, Ballantyne and Christopher, 2005; Fonfara 2014, p. 69; Małys 2011, p. 197; Hollensen 2003).

In the light of various studies, it is indicated that companies can purposefully decide to be reluctant or inclined to cooperate with external units in the process of internationalisation (Fonfara 2009, pp. 55-59). At the same time, given the growing complexity of the business environment, the higher pace of technological changes, as well as the conditions of risk and uncertainty, close cooperation with external units is necessary to succeed in foreign markets, regardless of the company's size. It is through cooperation that companies gain access to key resources, including non-tangible assets, such as market knowledge and the understanding of the needs and expectations of customers (Human and Naude 2008; Wheeler, Tagg and Mtetwa 2011; Małys 2014, pp. 120-122; Brache and Felzensztein 2016).

Cooperation with internal units can be analysed on two levels. The first one involves relationships between the company and its employees. Relationships of this kind, extremely important for the company's success, are analysed as an element of human resources management. The second level includes relationships between various business units, also those located in different domestic markets. Such relationships are typically present in large companies, characterised by complex organizational structures. They are much less common in small and medium-sized companies.

One can notice that a lot more attention is devoted to cooperation with external units than with internal ones. This is probably due to the challenges faced by each unit trying to develop relationships with external, independent actors. Cooperation with external units is often analysed in the context of business and institutional relationships (cf. Johanson, Pao 2010), which form complex business networks (Håkansson, Shehota 2017). In particular, a lot of research has focused on business relationships in the supply chain, with suppliers and buyers (e.g. Golicic 2007; Ratajczak-Mrozek and Małys 2012), relationships with competitors, which are often referred to as cooptition (cf. Jankowska 2012), as well as institutional relationships established with key units in the business environment (Małys 2011).

This study investigated relationships with four types of units – buyers, suppliers, influential entities and competitors – which are developed in the process of internationalisation. Hence, the present article raises two research questions:

- a) Are there differences in the quality of relationships that companies with different number of employees maintain with different kinds of external units?
- b) Are there correlations between relationship quality with external units and the company's level of competitiveness depending on its size?

The analyses conducted in the article may provide useful information for companies of particular size with which kind of external units they should especially maintain good relations. Moreover, it could extend our general knowledge about relations with external units among of various size.

Literature review

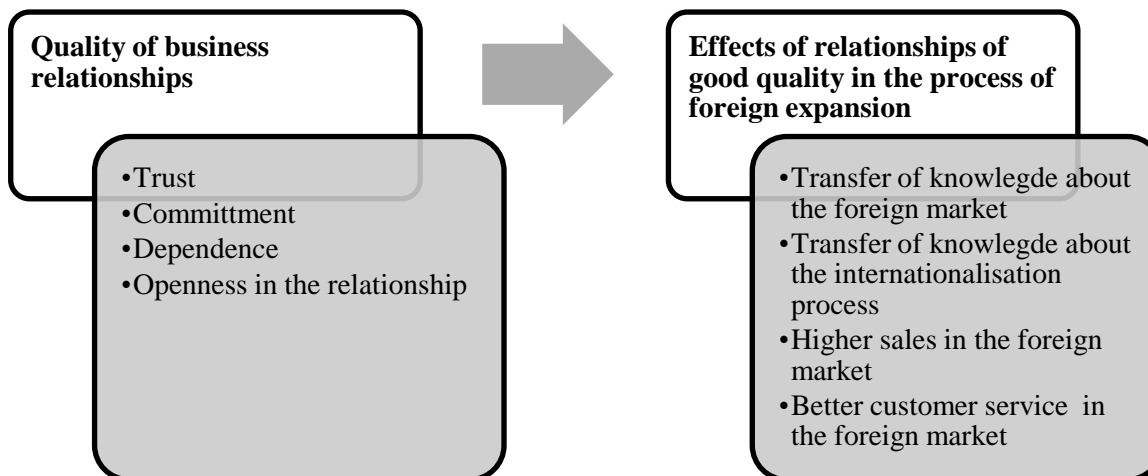
Research into the problem of cooperation between companies involved in the process of internationalisation deals, among other things, with the question of what type of units establish connections, their quality (strength, closeness) and benefits derived from these relationships, which are expected to improve the company's performance.

Numerous studies (e.g. Payne, Ballantyne and Christopher, 2005; Gadde and Shehota 2002; Jankowska 2012; Małys 2013) indicate that companies involved in the process of internationalisation cooperate with various types of units, including suppliers, buyers,

subcontractors, competitors, public administration agencies, trade organisations, research centres etc. Studies conducted to date have largely concentrated on connections within the supply chain, on account of their major impact on companies' business success. However, most recent studies (cf. Dymitrowski, Małys, Wiczerzycki 2018) indicate that the range of units that develop connections and their influence on business success depend on the stage of foreign market entry. At the planning stage and at the moment of entering a foreign market, companies cooperate with a range of different units. At these stages cooperation can also involve, in addition to distributors and buyers, other types of actors, such as influential entities (banks, specialized agencies, consulting and auditing firms, government agencies, etc.) This kind of cooperation often does not lead to better performance in the short term, but enables companies to avoid costly mistakes, hence limiting the risk of inferior performance and enabling its improvement in the long run. At the stage of launching operations in a foreign market, cooperation with units in the supply chain is essential.

The very fact of maintaining relationships with external units does not improve the company's possibility of achieving better results. To reach this goal, the company needs to develop relationships characterised by a certain level of quality (cf. Hausman 2001; Barry, Dion, Johnson 2008; Mitreęa 2008; Małys 2013). It is generally assumed in the literature that the quality of business relationships is determined by the presence of certain features or characteristics. The most commonly listed characteristics include trust, partners' commitment, dependence (often co-dependence), openness. The presence of such features (or rather high levels of such characteristics) increases the company's ability of benefiting from these relationships, and, thus determines their effects. Figure 1 shows some of the most common determinants of relationship quality and their effects (e.g. Morgan & Hunt 1994, Barry et al. 2008, Dobrow et al. 2012)

Fig. 1. Quality and effects of business relationships in the process of foreign expansion.



Studies investigating the quality of business relationships (and their individual components) at different stages of foreign expansion indicate that it generally improves as the company's foreign activities develop. On the one hand, it is understandable, given the time required to reach a certain level of relationship characteristics (cf. Wilkinson 2008, p. 96). On the other hand, specific studies suggest that a high level of relationship characteristics is not essential for achieving success at early stages of foreign expansion (cf. Małys, Fonfara 2018).

The development of business relationships (and their determinants) requires the allocation of the company's resources, particularly human resources. At the same time, it seems that the quality of allocated resources, at least to a certain extent, determines the quality of emerging relationships (cf. Mitreęa 2008). This raises the question whether companies with large resources, that is large

companies, are more capable of developing better relationships and deriving greater benefits from them than small or medium-sized firms, and whether similar differences can be observed between medium-sized and small companies.

The problem of benefits derived by companies from maintaining business relationships is addressed by two different theories: the theory of strong ties (Coleman, 1988) and the strength of weak ties theory (Granovetter, 1973, 1985). According to the first one, the greatest benefits are derived by companies that maintain strong ties with external units, which are characterised by a high level of mutual trust, commitment (manifested in the readiness to make specific investments in a relationship) and low transactional costs. Having relationships of this kind opens access to crucial information, and, consequently, enables knowledge acquisition. The stronger business relationships a company has, the more valuable is the information it can obtain, which improves the company's ability to identify and exploit emerging business opportunities (Borgatti and Li, 2009).

The second view, the strength of weak ties theory, suggests that companies profit from maintaining a large number of loose, distant ties and a relatively few strong ties. A large number of weak ties is supposed to give the company access to unique or specialised knowledge, which other units in the business network lack (Granovetter 1973, 1985). The company occupying such a network position can then use this knowledge to bridge the structural holes and act as an intermediary between unrelated parties (Burt, 1992).

It has been indicated that the development of strong business relationships with units in the business environment is beneficial for companies of different size (e.g. Coviello & Munro 1997; Dyer & Chu 2003). To the best of our knowledge, no attempt has been made to compare companies of different sizes, operating under similar conditions, and to determine whether the development of strong partnership ties benefits their performance differently. This seems to constitute a research gap, which the authors of this article intend to fill.

Methods

The article reports results of an empirical quantitative study conducted in Poland in 2015, in which companies operating in foreign markets were surveyed. The sample was selected from a database of companies maintained by Kompas Poland. The sample included 175 companies. Research questionnaires were addressed to companies' management. Unfortunately, because some of the returned questionnaires contained missing data, the resulting analyses are based on different number of units. Table 1 contains detailed information about this aspect of the survey.

Table 1. Number of companies considered in different analyses

| <i>Type of analysis</i> | <i>Small companies (1-49 employees)</i> | <i>Medium-sized companies (50-250 employees)</i> | <i>Large companies (more than 250 employees)</i> | <i>All companies</i> |
|---|---|--|--|----------------------|
| <i>Buyers</i> | 67 | 71 | 36 | 174 |
| <i>Suppliers</i> | 63 | 66 | 37 | 166 |
| <i>Influential entities</i> | 46 | 57 | 28 | 133 |
| <i>Competitors</i> | 47 | 58 | 26 | 131 |
| <i>Relations with all four entities</i> | 42 | 54 | 23 | 119 |
| <i>Entire sample</i> | 67 | 71 | 37 | 175 |

The quality of cooperation with different types of external units was evaluated using a 5-point Likert scale, where each value represented the following responses: 1 – very bad cooperation, 2 – bad cooperation, 3 – average cooperation, 4 – good cooperation, 5 – very good cooperation. Based on their responses, the sampled companies were divided into two groups:

- a) **bad cooperators** – including companies maintaining very bad (1), bad (2) or average (3) relationships with external entities;

- b) **good cooperators** – including companies maintaining good (4) or very good (5) relationships with external entities.

The level of competitiveness of the sampled companies was measured using an aggregated index consisting of two components: the level of profit earned and total sales generated by the sampled companies compared to their immediate competitors. Both components were also measured on a 5-point Likert scale. The level of profit and sales in comparison to immediate competitors could be assessed as: 1 – much worse, 2 – worse, 3 – almost the same, 4 – better, 5 – much better. Statistical significance of the differences in competitiveness was tested using the non-parametric Mann Whitney U test implemented in the SPSS package.

Findings

The goal of the first analysis was to evaluate cooperation with different types of external units – for the entire sample and divided into categories in terms of size. The results are presented in Table 2.

Table 2. Assessment of cooperation maintained by companies of different size in the internationalisation process with different types of external units

| Type of entities | Small companies (1-49 employees) \bar{x} | Medium-sized companies (50-250 employees) \bar{x} | Large companies (more than 250 employees) \bar{x} | All companies \bar{x} |
|----------------------|--|---|---|-------------------------------|
| Buyers | 4.10 | 4.17 | 4.33 | 4.18 |
| Suppliers | 3.92 | 4.20 | 3.95 | 4.04 |
| Influential entities | 2.90 | 3.26 | 3.54 | 3.19 |
| Competitors | 2.83 | 3.03 | 3.12 | 2.98 |

As can be seen, regardless of their size, companies, on average, maintain the best relationships with buyers, with the exception of medium-sized enterprises. Small businesses reported having much worse relationships with external units compared to larger companies. Larger companies tend to have better relationships with most types of external units, except for medium-sized companies, whose relationships with suppliers were assessed more positively than one could expect.

The next analysis focused on the assessment of cooperation for companies of different size categories with all types of external units combined. The results are displayed in Table 3.

Table 3. Assessment of cooperation maintained by companies of different size in the internationalisation process with all types of external units combined

| Companies' size | Cooperation maintained with all analysed types of external entities \bar{x} |
|--|--|
| Small companies (1-49 employees) | 3.32 |
| Medium companies (50-250 employees) | 3.64 |
| Large companies (more than 250 employees) | 3.78 |
| All companies | 3.56 |

The results shown in table 3 indicate that, on average, the quality of relationships with external units improves with the increasing size of the company. The biggest difference in the assessment of cooperation can be observed between small and medium-sized firms. The difference between medium-sized and large ones is much less pronounced.

A very interesting insight can be gained from analysing results in Table 4, which shows the perceived level of competitiveness in companies of different size depending on their assessment of cooperation with external entities.

Table 4. Perceived level of competitiveness in companies of different size involved in the internationalisation process depending on their assessment of cooperation with all types of external units combined

| <i>Company size</i> | <i>Relations with all analysed types of external entities</i> | <i>Competitiveness</i> | <i>Share of companies with particular relations in the given group</i> |
|--|---|------------------------|--|
| <i>Small companies (1-49 employees)</i> | <i>Bad cooperators (I)</i> | 2.82 | 26% |
| | <i>Good cooperators (II)</i> | 3.18 | 74% |
| | <i>Difference (II-I):</i> | 0.36 | - |
| <i>Medium companies (50-250 employees)</i> | <i>Bad cooperators (I)</i> | 3.14 | 13% |
| | <i>Good cooperators (II)</i> | 3.62 | 87% |
| | <i>Difference (II-I):</i> | 0.47 | - |
| <i>Large companies (more than 250 employees)</i> | <i>Bad cooperators (I)</i> | - | 0% |
| | <i>Good cooperators (II)</i> | 3.78 | 100% |
| | <i>Difference (II-I):</i> | N/A | - |
| <i>All companies</i> | <i>Bad cooperators (I)</i> | 2.94 | 15% |
| | <i>Good cooperators (II)</i> | 3.52 | 85% |
| | <i>Difference (II-I):</i> | 0.58 | - |

Table 4 shows that the share of companies maintaining good or very good relationships with external units increases as company size grows. The group of large companies (with over 250 employees) does not contain a single firm whose relations with external units were assessed as very bad, bad or average.

The above analyses also reveal a correlation between the quality of relationships with external units and the companies' level of competitiveness. The biggest difference in the level of competitiveness between companies with different assessments of cooperation with external companies can be observed in the case of medium-sized firms – 0.47. The difference is smaller in the group of small companies – 0.36 – but the competitiveness index of companies with worse relationships is, on average, below 3.00. This means that companies in this group view themselves as less competitive than their direct competitors. Among companies whose relationships with external entities were assessed more positively, the average level of the competitiveness index is 3.18, which means that these companies see themselves as more competitive than their closest competitors. This can imply that an improvement in relationships with external entities can considerably help companies of this size to achieve a competitive advantage. Within the group of large enterprises, all sampled firms reported having good or very good business relations with external units. This can imply either that companies of this size are aware of the significance of such relations for their activities and make an effort to maintain these relationships or perhaps, large companies are viewed as important partners by external entities, which do their best to cultivate good relationships by avoiding conflicts.

The following analyses focus on relations maintained with specific types of external entities. Table 5 presents perceived levels of competitiveness in groups of companies of a given size, depending on their assessment of relations with buyers.

Table 5. Level of competitiveness for companies of different size involved in the internationalisation process depending on their assessment of relations with buyers

| Company size | Bad cooperators (I) | | | Good cooperators (II) | | | Difference in competitiveness (II-I) |
|---|---------------------|-----------------|---------------------|-----------------------|-----------------|---------------------|--------------------------------------|
| | Competitiveness | No. of entities | Share of the sample | Competitiveness | No. of entities | Share of the sample | |
| Small companies (1-49 employees) | 2.85 | 10 | 14.9% | 3.32 | 57 | 85.1% | 0.47 |
| Medium companies (50-250 employees) | 2.60 | 5 | 7.0% | 3.51 | 66 | 93.0% | 0.91 |
| Large companies (more than 250 employees) | 4.00 | 1 | 2.8% | 3.56 | 35 | 97.2% | -0.44 |
| All companies | 2.84 | 16 | 9.2% | 3.45 | 158 | 90.8% | 0.61 |

Table 5 shows that, in the case of small and medium-sized firms, those reporting good and very good relations with buyers see themselves as much more competitive. Analysis of relationships maintained by large companies is inconclusive since there is only company whose relations with buyers were assessed as very bad, bad or average. It should be stressed that the share of companies reporting very bad, bad or average relations with buyers is generally low across the size categories. This could mean that buyers are a category of external entities which companies in general try to maintain good relations with. The results indicate that larger companies view themselves as more competitive relative to their direct competitors.

Table 6 shows levels of competitiveness for companies of different size depending on their assessment of business relations with suppliers.

Table 6. Level of competitiveness for companies of different size involved in the internationalisation process depending on their assessment of relations with suppliers

| Company size | Bad cooperators (I) | | | Good cooperators (II) | | | Difference in competitiveness (II-I) |
|---|---------------------|-----------------|---------------------|-----------------------|-----------------|---------------------|--------------------------------------|
| | Competitiveness | No. of entities | Share of the sample | Competitiveness | No. of entities | Share of the sample | |
| Small companies (1-49 employees) | 3.03 | 17 | 27.0% | 3.37 | 46 | 73.0% | 0.34 |
| Medium companies (50-250 employees) | 2.50 | 4 | 6.1% | 3.58 | 62 | 93.9% | 1.08 |
| Large companies (more than 250 employees) | 3.63 | 8 | 21.6% | 3.59 | 29 | 78.4% | -0.04 |
| All companies | 3.12 | 29 | 17.5% | 3.51 | 137 | 82.5% | 0.39 |

Results for small and medium-sized companies presented in Table 6 reveal the pattern observed earlier: namely that better relations with suppliers are associated with a higher level of perceived competitiveness; the large companies are an exception in this case. It should be emphasized that there is a large group of small firms with very bad, bad or average relations with suppliers, which means that many small companies are less concerned to cultivate such relations, unlike medium-sized companies, most of which maintained relations evaluated as good or very good.

The next analysis deals with how the companies' competitiveness depends on the quality of their relations with influential entities – the results are included in Table 7.

Table 7. Level of competitiveness for companies of different size involved in the internationalisation process depending on their assessment of relations with influential entities

| Company size | Bad cooperators (I) | | | Good cooperators (II) | | | Difference in competitiveness (II-I) |
|---|---------------------|-----------------|---------------------|-----------------------|-----------------|---------------------|--------------------------------------|
| | Competitiveness | No. of entities | Share of the sample | Competitiveness | No. of entities | Share of the sample | |
| Small companies (1-49 employees) | 2.97 | 35 | 72.9% | 3.54 | 13 | 27.1% | 0.57 |
| Medium companies (50-250 employees) | 3.50 | 37 | 64.9% | 3.68 | 20 | 35.1% | 0.18 |
| Large companies (more than 250 employees) | 3.81 | 13 | 46.4% | 3.40 | 15 | 53.6% | -0.41 |
| All companies | 3.33 | 85 | 63.9% | 3.55 | 48 | 36.1% | 0.22 |

The group of small and medium-sized companies is dominated by firms whose relations with influential entities were assessed as very bad, bad or average. Only in the group of large companies are enterprises with poor relations slightly outnumbered by those maintaining good or very good relations with influential entities. However, the small and medium-sized companies which rated their relations with influential entities as good or very good considered themselves as more competitive than their direct competitors, while in the case of large companies a reverse correlation can be observed. The positive difference in the level of perceived competitiveness is particularly evident for small companies with good or very good relations with influential entities.

Table 8. Level of competitiveness for companies of different size involved in the internationalisation process depending on their assessment of relations with competitors

| Company size | Bad cooperators (I) | | | Good cooperators (II) | | | Difference in competitiveness (II-I) |
|-------------------------------------|---------------------|-----------------|---------------------|-----------------------|-----------------|---------------------|--------------------------------------|
| | Competitiveness | No. of entities | Share of the sample | Competitiveness | No. of entities | Share of the sample | |
| Small companies (1-49 employees) | 2.97 | 36 | 76.6% | 3.64 | 11 | 23.4% | 0.66 |
| Medium companies (50-250 employees) | 3.52 | 49 | 84.5% | 3.89 | 9 | 15.5% | 0.37 |

| | | | | | | | |
|--|------|-----|-------|------|----|-------|------|
| <i>Large companies (more than 250 employees)</i> | 3.66 | 19 | 73.1% | 3.86 | 7 | 26.9% | 0.20 |
| <i>All companies</i> | 3.36 | 104 | 79.4% | 3.78 | 27 | 20.6% | 0.42 |

Table 8 shows that competitors are the only category of external entities for which the positive correlation between the perceived relationship quality and self-assessed level of competitiveness can be observed regardless of company size. It should be noted, however, that the bigger a company is, the less these good relations seem to affect the perceived level of competitiveness. Interestingly, for each size category, companies whose relations with competitors are bad or average outnumber those whose relations are good or very good, which means that firms have a lot to gain from improving their ties with competitors.

Discussions and practical recommendations

Based on the analyses presented above, it can be concluded that there is a correlation between competitiveness of small and medium-sized companies and their assessment of cooperation with each type of external entities. In the group of large companies, no such differences were found regarding relations with buyers, suppliers or influential entities. This is partly because large companies cultivate relations with these categories of external entities or perhaps they themselves care about relations with large companies, as a result of which most large companies have good or very good relations with these type of entities. Very few large companies reported having very bad, bad or average relationships with external entities; what's more, questionnaires from such companies also contained many questions with missing data.

Of the four categories of external entities, competitors are the only group for which the positive correlation between the perceived relationship quality and self-assessed level of competitiveness can be observed regardless of company size. Differences in the self-assessed level of competitiveness between companies which reported having good or bad relations with competitors are significant for each size category. It should be added, that the bigger a company is, the less these good relations seem to affect the perceived level of competitiveness. However, most companies reported having bad relations with competitors (over 80%). Therefore, one can conclude that an improvement in relations with this group of external entities could have a positive impact on the companies' performance.

The majority of small firms in the sample reported having very bad, bad or average relations with competitors and influential entities, which probably means that companies of this size have a lot to gain from improving their relations with such entities and are likely to improve their competitive position as a result.

To conclude the results of the article show that improvement of relations with competitors increases competitiveness among all types of companies, regardless of their size. Moreover, improvement of relations with each of four types of examined units increases competitiveness in the case of small and medium-sized companies.

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A study of Total Quality Management on College Performance of Private Universities in Thailand: The Mediating Effects of Market Orientation

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Abstract

TQM is widely applied in various organization and industry as management philosophy. But lack of researchers focus on the relationship between market orientation, TQM and college performance. TQM has implemented in education industry for a long time, the society is developing rapidly and students' need is fast changed. Market orientation become a very important factor affect college performance and also as a mediating variable between TQM and college performance. Author developed a draft scale with 3 dimensions and 57 items. After EFA test, the scale removed the low reliable and validity items. Finally, the scale with 30 items in the questionnaire. Author chose the teachers and employees who work in the private universities in Thailand as population. Stratified sampling collected 160, removed the questionnaire from other industry or government universities. Finally, 137 valid samples were collected. The analytic result proved the TQM positively affect college performance, and market orientation as a partial mediating variable positively affect college performance.

KeyWords: Total Quality Management (TQM), Market Orientation, College Performance

Introduction

Total quality management (TQM) is widely applied in various organization and industry as a management philosophy. TQM has become a key utilize tool for organization progressive and strive for competitive advantage in markets (Sureshchandar, Rajendran, & Anantharaman, 2001). Sakthivel, Rajendran, and Raju (2005) found that TQM has a positively effect on the college performance. Ministry of Education in Thailand shows that in 2011, there were 20, 309 internationals students studying in Thailand. The majority was Chinese students around 8,444 (Jaroensubphayanont, 2014). And this population has increased dramatically 45 times higher in the last five years. The Immigration Department shows the total number of Chinese nationals residing in Thailand at 91,272 in 2015, however, academic studies reveal the figure as high as 350,000-400,000 in the past decade (Fernquest & Wangkiat, 2016). Accordingly, the number of foreign Chinese student coming to Thailand to study is also increasing and reaching significant numbers. This reveals daily and academic levels and intercultural communication anxieties of foreign Chinese students when they continue their education. Thus, this is the issue that whether or not the actual factor of market orientation affects college performance. Therefore, the purpose of this study is to summarize the relationship among TQM, market orientation and college performance, to develop a research model, to further explore the relationships among TQM, market orientation and college performance, and to validate market orientation to college performance, and whether market orientation has mediating effect on college performance.

Literature review

Total quality Management

Powell (1995) mentioned that: "TQM's origins can be traced to 1949, when the Union of Japanese Scientists and Engineers formed a committee of scholars, engineers, and government officials devoted to improving Japanese productivity, and enhancing their post-war quality of life" and "American firms began to take serious notice of TQM around 1980." Saraph, Benson, and Schroeder (1989) point that many scholars attempted to synthesize TQM into business. Anderson, Rungtusanatham, Schroeder, and Devaraj (1995) clarified the TQM into five aspects: (1) managerial leadership; (2) workforce; (3) the relationship between customers and suppliers; (4) organization culture; and (5) process management. Subsequent studies have relied on these works to assess TQM program effectiveness.

College Performance

Many previous studies use GPA, quantity of academic work and employment of students to indicate the college performance. In this studies assessed college performance using the lodging index (Wassenaar & Stafford, 1991), both "objective" and perceptual". Therefore, this paper adopts that Moorman and Rust (1999) developed measures of college performance that included financial and customer-based performance. Many studies have reported that TQM and organizational performance is positively related or negatively related with organizational performance which may result from different measures of TQM. TQM is likely to improve customer satisfaction, and ultimately financial performance (Agus et al., 2000; Claver- Cortés et al., 2008). Therefore this study hypothesis that college adoption of TQM may improve college performance. According to the literature review raise up the Hypothesis as follow:

H1. TQM positively affect college performance.

Market orientation

Matheson (1998) proposed that market orientation model comprise five aspects: customer orientation, competitor orientation, inter-functional coordination, responsiveness and profit emphasis. Moreover, Anwar (2008) stated that market orientation included: customer focus, competitor focus, environment scanning and new service development. In study proposed that data collection is better suited, include acquisitive information, disseminate information, shared interpretation and responsiveness. Vieira states that market orientation positively related to organization performance. Voss and Voss (2000) found that empirical findings related to market orientation have complex results. A market oriented-organization enhanced service quality based on consumer data to boost customer satisfaction. Satisfied customers increase sales and market share enhance decision making. Then study hypothesizes that:

H2. Market orientation positively affect college performance.

Many researchers found that the relationship between TQM and market orientation exists (Morgan, 1992). TQM direct positively affect market orientation. (Santos-Vijande & Alvarez-Gonzalez, 2009). Market orientation means that the process of implementation of the marketing concept to respond customers' need and satisfaction. TQM is considered as a tool to help applicate marketing concept as well as to increases the marketing prevalence. TQM involves to control the process of organization's market implementation, and to ensure all the departments correctly respond marketing needs. TQM facilitates the generation, dissemination of market information to enable organization consistently and rapidly to respond the market changing (Ahire, Golhar, & Waller, 1996). Therefore, study propose the hypothesis:

H3.TQM positively affects market orientation.

Therefore, TQM and market orientation are complementary relationship. TQM enhance the competencies of generating, disseminating and sharing marketing knowledge to fulfill customers' satisfaction and value, a prerequisite for long- term success. (Kerin et al., 2006). Total quality management to help effective and efficient market orientation, and improve the performance. Simultaneously college performance may be through the market orientation. Therefore, study proposed hypothesis:

H4. Market orientation has the mediating effect on the relationship between TQM and college performance.

Research design and methodology

The constructs of the model were measured using multiple items based on validated scales derived from (Grandzol & Gershon, 1998; Huber, 1991; Wang et al., 2012). Table 3.3.1 demonstrated the construct, definition and resource of the scale.

Construct measurement

| Construct | Construct definition | Construct source |
|--------------------------|--|---------------------------|
| Total quality management | The college adopts customer focus, internal/external cooperation, continuous improvement, leadership, employee fulfillment, learning and process management. | Williams (1993) |
| Market orientation | A series of market information handle including information generation and dissemination, shared interpretation, organization responsiveness. | Kohli and Jaworski (1990) |
| College Performance | Finance performance and customer performance of the college. | Wang et al. (2012) |

This research focuses on the sample of employees and teachers who are working for private universities in Bangkok, Thailand. Stratified sampling technique was used. There are 137 questionnaires were collected.

As the result form correlation analysis, college TQM, market orientation and college performance are correlated in pairs significantly after the Pearson correlation coefficient analysis. After testify the correlation among each variable, multiple regression analysis is used to find the cause-effect among all variables in this research. Since the research also aimed to testify whether market orientation mediating effect on relationship between TQM and college performance orientation exist or not and how it affects the main relationship, this research run regression test with following step. First, do a regression analysis on main effect analysis of TQM and college performance .After the regression for Hypothesis 1, the result from regression indicated that TQM have a positive effect on College Performance (std. β = .462, p-value=.000), which is statistical significantly supported (See Table 4.3.1 for results). What's more, several control variables are significantly affect the main effect between TQM and College Performance.

Table 4.3.1, Summary of Hypothesis 1 Coefficients

| Variables | Standardized Coefficients | VIF |
|------------------------------|---------------------------|-------|
| Control variable | | |
| Gender | .073 | 1.032 |
| Age (in year) | -.540** | 8.425 |
| Job tenure (in years) | .778*** | 8.511 |
| Job position | -.220* | 2.060 |
| Independent Variables | | |
| TQM | .462*** | 1.084 |
| R square | .290 | |
| Adjusted R square | .263 | |

The result of regression for hypothesis 2 indicate that market orientation have positive effect on college performance (std. $\beta = .567$, $p\text{-value} = .000$), which is statistical significantly supported (see table 4.3.2 for results). What's more, no control variables are significantly affect the main effect between market orientation and college performance.

| Variables | Standardized Coefficients | VIF |
|------------------------------|---------------------------|-------|
| Control variable | | |
| Gender | .053 | 1.033 |
| Age (in year) | -.293 | 8.429 |
| Job tenure (in years) | .357 | 8.920 |
| Job position | -.066 | 2.030 |
| Independent Variables | | |
| TQM | .567*** | 1.134 |
| R square | .376 | |
| Adjusted R square | .352 | |

After the regression for Hypothesis 3, the result from regression indicated that TQM have a positive effect on market orientation (std. $\beta = .610$, $p\text{-value} = .000$), which is statistical significantly supported (See Table 4.3.3 for results). What's more, control variables of age, job tenure and job position are significantly affect the main effect between TQM and market orientation.

The results from above show a partial mediation effect of market orientation. Whether the partial mediation effect exist or not is based on Sobel test. The Sobel test of this research confirmed the significance of the mediating effect is existing (Sobel test statistic = 5.902, Two-tailed probability = 0.000).

| Variables | Standardized Coefficients | VIF |
|------------------------------|---------------------------|-------|
| Control variable | | |
| Gender | .033 | 1.032 |
| Age (in year) | -.387* | 8.425 |
| Job tenure (in years) | .711*** | 8.511 |
| Job position | -.230** | 2.060 |
| Independent Variables | | |
| TQM | .610*** | 1.084 |
| R square | .461 | |
| Adjusted R square | .441 | |

The confirmatory factor analysis for model's Structural equation was conducted in this study, which aim to examine the degree of model fit between the proposed model, which originally apply in hotel management service industry, and the actual model which can be apply to another service industry branch – private college. This study used AMOS to adopt The maximum likelihood estimation performed a confirmatory factor analysis on the model's 135 participants, and the fit index that for absolute fit indices, Incremental fit indices and parsimonious fit measures indicated that the data collect from private college have a good fit for this model I proposed in this research (See Table 4.4.1 for the fit index)

Table 4.4.1 Index of all Variables fit result

| Constructs Model | χ^2 /df | GFI | RMR | SRMR | RMSEA | NNFI (TLI) | CFI | IFI | PNFI |
|---------------------|--------------|--------|--------|--------|--------|------------|--------|--------|--------|
| Index of all | 1.606 | 0.942 | 0.010 | .0540 | 0.067 | 0.920 | 0.947 | 0.949 | 0.584 |
| Standards | <3.000 | >0.900 | <0.080 | <.0800 | <0.080 | >0.900 | >0.900 | >0.900 | >0.500 |

Implication and limitation

According to the literature review which proposed the hypothesis H1 to H4, see in table 5.1.1. The analytic result in this study supported all the hypothesis. Demirbag, Tatoglu, Tekinkus, and Zaim (2006) found that TQM and market orientation are positively affect the organization performance. In this study TQM and market orientation also positively affect the college performance as well. In private higher education institute context, TQM and market orientation would be teaching method, learning, innovation teaching system and help modify the operation partner and respond customers' feedback. And also reduce the uncertain factor in the management process to improve the college performance.

Table 5.1.1 Hypothesis H1-H4

| Hypothesis | Result |
|--|-----------|
| (+) H1: TQM positively affects college performance. | Supported |
| (+) H2: Market orientation positively affects college performance. | Supported |
| (+) H3: TQM positively affects market orientation. | Supported |
| (+) H4: Market orientation mediate the relationship between college TQM and college performance. | Supported |

In Thailand, almost higher education institute adopting TQF and EdPEX to control the education quality (Kaew-Nate, 2010). In this study, we found that Market orientation have highly mediating effect between TQM and college performance. Author suggests that market orientation training program should provide to all the employees in the higher education institutes. Market orientation should be an important factor in the process implement TQM. In other hand, market orientation directly positive affect organization performance (Santos- Vijande & Alvarez-Gonzalez, 2009). TQM directly positive affect market orientation (Voss & Voss, 2000). In the study as well, found the same result as the previous scholars. Management level should aware that changes in consumer perception and competitor activities are important in higher education institute. Higher education institutes should continuously educate and train employees to detect and understand such changes.

Therefore, sharing customer and competitor information within the education institutes to fulfill customer needs and expectations with new solutions.

In this study, college performance included two sub-dimensions which student satisfaction and finance performance still unclear to represent the college performance. Future studies can further investigate this area and thus help further enrich the theory on this area.

This study was based on cross-sectional data. Is there long-term positive effect between TQM, market orientation and college performance? There is a major gap in the relevant literature for longitudinal studies. This study suggests that subsequent scholars perform longitudinal studies based on long-term observations or interviews regarding to actual implementation in private higher education institutes to provide further insights regarding to probable causations.

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Appendix: Questionnaire

Total quality management

Student focus

STUF-1 college activities are centered on satisfying our students. 大学的活动应以满足学生为中心。

STUF-2 satisfying our students, and meeting their expectations, is the most important thing we do. 满足学生的需求，并达到学生的期望，是大学工作要做的最重要的事情。

STUF-3 College Leaders behave in ways that should not lessen the importance of students.
STUF-3 大学领导人员的行为不应该降低学生的重要性 (大学领导人员的行为不应该降低学生的重要性)

Continuous improvement

CTIP-1 Employees should get an opportunity to suggest changes or modifications to existing processes.

学校员工应该有机会参与并建议对现有流程进行修改或调整。

CTIP-2 The College encourages continual study and improvement of all its teaching syllabus and processes.

学院鼓励不断研究和改进所有教学大纲和流程。

CTIP-3 The college has received recent compliments and recognition for improving its teaching syllabus/teaching methods/teaching processes. 由于改进教学大纲/教学方法/教学过程，学院最近得到了赞扬和认可。

Leadership

LDSP-1 College Leaders share similar beliefs about the future direction of this organization. 学院领导对这个组织的未来方向有相似的信念。

LDSP-2 Activities and investments that have long-term benefits receive support from management. 具有长期利益的活动和投资应该得到学校管理层的支持。

LDSP-3 College Leaders should allow employees to take necessary action on their own. 学院领导在必要的情况下应当允许员工自主决策。

LDSP-4 College Leaders anticipate change and make plans to accommodate it. 学院领导预测未来的变化，并为了适应这一变化制定计划。

Learning

LERN-1 College Leaders ensure that all employees receive training that helps them understand how and why the college does what it does. 学院领导确保所有员工都接受培训，帮助他们了解学院如何以及为什么这样做。

LERN-2 College Leaders participate in specialized training on how to conduct academic work. 学院领导参与有关如何进行学术工作的专门培训，从而建立有效的学术工作体系。

LERN-3 Many employees in the college should possess sufficient knowledge about the basics of our industry. 学院员工应该具备的教育行业足够的基础知识。

LERN-4 Employees in the college understand the basic processes used to create teaching syllabus/teaching methods. 学院里的员工应该了解用于制定教学大纲/教学方法的基本过程。

Process Management

PMGT-1 Preventing defective teaching syllabus/teaching methods from occurring is a strong attitude in the college. 学院不能容忍有缺陷的教学大纲/教学方法出现。

PMGT-2 The processes used in the college do not include in-process measures of quality. 学院使用的教学管理流程应当可以衡量流程实施过程中的质量。

PMGT-3 The processes for designing new teaching syllabus/teaching methods in the college ensure quality. 学院设计新的教学大纲/教学方法的过程应该确保质量。

PMGT-4 Explaining the variation in processes should use as an analysis technique in the college. 学院应该尽量运用技术去分析新流程实施过程中的偏差。

PMGT-5 College Leaders look at the total costs of teaching facilities /teaching training, including indirect an overhead cost. 学院领导应当关注用于教学设施/教学培训的

总成本，包括间接成本。

PMGT-6 College Leaders understand how to motivate employees and encourage them to perform at their

highest levels. 学院领导了解如何激励员工，并鼓励他们表现出最高水平。

Market orientation

Information generation

INFG-1 We are able to detect changes in our students' study preferences in short period.

我们应在短时间内快速觉察到学生学习偏好的变化。

INFG-2 We are able to detect fundamental shifts in our industry in short period (e.g., competition, technology). 我们应在短时间内了解到我们行业的根本性转变（例如：竞争，技术。）

Information dissemination

INFD-1 When something important happens to our students, the whole college knows about it shortly. 当在学生群体中有重大事件发生时，整个学院都应该会很快地获得信息。

INFD-2 When one college sub-unit finds out something important about competitors, it is fast to alert other college sub-units. 当学院的一个科系察觉了关于竞争对手重要情报时，他们能迅速提醒学院中的其他科系。

Shared interpretation

SRIP-1 We develop a shared understanding in our college of the available market information. 在大学中，我们对现有的留学生市场信息形成共识。

SRIP-2 We develop a shared understanding in our college of the implications of a marketing activity. 在大学中，我们对市场营销活动产生的影响形成共识。

Organization responsiveness

ORGR-1 It takes us a short time to decide how to respond to our competitor's tuition fee changes. 我们只应当花费很短的时间来决定如何应对与我们竞争院校的学费变化。

ORGR-2 We are fast to respond to changes in our student's study and learning needs. 我们应该快速响应学生学习和学习需求的变化。

ORGR-3 If a major competitor launched a campaign to our students, we implement a response immediately.

如果一个主要竞争对手向学生开放一个有竞争力的学习项目，我们应该立即回应。

Educational Industry performance

Student performance

STUP-1 Student is engaged. 学生对学校是有归属感的。

STUP-2 Student is satisfied. 学生对学校是满意的。

STUP-3 Our teaching courses/teaching methods bring for student lifetime value. 我们的
教学课程/教学方法为学生创造价值。

STUP-4 Student is willing to retain. 学生是愿意留下来的(内部本升硕，愿意介绍朋友前来就读等)。

Finance performance

FINP-1 Our college's market share is growth. 我们学院的市场份额在增长。

FINP-2 Our college's recruitment rate of students is growth. 我们学院的学生招聘率

正在增长。FINP-3 Our marketing cost is reducing. 我们的市场营销成本正在下降。

FINP-4 Our ROI (Return on Investment) is growth. 我们的投资回报率 (ROI) 是增长的。

Wang, C. H., Chen, K. Y., & Chen, S. C. (2012). Total quality management, market
orientation and hotel performance: the moderating effects of external
environmental factors. *International Journal of Hospitality Management*,
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Culture from Overseas and Corporate Transparency: Evidence from China

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Abstract

We study how cultural norms from overseas affect corporate transparency. Using cultural background information on board directors, we document that corporations with directors with culture from overseas have greater corporate transparency. Specifically, we show that firms with directors with foreign cultural background have more voluntary information disclosure, more analyst coverage, more accurate earnings forecast and less earnings management. Moreover, these firms are more likely to choose Big 4 auditors. We also find that the relationship between culture from overseas and corporate transparency are more strongly positive when the directors have foreign experience from more incorruptible countries or districts. Our findings provide evidence on how directors spread transparency cultural norms which rooted in their hearts to firms in developing countries.

Keywords: Culture spreading; Rules-based norms; Corporate transparency; Chinese context

1. Introduction

A substantial body of literature establishes a link between cultural factors and firm performance (see, e.g., Davidson et al., 2015; Guiso et al., 2015a). The existing literature has tended to focus on the effect of corruption culture from overseas on corporate misconduct, such as tax evasion (DeBacker et al., 2015), accounting fraud, option backdating, opportunistic insider trading and earnings management (Liu, 2016). However, this paper investigates the impact of rule-based norms on firm performance, and our study proposes a link between cultural norms from developed economies and corporate transparency in developing economies.

Firms improve transparency because of both extrinsic motivation (*e.g.*, forced by policies or regulations) and intrinsic motivation (*e.g.*, the willingness to contribute to a public good). The latter is shaped by cultural factors such as cultural norms and individual values. However, cultural norms of business transaction vary differently across different countries or districts. For example, some civil law countries rely to a greater degree on rules-based mechanisms that regulate behavior *ex ante*. These countries have better institutions which include more efficient courts, less corrupt governments and more informative accounting standards. In contrast, common law countries rely more heavily on judicial mechanisms that settle up matters *ex post* (Enriques, 2004; La Porta, Lopez-de-Silanes, and Shleifer, 2008; Liang and Renneboog, 2017).

The Chinese business cultural context¹ is widely recognized to be more *guanxi*² based than rules

¹ Chinese culture is extensive and profound, however, it does not emphasize transparency culture in the operation of corporate. In the process of modernization and competing in the global market, Chinese firms must absorb advanced foreign culture and put the operation into the normative cage.

² According to Fan (2002), *guanxi* is an indigenous Chinese construct describing an informal connection between two or more individuals or groups involving shared social experience, the exchange of favors and trust.

based (Li and Filer, 2007; Liu et al., 2011). Guanxi, which is an informal, personal relationship rather than formal and official relationship in organizations, has deep Chinese historical and cultural roots. Even though firms whose culture is rooted in decades of hiding based on guanxi in emerging markets can possibly be hidden from the government's "grabbing hand"³, the culture of hiding brings large costs, such as high transaction costs with unfamiliar partners, limited chances for foreign investment (Shleifer et al., 1997; Braguinsky et al., 2014), and even often links to irregular behavior, such as business corruption and bribery, and may lead to business ineffectiveness (Millington et al., 2005). Evidence shows that standard business norms and cultural values can shape formal institutions and corporate governance, and are positively associated with accountability and transparent disclosure (Williamson, 2000; Griffin et al., 2015). In addition, the culture in a corporate is able to change the preferences of individuals who may be influenced by the people surrounding them, especially under the influence of the persons who are at the top (Guiso et al., 2015b). So, would directors' foreign experience which might be influenced by rule-based culture lead to better corporate transparency?

In this study, we address this question by using a unique Chinese dataset to examine whether board members⁴ with foreign cultural background do indeed have this effect. By exploiting the change in directors with foreign cultural background in domestic firms, we can estimate the effect of these directors on improving corporate transparency. Our baseline regressions, controlling for individual-level fixed effects, indicate that the impact of hiring directors with foreign cultural background on corporate transparency is positive and significant both statistically and economically. According to the Transparency International Corruption Index, we then investigate the effect of directors' cultural background obtained from high transparency countries on corporate transparency, and we find that the results are more significant. Moreover, considering the important role of CEO, CFO and supervisors, we separately investigate the effect of these executives with foreign cultural background. The results suggest that firms have higher corporate transparency if their CEOs, CFOs and supervisors have experience influenced by culture from overseas.

2. Chinese background and Literature Review

2.1 Guanxi as an informal institution

China, the world's largest transitional economy, remain very much guanxi-oriented (Lin, 2010), and has the culture of hiding relation compared to developed economies which has been documented through researches and anecdotal evidence in past studies (Zhou et al., 2007; Chen and Chen, 2004). Guanxi, a unique Chinese phenomenon, is pervasive in Chinese social groups (Chow and Ng, 2004; Fan, 2002), and its importance has taken hold in the mindset of Chinese people (Zhou et al., 2007). Even after the reform and modernization of China's economy since the 1980s, guanxi remains intricately entwined with Chinese people's ethics, despite the introduction of advanced management philosophies and practices into Chinese businesses (Peng, 2003).

Apart from formal network relationships, guanxi works more as a private channel by which people communicate and exchange favors based on a high level of trust, obligation, and respect

³ Literatures, such as Chow and Ng (2004), present that *guanxi* amounts to a competitive advantage in business transaction: in marketing and sourcing, in acquiring power, in small and medium enterprises survival, in facilitating firms' financial success, and so on.

⁴ We choose board directors as our research object mainly because their important roles in making decisions and improving firm performance in developing economies, where firm performance is widely known to be hampered by poor corporate governance (Syverson, 2011).

(Chen and Chen, 2004). Although *guanxi*, under informal and hiding manners, can bring competitive advantage to business in acquiring power, status, and resources, in reducing transaction costs (Wei et al., 2010), it is also found to be linked to unethical behavior. The *guanxi*-based nature of Chinese business is one of the main differences from the cultural norms and legal system in western economies (Li and Filer, 2007), such as in the U.S., where business is characterized by rule-based governance. Board directors coming back from overseas have relatively weaker relations with local politicians or other constituencies (Giannetti et al., 2015). They have stronger incentives to pursue profitability to build good reputation, and one important way is to spread this kind of rule-based cultural norms, and then improve corporate transparency.

2.2 Opaque environment based on ownership structure

Experiencing great economic growth since the late 1970s, China has become the largest emerging market in the world and transformed from a centrally planned economy into a mixed market economy. While the economy, until now, has a series of problems in market mechanism and corporate governance that constrain the growth of Chinese firms. Ownership structure is a main factor that influences corporate governance, including financial transparency (Shleifer and Vishny, 1997; La Porta et al., 2000). Corporate ownership structure in China is well characterized by concentrated ownership by government or founding family members, which is conducive to managerial entrenchment (Gul et al., 2010). This kind of ownership structure can provide the entrenched controlling owners with opportunities and incentives to withhold unfavorable information or selectively disclose such information to other investors to conceal their control benefits (Fan and Wong, 2005). The concentrated control power, thus, contributes to more opaque information environments. That is, the cost of acquiring corporate information is likely to be higher, and the corporate transparency is lower, in China as compared to developed markets.

For the Chinese background above, we believe that we can draw broader conclusions from the experience of China on the effects that board directors with foreign cultural background, have on corporate governance and improving corporate transparency.

2.3 How culture from overseas spreads and influences corporate transparency

Research on corporate culture has shed light on the diffusion of cultural norms within an organization. Fernandez (2011) proposes the idea that individuals' cultural values and social norms travel with them when they emigrate from native country to another country. Moreover, these immigrants not only bring their values and norms to the new country, they also spread these beliefs to people surrounding them (Guiso, Sapienza and Zingales, 2006). Gordon (2008) also points out that cultural beliefs being diffused to employees similarly to how parents taught their children, eventually, leading to personality change among employees (Lejeune and Vas, 2012).

On the contrary, a transparent culture pays more attention on social responsibility and ethical expectations which based on principles such as “the right thing to do” or the “necessity to contribute to the good of society by doing what is ethically correct”. For instance, Jones (1995) documents firms with social responsibility have an incentive to be honest, trustworthy and ethical because they know that such behavior is beneficial to firm. Together, these findings support the premise of the empirical approach that cultural norms can be both imported to a new country and spread to other members, complementing these findings, I show that good cultural values and beliefs in heart can also permeate through the corporate and influence corporate activities.

Based on Chinese background and how foreign culture spreads and impacts corporate transparency in mainland China, we predict that directors with foreign cultural background have a

stronger tendency to improve transparency of environment where they work than directors without. A formal statement of this hypothesis is as follows:

Hypothesis 1: Firms hiring directors with foreign rule-based norms have higher corporate transparency, specifically in voluntary disclosure, earnings management, analyst coverage, forecast accuracy and auditor choice.

Hypothesis 2: Directors with culture from higher ranking transparency countries (districts) have more significant effect on improving corporate transparency.

3. Data and sample construction

Our original sample consists of all nonfinancial firms in mainland China listed on Shanghai and Shenzhen Stock Exchanges (A-share market) from 2004 to 2014. We obtain the financial statement data from the China Stock Market and Accounting Research Database (CSMAR), one of the main sources of Chinese economic data. After excluding firms with missing financial information, our final sample consists of 1,808 unique firms and 12,813 firm-year observations.

We hand-collect the cultural background information of board directors through their bios from annual reports and cross-verify the information by searching internet and various news. In this way, we obtain information on whether the director has foreign experience, and the country (district) in which the director worked or received education. We consider the director as having foreign cultural background if he or she received education or/and worked outside mainland China. That means we do not consider the situation, such as working in a foreign branch of a Chinese company or a Chinese branch of a foreign company, as having foreign experience since they do not have actual exposure to a foreign cultural environment. In addition, since a short-term foreign visiting or training may not make a director a carrier of foreign culture, we exclude these samples in our following analysis. Then, at the director level, we have a total of 26,332 unique directors and 126,260 director-firm-year observations.

4. Empirical results

4.1 Basic Empirical Model

To estimate the impact of directors with culture from overseas on corporate transparency, we use the following models:

$$Y_{ijt} = \beta_1 \text{Foreign culture_D}_{it} + \beta_2 \text{Foreign culture_P}_{it} + \gamma \text{Controls}_{it} + \eta_j + \eta_t + \varepsilon_{ijt} \quad (1)$$

$$P(Y_{ijt} = 1) = F(\beta_1 \text{Foreign culture_D}_{it} + \beta_2 \text{Foreign culture_P}_{it} + \gamma \text{Controls}_{it} + \eta_j + \eta_t + \varepsilon_{ijt}) \quad (2)$$

Where i indexes firms, j indexes industries and t indexes time. η_j is the vector of industry fixed effects, and η_t is the vector of year fixed effects. $\text{Foreign culture_D}_{it}$ is a dummy variable which denotes if there is (are) director(s) with foreign cultural background in a firm. It equals 1 if there is (are), 0 otherwise. $\text{Foreign culture_P}_{it}$ is the proportion of directors with culture from overseas in all board members. Controls_{it} is a vector of firm-level control variables, which include firm size, firm age, market-to-book, leverage, ROA and free cash flow, board size, block, state, CEO turnover, duality and sales growth.

Y_{ijt} denotes the voluntary disclosure dummy in the voluntary disclosure regression, the abnormal discretionary accruals in the earnings management regression, the analyst coverage and forecast bias in the analyst regression, and the auditor choice dummy in the auditor choice regression.

Earnings management, analyst coverage and forecast bias regressions use ordinary least square (OLS) estimation as in model (1), whereas voluntary disclosure and auditor choice use probit estimation as in model (2). If firms with directors with culture from overseas are more likely to have more voluntary disclosure, less earnings management, more analyst coverage, more accurate forecasts and choose Big 4 auditors, then I expect a positive relation between culture from overseas and corporate transparency.

4.2 Main results

4.2.1 Descriptive statistics

Panel A of Table 1 presents the main director characteristics of our sample. 9.6% (approximately 12,121 observations) of the director-firm-year observations have foreign cultural background; of these, 7,362 observations experienced different foreign culture by working overseas, 5,545 by foreign education. In the distribution of director with foreign education, 3,788 got bachelor degrees from overseas, 1,515 got master degrees from overseas, and 758 got doctoral degrees from overseas. Besides, we also collect cultural background information of CEO, CFO and supervisors. Specifically, there are 0.7% of CEO or CFO of all director-firm-year observations have foreign cultural background, and 2.5% of the supervisor samples have foreign cultural background.

We report descriptive statistics on firm characteristics for the full sample in Panel B of Table 1. We present two key variables in the following empirical analysis: Foreign Culture_D, which is a dummy variable equal to one if the firm hires at least one director with foreign cultural background, and Foreign Culture_P which is the proportion of board directors with foreign cultural background. The mean value of Foreign Culture_D, which is a dummy variable reflecting if there is (are) director(s) with foreign cultural background in a firm, is 0.511 and it has a standard deviation of 0.500. The mean (median) value of Foreign Culture_P, which reflects the proportion of directors with foreign cultural background in corporate board, is 0.096 (0.067).

Panel C of Table 1 shows the descriptive statistics of subsample on the basis of directors with foreign cultural background and also gives the test of difference. Firms with directors with foreign cultural background enjoy a higher mean of voluntary disclosure, analyst coverage, and auditor choice, while a lower mean of earnings management and forecast accuracy than firms without directors with foreign cultural background. The tests of difference in these five variables are all significant almost at 1% and 5% level, exhibiting significantly higher corporate transparency in firms with directors with foreign cultural background than firms without.

Table 1: Descriptive statistics

| <i>Panel A: Director Characteristics</i> | | | | |
|---|-------|------|-----------|-------------|
| | Mean | Med. | Std. Dev. | No. of Obs. |
| Director with Foreign Cultural Background | 0.096 | 0 | 0.294 | 126,260 |
| Director with Foreign Work Experience | 0.029 | 0 | 0.168 | 126,260 |
| Director with Foreign Education | 0.036 | 0 | 0.186 | 126,260 |
| Foreign Bachelor Degree | 0.030 | 0 | 0.169 | 126,260 |
| Foreign Master Degree | 0.012 | 0 | 0.111 | 126,260 |
| Foreign Doctoral Degree | 0.006 | 0 | 0.080 | 126,260 |
| Foreign Director | 0.016 | 0 | 0.124 | 126,260 |
| CEO or CFO with Foreign Cultural Background | 0.007 | 0 | 0.056 | 126,260 |
| Supervisor with Foreign Cultural Background | 0.025 | 0 | 0.159 | 60,103 |
| Non-independent Director | 0.637 | 1 | 0.481 | 126,260 |

| Panel B: Firm Characteristics | | | | | | | |
|--|----------------------------------|--------|-----------|-------------------------------------|--------|-----------|--------------------|
| | Mean | Med. | Std. Dev. | No. of Obs. | | | |
| Foreign Culture_D | 0.511 | 1 | 0.500 | 12,813 | | | |
| Foreign Culture_P | 0.096 | 0.067 | 0.130 | 12,813 | | | |
| Voluntary Disclosure | 0.789 | 1 | 0.408 | 5,910 | | | |
| Earnings Management | -0.050 | -0.166 | 0.617 | 11,026 | | | |
| Ln(Analyst Coverage) | 1.734 | 1.792 | 1.029 | 9,825 | | | |
| Forecast Bias | 0.554 | 0.381 | 0.799 | 9,703 | | | |
| Auditor Choice | 0.039 | 0 | 0.195 | 12,740 | | | |
| Ln(Assets) | 21.467 | 21.327 | 1.202 | 12,813 | | | |
| Ln(1+Age) | 1.836 | 2.079 | 0.887 | 12,584 | | | |
| MTB | 3.968 | 3.204 | 2.708 | 12,813 | | | |
| Leverage | 0.447 | 0.433 | 0.268 | 12,813 | | | |
| ROA | 0.038 | 0.040 | 0.070 | 12,813 | | | |
| Foreign Directors_P | 0.002 | 0 | 0.015 | 12,813 | | | |
| Sales Growth | 0.090 | 0.103 | 0.589 | 12,813 | | | |
| Free Cash Flow | 0.208 | 0.150 | 0.176 | 12,813 | | | |
| Board Size | 9.743 | 9 | 2.315 | 12,813 | | | |
| Block | 0.360 | 0.338 | 0.152 | 12,792 | | | |
| State | 0.575 | 1 | 0.494 | 12,582 | | | |
| CEO Turnover | 0.133 | 0 | 0.339 | 12,792 | | | |
| Duality | 0.239 | 0 | 0.427 | 12,792 | | | |
| Panel C: Distribution of Firms with and without Directors with Foreign Cultural Background | | | | | | | |
| | Firms With culture from overseas | | | Firms Without culture from overseas | | | Test of difference |
| | Mean | Med. | Std. Dev. | Mean | Med. | Std. Dev. | t-statistics |
| Voluntary Disclosure | 0.819 | 1 | 0.389 | 0.764 | 1 | 0.425 | 4.788*** |
| Earnings Management | -0.092 | -0.201 | 0.599 | -0.006 | -0.123 | 0.633 | -7.330*** |
| Ln(Analyst Coverage) | 1.851 | 1.946 | 1.015 | 1.594 | 1.609 | 1.029 | 12.407*** |
| Forecast Bias | 0.526 | 0.370 | 0.755 | 0.588 | 0.396 | 0.848 | -3.826*** |
| Auditor Choice | 0.064 | 0 | 0.245 | 0.013 | 0 | 0.115 | 14.850*** |

Note: ***, **, and * denote significance at the 1%, 5%, and 10% level, respectively.

4.2.2 Baseline regression analysis

The main regression results for voluntary disclosure, earnings management, analyst coverage, forecast bias and auditor choice are presented in Table 2. The coefficients on Foreign Culture_D and Foreign Culture_P in voluntary disclosure, analyst coverage and auditor choice regressions are all positive and statistically significant, while negative and statistically significant in earnings management and forecast bias regressions, suggesting that foreign culture is positively associated with corporate transparency, consistent with the main prediction.

In column 1-2, the dependent variables are voluntary disclosure, a dummy variable equals one (zero otherwise) if the firm issues management earnings forecast in a financial year. The variable Foreign Culture_D is included in regression column 1. Foreign Culture_P is included in column 2 regression. The coefficients on Foreign Culture_D and Foreign Culture_P in column 1 and 2 are 0.155 ($t=2.55$) and 0.778 ($t=2.97$), respectively. In terms of economic effects, a one standard deviation (0.500) increase in the firm's foreign culture is associated with an increase in voluntary disclosure of 0.078%. Similarly, a one standard deviation (0.130) increase in the proportion of firm's foreign culture is associated with an increase in voluntary disclosure of 0.101%.

Column 3-4 examine the relation between foreign culture and earnings management, which is calculated as the absolute value of abnormal discretionary accruals scaled by total assets. Column 5-6 presents results for the analyst coverage regression. In column 7-8, the dependent variables are forecast bias of analysts, calculated as analyst forecast error as an inverse measure of forecast

accuracy. In column 9-10, the estimated marginal effect for auditor choice is reported, where the auditor choice dummy equals one (zero otherwise) if the firm chooses a Big 4 auditor in a fiscal year. We get similar empirical results in these regressions.

Table 2: Culture from overseas and corporate transparency

| | Voluntary disclosure | | Earnings management | | Analyst coverage | | Forecast bias | | Auditor choice | |
|---------------------|------------------------|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------------|----------------------|
| | (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) |
| Foreign Culture_D | 0.155** (2.55) | | -0.021** (-2.13) | | 0.086*** (5.36) | | -0.033* (-1.86) | | 0.896*** (11.45) | |
| Foreign Culture_P | | 0.778*** (2.97) | | -0.075** (-2.01) | | 0.297*** (5.05) | | -0.104* (-1.69) | | 3.230*** (17.17) |
| Ln(Assets) | 0.646*** (17.71) | 0.642*** (17.56) | 0.005 (0.92) | 0.005 (1.01) | 0.491*** (56.22) | 0.489*** (55.56) | -0.023** (-2.48) | -0.023** (-2.43) | 0.545*** (16.52) | 0.510*** (14.88) |
| MTB | 0.040*** (2.97) | 0.040*** (2.96) | -0.013*** (-6.27) | -0.013*** (-6.29) | 0.062*** (17.74) | 0.063*** (17.80) | 0.010** (2.49) | 0.010** (2.49) | -0.033** (-2.07) | -0.025 (-1.55) |
| Leverage | -0.784*** (-5.34) | -0.774*** (-5.27) | -0.081*** (-3.36) | -0.082*** (-3.40) | -0.177*** (-3.78) | -0.172*** (-3.67) | 0.350*** (5.85) | 0.348*** (5.81) | -0.629*** (-2.68) | -0.556*** (-2.29) |
| ROA | 3.140*** (5.09) | 3.134*** (5.08) | 0.596*** (7.10) | 0.595*** (7.09) | 4.418*** (27.34) | 4.424*** (27.38) | -4.172*** (-22.98) | -4.173*** (-22.98) | 1.163 (1.58) | 1.320* (1.74) |
| Free Cash Flow | -0.557** (-2.42) | -0.564** (-2.45) | -1.081*** (-28.78) | -1.082*** (-28.84) | 0.048 (0.81) | 0.050 (0.86) | -0.110* (-1.70) | -0.112* (-1.73) | -0.807*** (-2.82) | -1.008*** (-3.30) |
| CEO Turnover | 0.058 (0.67) | 0.058 (0.66) | 0.024 (1.64) | 0.024 (1.64) | -0.036 (-1.37) | -0.036 (-1.37) | 0.043 (1.43) | 0.043 (1.43) | -0.172* (-1.71) | -0.176* (-1.70) |
| Foreign Directors_P | 0.137*** (3.36) | 0.138*** (3.36) | -0.024*** (-2.16) | -0.024*** (-2.15) | 0.105*** (2.06) | 0.105*** (2.07) | -0.063* (-1.78) | -0.063* (-1.78) | 1.262*** (4.96) | 1.264*** (4.98) |
| Block | 0.058 (0.27) | 0.030 (0.14) | 0.020 (0.59) | 0.022 (0.64) | -0.430*** (-7.88) | -0.436*** (-7.99) | | | 0.632*** (3.32) | 0.556*** (2.82) |
| Ln(1+Age) | -0.265*** (-5.69) | -0.265*** (-5.68) | -0.045*** (-5.69) | -0.045*** (-5.68) | -0.489*** (-41.35) | -0.490*** (-41.41) | | | 0.124** (2.41) | 0.106** (1.99) |
| State | -0.150** (-2.04) | -0.152** (-2.07) | -0.088*** (-7.09) | -0.088*** (-7.08) | -0.048*** (-2.31) | -0.048*** (-2.30) | | | 0.191** (2.27) | 0.145* (1.66) |
| Board Size | -0.021* (-1.67) | -0.018 (-1.41) | 0.010*** (4.52) | 0.009*** (4.27) | -0.007* (-1.96) | -0.004 (-1.21) | | | 0.004 (0.28) | 0.042*** (3.14) |
| Duality | | | -0.019 (-1.64) | -0.019 (-1.62) | | | | | -0.174* (-1.95) | -0.200** (-2.17) |
| Sales Growth | | | -0.098*** (-10.08) | -0.099*** (-10.12) | | | -0.053*** (-3.38) | -0.053*** (-3.39) | -0.290*** (-4.03) | -0.284*** (-3.76) |
| Intercept | -14.078*** (-13.68) | -14.003*** (-13.60) | 1.539*** (7.94) | 1.539*** (7.93) | -8.896*** (-25.38) | -8.865*** (-25.26) | 1.932*** (5.17) | 1.924*** (5.15) | -10.431 (-0.04) | -9.788 (-0.02) |
| Industry FE | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Year FE | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| No. of Obs. | 4,760 | 4,760 | 9,703 | 9,703 | 8,552 | 8,552 | 7,502 | 7,502 | 10,037 | 10,037 |
| Adj. R ² | 0.452 | 0.452 | 0.282 | 0.282 | 0.495 | 0.495 | 0.123 | 0.123 | 0.353 | 0.399 |

Note: ***, **, and * denote significance at the 1%, 5%, and 10% level, respectively.

4.3 Further tests of foreign culture and corporate transparency

Table 3 considers several conditions of culture obtained from overseas. We test whether the corporate transparency improves when directors with all kinds of foreign cultural background join the board or only with high transparency culture from overseas does. We also test the effects of CEO or CFO and supervisors with foreign cultural background. All the models add Marketization Index of China's provinces to control local effects.

Prior studies show that a firm's performance could be influenced by peer firms (Leary and Roberts, 2014) or firms in the same locale (Parsons et al., 2014). In addition, other local factors such as local market conditions and legal environment may also impact the performance of corporate. Moreover, several studies (e.g. Wang, Wong and Xia, 2008) use local institutional environment measures such as credit market index, government decentralization index and legal environment index in the province of a firm's headquarters as a proxy and show that these indexes are significantly associated with the auditor choice of corporate. For robustness, we use the method of Wang et al. (2008) to control for local effects. The models are as follows:

$$Y_{ijk} = \beta_1 \text{Foreign culture_D}_{it} + \beta_2 \text{Foreign culture_P}_{it} + \lambda \text{Marketization index}_{kt} + \gamma \text{Controls}_{it} + \varepsilon_{ijk} \quad (3)$$

$$P(Y_{ijk} = 1) = F(\beta_1 \text{Foreign culture_D}_{it} + \beta_2 \text{Foreign culture_P}_{it} + \lambda \text{Marketization index}_{kt} + \gamma \text{Controls}_{it} + \varepsilon_{ijk}) \quad (4)$$

Where i indexes firms, j indexes industries, k indexes provinces of corporate headquarters, and t indexes years. The results are presented in Table 3. Most of coefficients of Marketization Index are significant, suggesting that it is important to control for local effects in the regressions. Importantly, the coefficients on foreign culture in columns 1, 4, 7, 10, and 13 of Table 3 are all statistically significant and smaller than the ones from the baseline model in columns 2, 4, 6, 8, and 10 of Table 3, indicating that part of the baseline effects are captured by the local effects controls.

Table 3: Further tests of foreign culture and corporate transparency

| | Voluntary disclosure | | | Earnings management | | | Analyst coverage | | |
|--|----------------------|---------------------|----------------------|----------------------|----------------------|----------------------|--------------------|--------------------|--------------------|
| | (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) |
| Foreign Culture_P | 0.563** (2.50) | -0.274 (-1.32) | -0.038 (-1.11) | -0.066* (-1.85) | 0.012 (0.73) | 0.018 (0.82) | 0.247*** (3.41) | -0.153 (-1.55) | -0.089 (-1.47) |
| Foreign Culture_P × High Transparency | | 0.571*** (2.61) | | | -0.071** (-2.44) | | | 0.252*** (4.02) | |
| Foreign Culture_P × CEO or CFO with Foreign Culture | | | 0.106* (1.73) | | | -0.025 (-1.32) | | | 0.114** (2.10) |
| Foreign Culture_P × Supervisors with Foreign Culture | | | 0.178 (1.59) | | | -0.037* (-1.96) | | | 0.083 (1.58) |
| Foreign Culture_P × CEO or CFO with Foreign Culture × Supervisors with Foreign Culture | | | 1.318** (2.43) | | | -0.078*** (-2.76) | | | 0.388*** (2.87) |
| Marketization Index | 0.012** (2.17) | 0.010** (1.98) | 0.004 (1.24) | -0.034*** (-8.57) | -0.031*** (-7.94) | -0.022*** (-7.52) | 0.006 (1.07) | 0.006 (1.08) | 0.004 (0.96) |
| Controls | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Industry FE | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Year FE | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| No. of Obs. | 4,760 | 4,760 | 4,760 | 9,703 | 9,703 | 9,703 | 8,552 | 8,552 | 8,552 |
| Adj. R-squared | 0.455 | 0.456 | 0.461 | 0.282 | 0.286 | 0.287 | 0.496 | 0.496 | 0.502 |
| | Forecast bias | | | Auditor choice | | | | | |
| | (10) | (11) | (12) | (13) | (14) | (15) | | | |
| Foreign Culture_P | -0.083 (-1.52) | 0.151 (1.37) | 0.062 (1.03) | 0.714*** (7.59) | -1.037 (-1.44) | -0.989 (-1.28) | | | |
| Foreign Culture_P × High Transparency | | -0.087** (-2.07) | | | 0.768*** (9.26) | | | | |
| Foreign Culture_P × CEO or CFO with Foreign Culture | | | -0.022* (-1.69) | | | 0.264 (1.09) | | | |
| Foreign Culture_P × Supervisors with Foreign Culture | | | -0.019* (-1.67) | | | 0.389** (2.38) | | | |
| Foreign Culture_P × CEO or CFO with Foreign Culture × Supervisors with Foreign Culture | | | -0.104*** (-3.33) | | | 1.212*** (15.18) | | | |
| Marketization Index | -0.013* (-1.93) | -0.009* (-1.78) | -0.007 (-1.49) | 0.121*** (5.16) | 0.117*** (4.38) | 0.111*** (4.02) | | | |
| Controls | Yes | Yes | Yes | Yes | Yes | Yes | | | |
| Industry FE | Yes | Yes | Yes | Yes | Yes | Yes | | | |
| Year FE | Yes | Yes | Yes | Yes | Yes | Yes | | | |
| No. of Obs. | 7,502 | 7,502 | 7,502 | 10,037 | 10,037 | 10,037 | | | |
| Adj. R-squared | 0.124 | 0.124 | 0.128 | 0.354 | 0.356 | 0.357 | | | |

Note: ***, **, and * denote significance at the 1%, 5%, and 10% level, respectively.

In columns 2, 5, 8, 11, and 14 of Table 3, we add the interaction of Foreign Culture_P and High Transparency into the models. Results show that the coefficients of the interaction are larger and all statistically significant, indicating that corporate transparency improves more if the directors gained their foreign culture background from a relatively more transparent and less corruptive country. Then, we add the factor of CEO or CFO and supervisor with foreign cultural background in the regressions of columns 3, 6, 9, 12, and 15. The coefficients of the interaction among Foreign Culture_P, CEO or CFO with foreign cultural background, and supervisor with foreign cultural background are all statistically significant at 1% and 5% levels. The results indicate that the effect is

stronger if the firm has a CEO or CFO and supervisor with cultural background from overseas.

5. Conclusions

While traditional corporate governance mechanisms have been studied extensively, relatively little is known about the role of culture from overseas in influencing corporate transparency. In this paper, we use a sample of publicly traded firms in China and examine whether firms, which hire directors with transparency cultural background, have higher corporate transparency.

Using cultural background information of directors, we measure the effect of foreign culture values on corporate transparency in an emerging market. The main finding of the paper is that transparency culture from overseas has a significant positive effect on corporate transparency. Specifically, firms hiring directors with transparency cultural background have more voluntary disclosure, analyst coverage and less earnings management and forecast bias. In addition, they are more likely to choose Big 4 auditors.

However, not all foreign culture values would contribute to corporate transparency in developing economies. We find that only directors from the countries which are mainly rule-based and from western economies could improve corporate transparency of emerging markets. The foreign culture which contains more corruption and opacity apparently has a negative effect on corporate transparency of domestic firms.

Overall, the study shows that transparency culture from overseas is an important determinant of the firm's likelihood of decreasing corporate opacity. This finding echoes the growing focus on corporate culture by regulators in an effort to curb corporate wrongdoing. Corporate culture is akin to a firm's DNA that is rooted in the identity of firm's employees, especially its leaders.

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**The Resurgence of Traditional Cultures in the context of Contemporary Tourism:
The Investigation of the 12th Lunar Month Festival in Kamphaengphet province, Thailand**

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Abstract

This study aims to investigate the 12th lunar month festival of Kamphaengphet province and to develop a data set of this activity. The data were collected from research studies and related documents. The ethnographic methods including participant observation and interviewing are mainly employed throughout the fieldwork during May-December, 2017. The analysis reveals that although Kamphaengphet province is addressed as a landmark of the World Heritage site in lower-northern Thailand by UNESCO, this area is often neglected by the authorities and tourists. As a result, local communities attempt to contribute their identity. They revive ancient traditions to perform as a modern tourism. Apart from Loy Krathong (Leaf Cup Floating), Kin Kaeng Khee Lek (Cassia Curry Eating) and Thot Phapa Thaew (Aligned Forest Robe Offering) are also highlighted in promotion. The sequence of this festival that is related to Buddhism, folk beliefs and local wisdom reflects the identity of this province and its high cultural potential. Ultimately, the festival provokes the value adding to the intangible cultural heritage of a World Heritage town, which is itself a tangible cultural heritage of the Lower North of Thailand.

Keywords: the 12th Lunar Month Festival, Tourism, UNESCO World Heritage Site

Introduction

Loy Krathong, a Thai tradition held on the full-moon night of the twelfth lunar month (i.e. around October to November) was originated in Sukhothai province. *Loy* means “to float” and *Krathong* means “a leaf cup” usually made of banana leaves. Phya Anuman Rajadhon, a scholar who pioneered the education of culture and traditions in Thailand and who was recognized by UNESCO as one of the worldwide commemorated personages on account of his cultural works (UNESCO, 1988, p.55), recorded that there were different beliefs regarding Loy Krathong; one projecting that floating leaf cups along a river is a way to show gratitude to Goddess Ganga, the Goddess of Water who conjured water to nurture and nourish life, as well as a way to beg for forgiveness from the Goddess for polluting the rivers with sewage and waste; and another

projecting that floating leaf cups along a river is a way to worship Lord Buddha's footprint at the sand shore of Nerbudda River in India.

At present, Loy Krathong is an extremely popular festival of Sukhothai province. This festival is held in the high season of tourism that effectively draws a great number of tourists into Sukhothai province at around the same time. It leads to the shortage of the provision of services for the tourists.

However, "Historic Town of Sukhothai and Associated Historic Towns" extends to territories other than that in Sukhothai province; in other words, the site also covers an area in Kamphaengphet province, an ancient city whose history dates back to its prosperity during the Tawaravadee period and whose prime location was home to several ancient cities such as Chakungrao, Nakhon Chum, Trai Trueng, Thap Nakhon and Khon Thee. (Kampaengphet Governor Office, 2012, p.1). According to the preliminary fieldwork, the researchers found that there are some ancient traditions that still evidence from the old days. This research, therefore, has three main aims of the study. Firstly, it aims to investigate the 12th lunar month festival in Kamphaengphet province. Secondly, it aims to develop a set of data perceived as an intangible cultural heritage to complement the tangible cultural heritage of "Historic Town of Sukhothai and Associated Historic Towns". Finally, it aims to contribute the existing information concerning the widely known Loy Krathong in Sukhothai province.

Literature Review

The reviewing studies related to the 12th lunar month festival in lower-northern Thailand were rarely found except for Pak Thongchai by Chareet (2003) and Loy Krathong by Phrakhrui Phison Kijjathorn (2011) and Yanyongworakorn (2013).

Chareet (2003) studied Pak Thongchai, a local tradition in Nakhon Thai district, Phitsanulok province. She found that this tradition encourages the social bonds in the community by associating with Buddhism. For Loy Krathong, Phrakhrui Phison Kijjathorn (2011) studied from Buddhist documents and inscriptions and found that the tradition is created to show the reverence to the Lord Buddha. The essential values of this practice is based on the Buddhist teachings. The tradition aims to inculcate people to show gratitude to the Lord Buddha and to generate the establishment of Buddhism in Thailand. Meanwhile, Yanyongworakorn (2013) employed the discourse analysis to examine Loy Krathong in Tak province. His study found that the integration between the 'old' and 'new' ideas of Loy Krathong conformed this tradition to support the power of individual authorities. The set of activities has been recreated when the new authority ruled over the organization of this festival. However, the tourism and cultural perspectives are still restricted that

the researchers will shed light on. Similarly, additional studies on ancient traditions and festivals apart from Loy Krathong should be added.

Consequently, the research on the 12th lunar month festival has a potential to boost tourism industry in Kamphaengphet province as this region is recognized as one of the significant economic potential areas and tourist attractions of World Heritage Site.

Methods

1. Scope of the Study

This study will focus on investigating the 12th lunar month traditions in Kamphaengphet province, which is part of the World Heritage site in lower-northern Thailand.

2. Data Collection

2.1 Collect the data concerning the 12th lunar month festival in Kamphaengphet province, the area of the study, from related documents and research studies.

2.2 Collect field data from observations and interviews with informants in the area of the study during May-December, 2017.

3. Data Analysis

3.1 Analyze the data from the documentary studies and the fieldwork studies using contextual analysis.

3.2 Present the results by means of descriptive analysis.

Findings

From the collection of the data concerning the 12th lunar month festival of Kamphaengphet province, the area of the study, three important traditions in the 12th lunar month have been found, namely Loy Krathong, Thot Phapa Thaew and Kin Kaeng Khee Lek, the details of which are shown in the following table.

Table 1: Information of the 12th lunar month festival in Kamphaengphet province

| No. | Tradition | Date/Time | Venue | Activity | Related Context |
|-----|----------------------------------|--|---|---|--|
| 1 | Loy Krathong (Leaf Cup Floating) | The 15 th day of the 12 th waxing moon | Thai Sirichit Park Cultural Conservation Grounds, Ping Riverside, | - Floating of leaf cups - Leaf cup procession - Procession performances by the community and educational institutes | - Buddhism - Folk legend - Popular culture |

| No. | Tradition | Date/Time | Venue | Activity | Related Context |
|-----|--|--|--|---|---|
| | | | Muang District | <ul style="list-style-type: none"> - Noppamas Little Girl Contest - Miss Noppamas Contest - Country music performances - Food Festival by Kamphaengphet Restaurant Entrepreneur Club | |
| 2 | Kin Kaeng Khee Lek (Cassia Curry Eating) | The 15 th day of the 12 th waxing moon | Nakhon Chum Retro Market, Nakhon Chum Sub-district, Muang District | <p>1. Cassia Leaves Picking</p> <ul style="list-style-type: none"> - Local people pick cassia leaves at midnight of the 15th day of the 12th waxing moon. - Before the picking, incense sticks are lighted to ask for forgiveness from the trees. This ritual is called “Paleeya” which means “worship”. <p>2. Cassia Curry Cooking</p> <ul style="list-style-type: none"> - When the cassia leaves have been picked, the locals cook a curry with them. First, in order to make them lose the bitter taste, the leaves are boiled once or twice, and the water is poured away | <ul style="list-style-type: none"> - Buddhism - Folk beliefs - Folk wisdom |

| No. | Tradition | Date/Time | Venue | Activity | Related Context |
|-----|---|--|--|---|-----------------|
| | | | | <p>each time. Next, the leaves are squeezed and left to dry. Meanwhile, shallots are friend with undiluted coconut milk and chili paste, and grilled pork or grilled fish is added with a dash of salt and diluted coconut milk. When the curry is boiled, the cassia leaves are added and stewed in low heat. The whole process takes around 6-7 hours until the leaves become tender.</p> <p>3. Cassia Curry Eating</p> <p>The curry must be eaten within the day of the cooking. It is believed that the curry cooked this way is a top-class elixir.</p> | |
| 3 | Thot Phapa Thaew (Aligned Forest Robe Offering) | The 15 th day of the 12 th waxing moon | Wat Bang, Nai Muang Sub-district, Muang District | <p>1.Preparation</p> <p>Each household prepares ceremonial items, namely 1 twig of a tree, 1 wax candle and 1 piece of the under robe for a Buddhist monk or the triple robe set or other types of fabric such as a blanket or a towel. In</p> | - Buddhism |

| No. | Tradition | Date/Time | Venue | Activity | Related Context |
|-----|-----------|-----------|-------|--|-----------------|
| | | | | <p>addition, alms offerings, such as rice, dried food, fruits and products essential for monks contained in bamboo baskets, buckets or other available local containers, are prepared to be offered according to each household's affordability.</p> <p>2. Ceremony</p> <p>On the day of the ceremony, the local people take the robes (Phapa) to the temple. The twigs are planted in neat lines in the assigned area of the temple. The robes are placed on the twigs and the alms offerings are placed under the twigs. After that, the temple officials put ticket tags on the twigs and have the monks draw tickets. In the evening, at around 19.00-20.00, the monks receive the offerings according to the tickets they have drawn.</p> <p>3. Post-Ceremony</p> | |

| No. | Tradition | Date/Time | Venue | Activity | Related Context |
|-----|-----------|-----------|-------|--|-----------------|
| | | | | The monks take their offerings back to the temple. The people go to Ping River to float their leaf cups. | |

Discussions

The collected data concerning the 12th lunar month festival in Kamphaengphet province reveals that the three traditions are held during the same period; that is, on the full-moon day of the 12th lunar month. In terms of Thailand's seasonal context, the 12th lunar month falls in around October to November, the time right after the rainy season when the skies are clear from the rain and the thunderstorm. In the past, this was the time when the farmers, the majority of Thais, could rest after three months of hard work in the fields during the rainy season. It was also a good time for festivals and celebrations while the farmers were waiting to reap the fruits of their work, as explained by Phya Anuman Rajadhon (1988, p.53) that "... for the country-folk the heavy work is now over. The peasants have only to wait a month or more for the time of reaping. During this interval they have nothing much economically to do, but spend a comparative time of leisure with feasts and festivals, of which there are many in these two months of October and November."

The findings point out that Loy Krathong is as much a major tradition in Kamphaengphet province as in Sukhothai province. The concept of this tradition was passed on from the one in Sukhothai period which featured the local legend of Noppamas, a high consort of Phra Ruang, King of Sukhothai, who fashioned a refined float from leaves shaped like a lotus blossom. The king was so pleased with this leaf float that he decreed a tradition to be practiced from then onwards – that on the full-moon day of the 12th lunar month, a lotus-blossom shaped float should be crafted and floated to worship Buddha's footprint at the sand shore of Nerbudda River in India. Loy Krathong today is believed to be originated from the events in this legend. The idea of worshipping Buddha's footprint at the shore of Nerbudda River in this manner was pondered by Phya Anuman Rajadhon (1988, p.55) who then noted that it was likely the result of connecting Buddhism to the origin of Loy Krathong did not appear in any Buddhist scripts, and possibly it is an ingenious way to conserve an ancient tradition by connecting to Buddhism. Regarding the existence of the legendary Noppamas, the debates are still unresolved, and Thai authorities continue to make use of the story to promote Thai culture for the benefits of tourism.

Furthermore, the development of Loy Krathong in Kamphaengphet province has adjusted to suit the preferences of people in different periods. Popular culture has been integrated into the festival resulting in activities such as country music performances and beauty contests, both Miss Noppamas Contest and Noppamas Little Girl Contest, being included in the festival. The highlight of the festival is usually the Miss Noppamas Contest, where audiences look forward to finding out which beauty will be crowned the Noppamas Queen. The contestants participate in the contest out of the promise of fame and fortune, not out of commitment to the ancient tradition.

However, the Loy Krathong festival in Kamphaengphet province relates to two other traditions namely Kin Kaeng Khee Lek and Thot Phapa Thaew which are unique to this province.

As for the tradition of eating cassia curry on the day of Loy Krathong, this is an ancient custom practiced by the inhabitants of Nakhon Chum in the old days. The practice was revived only in the past 2-3 years with the belief projected by the people of Nakhon Chum that cassia curry consumed on the night of Loy Krathong is a top-class elixir. Nopparat Rammasoot (Interview, 2017), Cultural Heritage Specialist Guide and native of Kamphaengphet province, explained that cassia, a local plant, possesses medicinal properties that can relieve symptoms of constipation and insomnia and enhance functions of bile, blood and appetite. Since the ancient time, the people of Nakhon Chum have held a belief that cassia leaves picked on a full-moon night have the highest nutritional value because it is the time when the moon has the most powerful draw of nutritional and medicinal substances up to the top of the tree. The picking of cassia leaves, however, must be preceded by a ritual to ask for forgiveness from the tree because the flowers and leaves are regarded as children of the tree, and to take the children away, the mother (the tree) must first be informed.

This tradition exhibits a folk belief as well as folk wisdom through an understanding of nature and utilizes rituals as a way to keep natural balance. The belief in the moon's power to maximize on a full-moon night corresponds to the scientific principle of the moon's gravity resulting in high and low tides. Moreover, asking for forgiveness from a cassia tree before picking its leaves is an indirect way to instruct the people in the society to show gratitude and respect to nature for both the food and the medicine that nature provides for them.

Thot Phapa Thaew (Aligned Forest Robe Offering) in Kamphaengphet province is different from the usual forest robe offering ceremonies in other provinces. In this province, the local people take the robes to the temple and align them in neat rows on twigs to symbolize the offering of robes in a forest. The Thot Phapa (Forest-Robe Offering) tradition is a religious ceremony originated in Buddha's lifetime when Buddhist monks' robes were made from thrown away scraps that were then cleaned, sewed and dyed before being used for clothing. The procedure was sufficiently taxing for the monks and made lay people want to assist them by offering ready-made robes. The Lord Buddha, however, forbade such offerings as they seemed to be too extravagant and to put too much

burden on lay people. The people then devised a way to provide the monks with robes by leaving them in different places in forests. When the monks found the robes being discarded and without owners, they took them for their clothing. The origin of Thot Phapa, therefore, served to accommodate Buddhist monks with sufficient clothing. Later on, the Lord Buddha, seeing the necessity of monks being decently clad, allowed his disciples to take offerings of robes from lay people (Kamphaengphet Cultural Office, 2008, pp.25-26). In modern days, the ceremony is held in a temple, and no longer in a forest as in the ancient days.

There is usually no fixed date to hold a Thot Phapa ceremony, but a popular period to observe this tradition is towards the end of Buddhist Lent or right after the end of Buddhist Lent. Thot Phapa Thaew, held on the 15th day of the 12th waxing moon which is the month following the end of Buddhist Lent (the 15th day of the 11th waxing moon), is a timely tradition in that it takes place at the end of the rainy season and at the beginning of the cold season – at the end of one year and the beginning of the next – and that the robes are appropriate offerings for the approaching new year and winter.

In conclusion, although the three traditions of the 12th lunar month in Kamphaengphet province are held on the same day, they are practiced as a sequence of events starting from picking cassia leaves at midnight to make cassia curry and eat it within the day, followed by Thot Phapa Thaew early in the evening, and ending with Loy Krathong later on in the evening. This completes a circle of day and night celebrations, healthy gourmet, Buddhist merit-making, and entertainment.

Recommendations

According to the study, it found that the sequence of the 12th Lunar Month festival in Kamphaengphet province as a one-day event shows not only the identity of this province but also the economic potency to support local communities. Accordingly, the related work units should plan for the management and integration of the three traditions of the 12th lunar month in Kamphaengphet province, namely Loy Krathong, Kin Kaeng Khee Lek and Thot Phapa Thaew. The 12th lunar month festivals will become a highlight of Kamphaengphet's cultural tourism that is highly unique to the province and cannot be found elsewhere. This alternative will give added value to the intangible cultural heritage of a World Heritage town, which is itself a tangible cultural heritage of the lower- northern Thailand.

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Behavior of Hot Spring and Spa Users in Ranong Province, Thailand

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Abstract

The purpose of this study was to investigate the behavior of hot spring and spa users and to study personal factors of users who decide to use hot spring in Ranong province. Result from this study can be used by both Ranong administrative and wellness entrepreneur to establish a supportive collaboration and sustainable manage natural resources.

The study was used purposive sampling and collected information from users of hot spring from 3 sources, the Raksawarin Hot Spring, Pu Lum Pee Hot Spring and Pron Rang Hot Spring in Ranong province between 25 and 27 August 2017. A questionnaire was used to collect information from 111 hot spring users. The results were analyses using frequency, percentage and hypothesis was tested by Pearson's Chi-square, t-test (Independent Sample) and F-test (One-way ANOVA).

The results shown that the purpose of visiting hot spring was to relax for recreation and the majority of hot spring users come to visit once a month. They usually came on weekday in the morning as the day trip. Moreover, around half of hot spring users have experienced with spa service, mostly with Thai massage, and average cost per time is 725 baht. The analyzed result strongly support to establish a wellness center at hot springs to better serve and attract quality tourist.

Keywords : Hot Spring, Spa, Behavior, Ranong Province, Wellness

1. Background

Wellness tourism is a global trend for tourism in the world. According to the report from Global Wellness Institute indicated that wellness tourism of Thailand has an estimated value of 200,000 million baht with 7% increase during 2013-2015. Thailand wellness tourism is ranked 13rd in the world, the fourth in Asia where China, Japan, and India are the top ranks (Marketeer, 2017). From this statistics, wellness tourism of Thailand can be further developed.

Wellness tourism is defined as traveling for the purpose of promoting health and well-being through physical, psychological, or spiritual activities. While wellness tourism is often correlated with medical tourism because health interests motivate the traveler, wellness tourists are proactive in seeking to improve or maintain health and quality of life, often focusing on prevention, while medical tourists generally travel reactively to receive treatment for a diagnosed disease or condition. (Wikipedia,n.d, Sunisa and Pawunrat 2012, p.2)

Hot spring and spa are considered to be one of the wellness in physical improvement and Massage & Manipulation part. From government policy "Thailand 4.0" and 20 years national strategy plan, section 2nd increase competitiveness, which aim to develop entrepreneur and local economy, increase workforce productivity, and develop SMEs into international standard.

In order for Thailand to be a health tourist destination, we should develop tourism as a health resort. Therefore, it is important to study the tourist behavior and what are they expect. According to Uemthip (2016) said that tourist prefer to visit a hot spring which has spa and Thai massage services. Thus, it is interesting how to have a tourist attraction that combines both hot springs and spa business together. This can be a beginning of local Wellness Center.

In the past several years, there was no research that studied the behavior of both hot springs and spa users together. Therefore, this study decided to further study about hot spring users and spa

users in Ranong province. However, this paper studied only the basic of spa user. The main study was still on hot spring users. The reason of using Ranong province because Ranong province has strategy plan to be wellness tourism and good living city. Ranong province is suitable in both transportation and natural resource to be a wellness tourism city. Ranong province has national airport and 7 hot springs which are Raksawarin Hot Spring, Pu Lum Pee Hot Spring, Pron Rang Hot Spring, Ban had Yad Hot Spring, Rat Cha kood Hot Spring, Huai Nam Rong Hot Spring, Klong Bang Hot Spring (Tourism Authority of Thailand, n.d., p.6-7 in Oracha, Sarunya and Yingyong, 2011)

These hot springs locate across Ranong province make it ideal destination for wellness tourists which can enjoy natural and learn culture of each local region. Tourists will learn a way of living, recreation, and to receive treatment for a diagnosed disease or condition. Spa and hot springs in Ranong are well known for their clear, clean and purification. They have less carbon monoxide and less sulfur compare to others especially Raksawarin Hot Spring which is one of the tourism landmark of Ranong province.

In this research, the behavior of the hot spring users in Ranong province was studied along with the behavior of hot spring users who had experienced in the spa was studied. However, the behavior of spa users was only a preliminary basis of spa behavior. This study will be used as a guideline for a further study to develop hot spring destination into Wellness Center.

2. Literature

2.1 Hot Spring's literatures

Wanarat , Nuanphan and Sunan (2011) had studied hot springs in Kamphangphet province and found that community participation is one of the major success factor for develop a sustainable tourism.

Veerada (2011) had studied sustainable health and wellness tourism development of Ban Phon Rang Hot Spring in Ranong province, Thailand and found that Ban Phon Rang Hot Spring should organize and manage its natural resources. Usefulness of hot spring can be presented to public for attracting wellness and natural lover tourists.

Aracha, Sarunya and Yingyote (2011) had studied management factors of tourist sites at Raksaearingeyser Public Park Muang District, Ranong Province and found that the most important factors are physical appearance of the destination and popularity of the place. Other important factors are money value, safety, and fragile of the environment. Most of tourists traveled for recreation, 2-4 persons per group, use own transportation, one day trip not stay overnight, average spend less than 500 baht per day, and visit this place more than 7 times.

Sunisa and Pawanrat (2012) had studied behavior and satisfaction of Thai tourist towards Raksawarin Hot Spring, Ranong province, Thailand. Most of tourist traveled for recreation, visit 1-2 times per week, traveled in group using own transportation with family and friend in weekend and stay 1 night. Overall tourist satisfaction level is high especially in hot spring place, recreation activities, facilities, and service staffs accordingly.

Uemthip (2016) had studied hot spring in term of tourism management and classified potential hot springs into 5 groups. The first group does not has potential anymore as the temperature of water already decrease which is Mae Wong Hot Spring, Khampangphet province. The second group does not has potential and does not open for public such as Pong Nam Rong Hot Spring, Khampangphet province , Pong Pu Fuenang Hot Spring, Chiang Rai Province. The third group has limited management such as Pong Ka Ting Hot Spring, Ratchaburi Province Pu Lum Pee Hot Spring, Ranong Province, Huy Mak Leam Hot Spring, Chiang Rai Province. The fourth group start to develop as a wellness tourist destination such as Boe Klueng Hot Spring, Ratchaburi Province, Pong Phra Bat Hot Spring, Chiang Rai Province . Huy Mak Leam Hot Spring, Chiang Rai Province. Phasert Hot Spring , Chiang Rai Province , Lanna Onsen Chiang Rai Province, Saket Hot Spring, Chiang Mai Province and Pron Rang Hot Spring, Ranong Province. The fifth group has potential and manage to be wellness tourism such as Phra Ruang Hot Spring, Kamphaengphet

Province, Raksawarin Hot Spring, Ranong Province, Sankampaeng Hot Spring, Chiang Mai Province, and Mae Khachan Hot Spring, Chiang Rai Province.

Narumon and Saisanit. (2017) had studied the quality of hot springs in Ranong Province to be health and wellness tourism destination. The studied show that quality of Raksawarin Hot Spring, and Pron Rang Hot Spring in water quality is according to standard. However, quality of hot spring water bath, toilet, shower, safety, and environmental management still not meet standard.

2.2 Spa's literatures

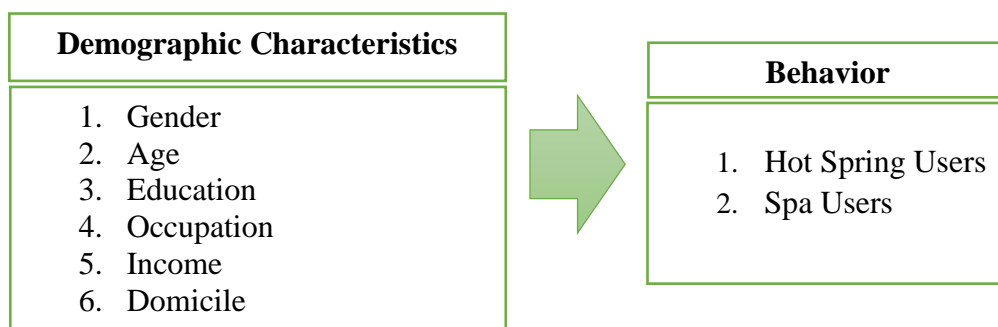
Sittichai (2011) studied spa business management in Amphoe Muang, Chonburi Province. The study showed that most of the entrepreneur plan to have a day service and use both personal money and loan from a bank. Skill of staffs are the most important factor in spa operation. The most popular service is face spa. Average fee for spa usage is 301 – 500 baht and average time is 30 – 60 minutes.

Shatchaya and Narisa (2015) studied consumer's expectations for the health and beauty spa. The study shown that the most important factor to choose spa is the standard of each shop, spa users normally chose their own service, the most popular service is Thai spa, average fee is 500 – 1,000 baht per usage, package set is the most popular.

Orathai, Sunee and Nantawan (2016) studied spa guests' behavior towards spa service selection in Surat Thani province. Oil massage spa for stress relieve was the most popular service among tourist. Standalone spa shop were the most popular, average usage time is 2 hours, 500 – 1,000 baht.

According to hot spring and spa literatures reviews, the research can be divided into two groups. The first group aim to study quality of hot spring in physical and mineral in the water such as Wanarat , Nuanphan and Sunan (2011), Veerada (2011) and Narumon and Saisanit (2017). The other group aim to study opinion and behavior of spa users such as Aracha , Sarunya and Yingyote (2011), Sunisa and Pawanrat. (2012), and Uemthip (2016). Whereas, the spa research aim to study behavior, management, and customer expectation such as Sittichai (2011), Shatchaya and Narisa (2015) and Orathai, Sunee and Nantawan (2016). However, there is no research study both hot spring and spa altogether. This new study can lead to better understand how to create wellness center according to customer behavior and expectation.

2.3 Conceptual Frame Work



3. Research Methodology

Target population is the hot spring users in Ranong Province. The purposive sampling is used to identify the place, namely Raksawarin Hot Spring, Pu Lum Pee Hot Spring and Pron Rang Hot Spring. Moreover, the data are collected by the questionnaire, between 25 – 27 August 2017, from 111 people who used 3 hot spring spots.

The questionnaire, which is used in this study, can be divided into three parts. The first part is personal information, the second part is hot spring behavior questions, and the third part is the spa behavior questions.

Descriptive statistics are used to analyze the data. Chi-Square Test and test different mean by using t-test (Independent Sample) and F-test (One-way ANOVA) are used in hypothesis testing.

Nevertheless, the limitation of this study is mainly in the narrow study in the spa behavior where only a few topics such as the experience in spa service and channel for spa usage decision were studied.

4. Findings

4.1 Demographic information of respondent

There are total of 111 respondents from hot spring users in Raksawarin Hot Spring, Pu Lum Pee Hot Spring and Pron Rang Hot Spring. The detail of the respondent are shown in Table 1. Most of the respondent are female with 67.57%, age group of 26-35 are the most with 45.95%, single status 67.57%, Bachelor degree 43.24%, White Collar 32.43%, income range between 20,001 – 40,000 baht 64.86%.

4.2 Hot Spring Users Behavior

The main reasons for using hot spring, can answer many reasons, are recreation 67.57% follow by relax from body aches (59.46%), and stress relieve (45.95%) accordingly. However, when the respondent must select only one main reason, the relaxation from body aches (32.43%) is the first ranked in the list follow by recreation (29.73%), and stress relieve (21.62%) accordingly.

Regarding the frequency of usage, most of the respondent visit once a month (48.62%), visit in weekday (47.06%), weekend (35.29%), and vocation (17.65%) accordingly.

Most of the respondent come in morning (41.67%), afternoon (38.89%), and evening (19.44%) accordingly.

Most of tourist are travel in one day trip with 89.10% where overnight stay group is 10.81%. Detail of correspondent behavior usage is shown in Table 2.

Table 1 : Description of Sample

| Respondent's Demographic | | Number of respondents | Percentage of respondents |
|--------------------------|--|-----------------------|---------------------------|
| Gender | Male | 36 | 32.43 |
| | Female | 75 | 67.57 |
| Age | 15 - 20 year | 3 | 2.70 |
| | 21 – 25 year | 12 | 10.81 |
| | 26 – 35 year | 51 | 45.95 |
| | 36 – 40 year | 0 | 0.00 |
| | 41 – 50 year | 40 | 36.04 |
| | 51 - 59 year | 0 | 0.00 |
| | more than 59 year | 5 | 4.50 |
| Marital Status | Single | 75 | 67.57 |
| | Marriage | 33 | 29.73 |
| | others | 3 | 2.70 |
| Education Level | Lower or equal M.6 / High School | 24 | 21.62 |
| | Diploma / Vocation / Technical Collage | 18 | 16.22 |
| | Bachelor's Degree | 48 | 43.24 |
| | Master's Degree or higher | 21 | 18.92 |
| Occupation | Student | 3 | 2.70 |
| | Official or state enterprise employee | 15 | 13.51 |
| | White Collar | 36 | 32.43 |
| | Private Business | 19 | 17.12 |
| | House Keeper | 3 | 2.70 |
| | Blue Collar | 18 | 16.22 |
| | Freelance | 9 | 8.11 |
| | Others | 8 | 7.21 |
| Income per month | Less than or equal 10,000 | 12 | 10.81 |
| | 10, 001 – 20,000 | 18 | 16.22 |
| | 20, 001 – 30,000 | 48 | 43.24 |
| | 30, 001 – 40,000 | 24 | 21.62 |
| | NA | 9 | 8.11 |
| Domicile | Ranong Province | 36 | 32.43 |
| | Others ; Bangkok, Phuket etc. | 75 | 67.57 |

Table 2 : Behavior of Hot Spring Usage

| Behavior of Hot Spring Usage | | Percentage |
|---|---------------------------------------|------------|
| Purpose of using hot spring (Can select many reasons) | To treat the illness | 27.03 |
| | To relax from stress | 45.95 |
| | To relax from body aches | 59.46 |
| | To care for the skin | 21.62 |
| | To relax for recreation | 67.57 |
| | To strengthen health and delight body | 37.84 |
| | Others | 5.41 |
| The most important purpose of using hot spring (Can select only one reason) | To treat the illness | 8.11 |
| | To relax from stress | 21.62 |
| | To relax from body aches | 32.43 |
| | To care for the skin | 0.00 |
| | To relax for recreation | 29.73 |
| | To strengthen health and delight body | 8.11 |
| | Others | 0.00 |
| Frequency of hot spring Usages | 1-2 times per week | 13.51 |
| | More than 2 times per week | 8.11 |
| | Once a month | 48.62 |
| | Others, first time visit | 29.73 |
| Day of hot spring usages | Weekday (Monday – Friday) | 47.06 |
| | Weekend (Saturday – Sunday) | 35.29 |
| | Holiday | 17.65 |
| Time of hot spring usages | Morning (05.00-11.59 AM) | 41.67 |
| | Afternoon (12.00-18.00 PM) | 38.89 |
| | Evening (After 18.00 PM) | 19.44 |
| Length of stay for hot spring trip | Daytrip 1 day | 89.19 |
| | Stay 1 night | 10.81 |
| | Stay 2 nights | 0.00 |
| | Stay more than 2 nights | 0.00 |

4.3 Spa User Behavior and Expectation

4.3.1 Spa User Behavior

Hot spring users answer that most of them 51.35% have ever used spa and around 48.65% have never used. From the hot spring respondent who used spa (57 people), Thai massage is the most popular with 68.42%, followed by foot massage, and Aromatherapy Massage (47.37%). In average, the total of 725 baht are spend per usage time, minimum is 50 baht, maximum is 3,500 baht with 635.27 standard deviation. Moreover, the body part that user want to relive by using spa or hot spring was body (73.68%), foot (15.79), shoulder and leg (5.26%) accordingly.

The most influence channel for spa usage decision is an advice from friends (36.84%), social media such as Facebook, LINE and Instagram (31.58%), and website (21.05%) accordingly. Detail of the answer are shown in Table 3.

Table 3 : Behavior of Spa Usage

| Behavior of Spa Usage | | Percentage |
|---|--|------------|
| Type of Spa service that you used (multiple respondent 57 people) | Thai Massage | 68.42 |
| | Foot Massage | 47.37 |
| | Aromatherapy Massage | 47.37 |
| | Facial | 15.79 |
| | Body Scrub | 42.11 |
| | Fitness | 10.53 |
| | Hydrotherapy Sauna and Steam | 42.11 |
| | Food and Drink | 10.53 |
| Part of body that want to relieve from spa or hot water | Body | 73.68 |
| | Foot | 15.79 |
| | Shoulder | 5.26 |
| | Leg | 5.26 |
| Influence channel for spa usage decision | Publications such as magazines, newspapers | 10.53 |
| | Website | 21.05 |
| | Get advice from other people | 36.84 |
| | Online media(Facebook, Line, Instagram) | 31.58 |

4.3.2 Spa User Expectation

For the expectation of spa users, it was found that the most expected spa services are Thai massage (68.42%), hydrotherapy sauna and steam (57.89%), and aromatherapy massage (52.63%) accordingly.

A natural hot spring spot was the most famous location that user expect to use spa (57.89%) followed by Resort and Spa Club (47.37%) accordingly.

If there is a wellness center at hot spring, most of the correspondent interest to use the service (92%) only 8% answer not interest. Detail of the answer are shown in Table 4.

Table 4 : Expectation of Spa Usage

| Expectation of Spa Usage | | Percentage |
|--|------------------------------|------------|
| Expected spa service (multiple respondent 57 people) | Thai Massage | 68.42 |
| | Foot Massage | 42.11 |
| | Aromatherapy Massage | 52.63 |
| | Facial | 26.32 |
| | Body Scrub | 26.32 |
| | Beauty&Salon | 5.26 |
| | Fitness | 10.53 |
| | Medical consultation | 21.05 |
| | Hydrotherapy Sauna and Steam | 57.89 |
| | Hot Spring | 31.58 |
| Location of spa that expect to use the service (multiple respondent 57 people) | Resort | 47.37 |
| | Hotel | 21.05 |
| | Spa Club | 47.37 |
| | Natural Hot spring spot | 57.89 |
| | Hospital | 10.53 |
| | Others | 5.26 |
| Interested to use the service. If there is a spa center or wellness center at hot spring | Yes | 91.89 |
| | No | 8.11 |

4.4 Hypothesis test

The results of hypothesis test about demographic and behavior are shown as follows.

Using Chi square test, the result shown that age of hot spring users has significantly correlated with the visiting time ($p < 0.01$). Age group 26-35 years old visited the hot spring after noon, meanwhile, the visitors who have age more than 35 years old visited the hot spring before noon. The visitors whose age more than 26 years old had some experience to use spa.

The result of compare means of spa expense of each age groups can be concluded that the visitors who have different age will spend the expense for spa with differently significant. To further analyze multiple comparison of spa expense mean of each age group by using LSD statistics. We found that age group 26-35 years old and group greater than 35 years old were significantly different ($p < 0.01$).

Furthermore, the correlation of income group and spa experience is investigated by chi-square test then there is found that two variables have correlated ($p < 0.05$). The result is the same of the analyzing of income group and spa expense. Apart from that, income group of 20,001 – 30,000 baht has higher spa experience and spa expense than other groups.

Domicile of hot spring visitor has statistically significant correlated with the reason and date of visiting hot spring. We can explain that local tourist has visited hot spring for recreation whereas others tourist has come to relieve body aches. Local people normally visited hot spring in the afternoon of weekday but others visited on weekend morning.

Table 5 : The Result of Hypothesis Testing by using Chi-Square Test, independent t-test and F-test ANOVA

| Personal Factor | The most important purpose of using hot spring | Day of Hot Spring Usages | Time of Hot Spring Usages | Length of Stay for Hot Spring Trip | Have been a Spa user | The average spending of Spa | Part of body that expect to relieve from spa or hot water | Want to have Spa or Wellness at Hot Spring |
|-----------------|--|---|---|------------------------------------|---|-------------------------------------|---|--|
| Gender | - | $\chi^2 = 1.753$ (0.416) ^{ns} | $\chi^2 = 4.387$ (0.112) ^{ns} | - | $\chi^2 = 1.040$ (0.308) ^{ns} | t = 0.815 (0.419) ^{ns} | $\chi^2 = 2.482$ (0.115) ^{ns} | $\chi^2 = 0.499$ (0.480) ^{ns} |
| Age | - | - | $\chi^2 = 17.681$ (0.001)** | - | $\chi^2 = 7.112$ (0.029)* | F = 4.274 (0.019)* | - | - |
| Status | - | - | - | - | - | F = 0.693 (0.505) ^{ns} | - | - |
| Education | - | - | - | - | $\chi^2 = 4.851$ (0.183) ^{ns} | F = 2.743 (0.053) ^{ns} | - | - |
| Occupation | - | - | - | - | $\chi^2 = 1.040$ (0.308) ^{ns} | F = 1.457 (0.230) ^{ns} | - | - |
| Income | - | - | - | - | $\chi^2 = 11.00$ (0.012)* | F = 2.904 (0.045)* | - | - |
| Domicile | $\chi^2 = 30.312$ (0.000)** | $\chi^2 = 20.719$ (0.000)** | $\chi^2 = 6.171$ (0.046)* | - | $\chi^2 = 6.924$ (0.009)** | t = -1.563 (0.130) ^{ns} | - | - |

Remarks :

- * means significant level 0.05.
- ** means significant level 0.01.
- ns means not significant.

5. Discussions

The result in this paper can be divided into 2 parts. The first part is about behavior of hot spring users. The result shown that the majority of hot spring users was woman, similar to Aracha, Sarunya and Yingyote. (2011) and Sunisa and Pawanrat. (2012). This is because women prefer healthier travel than men. And hot spring not only good for relaxation but also good for skin and anti-ageing.

According to many papers, (Aracha, Sarunya & Yingyote ,2011, Sunisa and Pawanrat, 2013 and Narumon&Saisanit, 2017) the result confirm that the famous purpose of using hot spring was to relax for recreation and relieve body aches. Due to hot spring has useful mineral and the temperature was 40-45°C which are suitable for relive the muscle and pain.

The result of Sunisa and Pawanrat (2012) shown that most of hot spring users usually visit 1-2 times per week and was a one day trip, whereas this paper has different result, the most of hot

spring users came once a month and a one day trip too. It may be because of the collected period. This survey collected data on weekend (Friday, Saturday and Sunday: 25 - 27 August 2017) whereas Sunisa and Pawanrat (2012) collected data for 1 month (April 1 to May 30, 2012). Moreover, the result of 2 papers confirm behavior of hot spring user, shown that most of the correspondents visit as a one day trip. This is because there is not much activities and no good hotel at these hot spring spots. Then many tourists chose to stay elsewhere.

This section discussed behavior of spa user which was hot spring users who have experienced with spa service. Around half of hot spring users have experienced in Spa especially Thai massage with coincide with the result from Thai Spa Association (2014, p. B10) and Shatchaya and Narisa (2015). It is confirmed that Thai massage is the most popular service in spa. This is because Thai massage can effectively relief body ache and does not require to take off clothes which suitable for Thai culture that do not like to remove clothes in public place. Moreover, this study found that the average cost for spa service per time is 725 baht which similar to the result of Shatchaya and Narisa (2015) and Orathai, Sunee and Nantawan. (2016) (which shown that spending money per time in Spa service was 500-1,000 Baht). Finally, the 91% of spa user want to use spa service if there have at hot spring place. It means if we have a hot spa center or wellness center. This may increase the selling point for more tourist attractions. Most people want to use the service at the hot spring spot.

6. Recommendations

6.1 This research was a standard behavior survey of hot springs and spa users. More intense study in spa behavior should be conducted and the sample size should be increased so other related factors analyzed can be done.

6.2 It should have a comparative study of hot spring all over Thailand to gain better understanding and increase competitiveness of each local tourist destination.

6.3 The marketing factors that influence the spa and hot spring users decision should be studied in depth. This information is very useful for a success spa business.

6.4 According to result, Ranong administrative should develop spa center or wellness center at hot spring spot. It will increase the interesting of user and can add more value to hot spring. Spa Business should be developed to be a wellness center especially should add some service related to hot spring.

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Age of Medical A.I., challenges and opportunities

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Abstract

Artificial Intelligence (A.I.) are advancement in many fields of modern technologies. Medical system is inevitable influenced under artificial intelligence applications e.g. pathological diagnosis, prediction of out break of diseases, improving medical accounting to be more effective, error reduction, and even aim for suggestion for medical treatments.

However, artificial intelligence results based on how big data was collected. There is an urge to define which dataset would representative of human value, by collecting data qualify enough representing each individual value, so we can be sure of that more developed artificial intelligence wouldn't lose track of being helpful assisting human doctors to treat their patient with full capacities and humanly.

This article has its purpose to review many aspects of artificial intelligence currently implemented and together with review of philosophic theories of how human should be valued, especially intelligence is supreme quality of human being; understanding human value is a key to guide artificial intelligence design suitable enough to serve human community.

Key word: human value, medical artificial intelligence, qualify data set.

Introduction

Frost & Sullivan analysis 'by 2025, AI systems could be involved in everything' (Sullivan, 2016), (AI, 2017-2018)

Year 2018 is a year of astonishing progression of artificial intelligence implementation in the field of medicine, as we have seen many tech companies introduce their product in assisting artificial intelligence for medical diagnosis and medical advises, for example.

- Skinvision App specialized for skin cancer prevention
- Microsoft's Project Hanover introduced machine learning technology, collaboration with the Knight Cancer Institute to develop artificial intelligence technology for cancer precision treatment, applying advanced predictive analytics in identifying candidates for clinical trials (techemergence, 2018)
- The MIT Clinical Machine Learning Group is developing intelligent electronic health records, with built-in ML/AI to help physicians to diagnostics, decisions, and personalized treatment suggestions (techemergence, 2018)

- The organization HealthMap uses automated classification and visualization to monitor and alerts for disease outbreaks in any country. (techemergence, 2018)
- Google's DeepMind Health with University College London Hospital (UCLH) develop machine learning algorithms detecting differences in healthy and cancerous tissues improving radiation treatments. (techemergence, 2018)

Forbs article also recognize on 5 real world examples (Marr, 2018) of artificial intelligence used in healthcare, there are

- AI-assisted robotic surgery
- Virtual nursing assistants
- Aid clinical judgment or diagnosis
- Workflow and administrative tasks
- Image analysis

Harvard Business Review had also published an article stated that

'In 2011, researchers from NYU Langone automated analysis could find and match specific lung nodules (on chest CT images) between 62% to 97% faster than a panel of radiologists.' (Brian Kalis, Matt Collier, Richard Fu, 2018) and had listed 10 artificial intelligence applications which will anormously change medical system as we known are (Brian Kalis, Matt Collier, Richard Fu, 2018)

- Robot-assisted surgery
- Virtual nursing assistants
- Administrative workflow
- Fraud detection
- Dosage error reduction
- Connected machines
- Clinical trial participation
- Preliminary diagnosis
- Automated image diagnosis
- Cybersecurity

However despite of many achievement of artificial intelligence in medical fields, big question follows; 'Is

artificial intelligence increasing potential will, one day, exceeding real human doctors?'. In auther openion this question will not only the matter of cost-effectiveness but also a question about humanity and their true value.

One economic analyst estimates that medical artificial intelligence has probability of creating 40-billion-dollar investment opportunity even though current implementation of medical artificial intelligence are still focus on data analysis and medical administration services support despite of medical decision algorithm or treatment efficacy improvement artificial intelligence which are comparatively very less. (Brian Kalis, Matt Collier, Richard Fu, 2018)

ESSEC Business school together with non-profit organization from France & Singapore had also collect multi-disciplinary specialist from various professional field together with forum

discussions and opinion exchange and propose key concern of how to live with artificial intelligence in fourteen aspects. (AI, 2017-2018)

Fourteenth Recommendations to better live with AI

1. A Creative Quotient (CQ) to pull out creativity of its artistic and communication field
2. Living with AI: the importance of a transparent interaction
3. Reinvent civic education for the AI future
4. “Insure” employee’s value thanks to a “lifelong training” model
5. Coming together on blockchain to change health worldwide intelligent perspective
6. Mind x AI: new strategy for the age of AI
7. Artificial intelligence and advanced manufacturing: an opportunity to define purpose-driven organisations
8. Leverage artificial intelligence to transform innovation journeys
9. A more accessible AI-empowered world for all
10. Empowering everyone to plan for their financial future
11. We need to tone down our human imperfection to better govern with Artificial Intelligence
12. GDP/capita and purchasing power are insufficient tools in a world of AI and fast technological progress
13. The confluence of Artificial Intelligence and political risk
14. Autonomous vehicle will drive shared mobility

Making clearer picture, we can categorize all of these fourteen aspects in to three subgroup which share same essence of concern.

- First, fourth, sixth, eighth, tenth and eleventh topic had share same essence of limitations of artificial intelligence especially ability in the field of human emotional prediction, interpretation and response to these humanity domain which quite clear at this point that artificial intelligence capability is not sufficient. To break through these obstacles, artificial intelligence as assistants to promote human effectiveness had been proposed.
- Second, third, fifth, twelve, thirteenth topic had share same essence of Tracibility of how artificial intelligence tackle with problems; knowing about how artificial intelligence work give opportunities for human control power over artificial intelligence and Transparency of every artificial intelligence processing give ability to prevent unwanted results from misused by human or algorithm itself.
- Seventh, ninth and fourteenth topic had share same essence of how artificial intelligence accessibility will be equally shared to every person. It is predicted that artificial intelligence will be centered of data gathering, policy making and will enormously affected life of whole people of whole communities. Ability to access, share data, inquire for artificial intelligence supports will, in the future, discriminate between people who have gain access on artificial intelligence and who have not quite distinctively. These aspect of artificial intelligence equality as maintaining human equality will become more and more objective as artificial intelligence has implemented more in reality world.

Instead of viewing artificial intelligence as a whole new thing, we can take this subject the same as ‘a new way to solve the old problems of humanity’, the problem of how we share governance power transparently and fairly to serve for the benefit of majority.

It is the matter of time that majority of people will submit their decision to artificial intelligence system other than using their own judgement in every important aspect of life, that would lead to what has been proposed

algorithmic governmentality (Rouvroy) instead of true democracy. Democracy has been earliest known by Athenian democracy, and differ a lot comparing to indirect or representative democracy especially how it become corrupted as we know; the same essence of changes to algorithmic governmentality would be expectable and need protection plan for how artificial intelligence will be implemented with full concern of philosophy about ‘Human value’ over technical judgment of how to develop most effective artificial intelligence

From Goethe to Anthroposophy and the view of Three Domains Of Social Activity

There is a view of Social as a holism of its people’s interaction, as an organism which resemble human as a man. Governmental system should at least contain social domains that serve human basic needs, which is always deal with philosophy.

Ever since Goethe was born, his great personality has produced great works on many facets which carry on by his apprentices. One of his great fellowmen, Dr. Rudolf Steiner has successfully extended Goethe’s world view and implemented them in various movement such as education, medical and agriculture.

Between world war, many European countries has changed from capitalism to become communism and stir up questions among German and western countries’ people about how to keep balance of governance to be able to stabilize the whole social and prevent further change to communism.

In that period of time Dr. Rudolf Steiner propose his model of “Three Domains Of Social Activity” as a way out, and gain a lot of interest from public on those days.

The core concept recognizes three domains of human social activity: economic, legal, and cultural. Steiner maintained that the health of human society depended on an adult population that understood the characteristics of each domain and could thereby organize society so that each domain enjoyed independence and autonomy. (Stephen E. Usher, n.d.)

Social domains according to Dr. Steiner should be composed of three domains.

- Economic domain – responsible to ensure that every people will earn enough for their productive value. To determine this value, true value should be sufficient to paid for their good quality of life and please to maintain their current job or profession; otherwise, if these earning are too far less for their true value, abandoned jobs will occur and reduced productivity of its kind until it cannot suffice whole social need.

- Legal domain – responsible to ensure all citizen basic human rights, and enforce law as needed to protect well being of its citizen. Police officer and Soldiers are clear examples of those people who work for this domain.
- Cultural domain – responsible not only to ensure individual freedom of thinking and spiritual development, but also freedom to teach young generation how to become individualized and be free. Teachers are clear examples of who are working for this domain. Cultural domain can also include researchers and Medical professionals.

One important principle to be mentioned is the principle of freedom from each social domain to achieve the goal of becoming a social that produce high quality of philosopher.

Why freedom between three social domains are so important? Dr. Rudolf Steiner had given some

Example that; if law enforcement under personnel from Law domain have infringed by Economic value, abuse of law enforcement unequally would be expected; if teachers of Cultural domain was overpower by money, it is easier for the teacher to give false teaching in favorable to some one or organization other than aiming for student's freedom of thought. As a result, these interfering between social domain will corrupt human system of value and social disruption at the end.

We can expect that extensive implementation of artificial intelligence in real world wrongly, which we would focus on medical systems here, can induce catastrophic to all over three social domains.

- 1) Change of value in medical system. If system owner wants to reduce cost of medical personnel by cut down budget of human resources, given value of artificial intelligence diagnosis system as more valuable than human doctors, this can disrupt the medical professional recruitment in the long run; harder and harder to find people who interested to become a doctor in those country. This can be viewed as impact over Economic domain.
- 2) Disturb of Equality of receiving medical services, if we can't ensure equality of access to medical system with what ever limitations e.g. economic status, technology understanding etc., we will certainly find out that many patients will be dropped out of health services run by artificial intelligence systems. Thus, accessibility is one of very important aspect has been concerned among experts.
- 3) Disturbance of free thinking and spiritual development, as we know that machine learning usually based on data collected and learning from big data. artificial intelligence response is up to what data provided, and in case of big data doesn't collected data representative enough for body and mind aspect of human value, we will run into decisive dilemma of how we should treat human. For example; if artificial intelligence system data doesn't categorize music therapy or art therapy under the group of useful treatment for life expansion in end stage cancer disease, such system would omit suggestion for art and music therapy even though both therapies enormously helpful in improving patient's mental stage on the date they pass away.

Usage of Medical artificial intelligence based on big data which are not represented enough of how human is valued, may have bad effects on medical system which have to do a lot with human life in wide range.

Challenges

The author wants to point out that every medical system certainly and should be founded on medical philosophy, a philosophy about value of life as human and how we describe what is 'health'; Therapeutic techniques, diagnostic tools, medical criteria etc. are all the products that follow this medical philosophy as a core concept. Medical artificial intelligence developer should concern very much with this question of 'Is it able to develop such medical artificial intelligence which follow good medical philosophy?'

Philosophy itself has to do a lot with abstracts, logical thought and dilemmas. In process of developing thought to solve dilemma sometime many philosophers need to declare some Common Notions and Postulates beforehand to make discussion clear, called 'Axiom' as a framework of discussion. For example, the time Euclid wrote his mathematical treatise 'Elements', he declared 10 axioms at the beginning of his books before proceeding through complex propositions and mathematical proof. Axioms make it clear for theoretical discussion in many philosophic situations.

For medical philosophy, it may be beneficial to follow the same path of great philosophers; if it is needed for medical artificial intelligence to have its own axioms, whether it is a simple algorithm or most complex, simple law that protect freedom and balance between Economic domain, Legal domain and Cultural domain as guarantee for Individual value, Equality, Human spiritual development is one interesting proposition.

Basic law of human value implemented in background process of artificial intelligence processing which hold position of Human philosopher to whom can't be violated in Supervised Learning Algorithm can be useful in ways of mastering, checking and monitoring of human over artificial intelligence in macroscopic view at this point.

Opportunities

Finding proper medical philosophy to implement with artificial intelligence, we may adopt some wisdom from Integrative Medical view of Human Health as a whole. Many Integrative Medical systems believe in Body & Mind connection, what we thought would gradually accumulate and effect on physical health. Taking care of our mental state is a key to balance health as a whole.

Integrative Medicine accounts for three different internal drives for human to do something.

1. Thinking, a logical way of decision making closely related to Memory & Imagination
2. Feeling, an emotional drive us to do something or not, closely related to Inspiration
3. Will, an impulsive and instinctive drive, closely related to Intuition & Life circumstance

There is theoretical among Integrative Medicine propose that we usually formulate our logical thinking from what memories and experiences in the past, like Pavlov's dogs in Classical Conditioning experiment. At some point with faster and more effective processing unit, artificial intelligence can out run human thinking and memory with its advantage of capability to remember more data and process enormous data at once comparing to usual human. As a result, this aspect of intellectual make most

progression of Medical artificial intelligence in recognizing pathological process from digital imaging or any data likely to be analyzed from Objective Data input.

However, understanding emotional aspect or subjective experience of human result is quite differ and harder to determine, due to emotional aspects are dealing with individual feelings, some perception would be altered with more subtle factors other than we can imagine. This can be proved by one research in psychology focus on customers' perception about waiting time; under difference luminosity, colors and temperature and same waiting time, yet still participants perception of time shows differently. (springer, u.i.l.l.)

Satisfaction of Services especially Medical Services which expectation from customers are always high, this group of data are likely being evaluated by subjective data. To deal and react according to these subjective data, we encounter with Individuality of people, to be inspired we need high experienced and sole-sensitive staff to play major role working together with artificial intelligence otherwise, artificial intelligence alone would fail to comply with emotional support.

Especially, if we are dealing with Rare Disease which therapeutic data is not big enough at current situation, we can expect that choice of treatment would depend on Human Doctor Intuition will play major roles.

From these examples, we should convince that artificial intelligence may not capable in resolving some problems when it comes to Inspiration & Intuition problem solving ability of Human Doctor.

Conclusion

Artificial intelligence in medical field are double-edged sword, due to their involvement more and more on human health or life in the broadest sense. This is the first era in history that we human are able to invent machineries that are able to mimic our own supreme quality of human beings 'human intelligence'. Moreover, we give more and more of our authority up to artificial intelligence machine to decide what to do to our health, what is the best medical practice we should be received.

However, there was common agreement among artificial intelligence developer that the better of data input for machine to learn, the smarter and compatible of algorithm artificial intelligence machine can delivered.

The important consideration raised here is, what quality of human beings should be incorporated in to machine learning dataset? As many problems may occurred and pointed out in our discussion, philosopher and computer scientist should work hand in hand to develop dataset which represent human value and teach artificial intelligence to understand humanity as it should; not only to make it able to understanding individual level of thinking, feeling and will, but also understand how human community sustained its freedom and people's individual need e.g. using threefold social order as an example.

Moreover, technology design for artificial intelligence as suggestive expert system should be flexible enough to collaborate with Human Doctor's Inspirational and Intuitional expertise, which mixed the best faculty of artificial intelligence Logical power with higher wisdom of humanity, should be a good start for next era of Human artificial intelligence corroborative ecosystem.

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Conceptualizing Thai Cuisine with Japanese Dietary: Values toward the UNESCO's Intangible Cultural Heritage and Rural Tourism

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Abstract

Thai food has been globally recognized as a famous cuisine with the unique taste but seems to lose authenticity. Safeguarding Thai food as the UNESCO's Intangible Cultural Heritage and advocating the implementation of supporting its element toward rural tourism in the traditional farming system of Sufficiency Economy Agriculture in which various local ingredients are generated and characterize its attributes, is a notion in preserving and making values of Thai cuisine. Similar to the Japanese dietary or "Washoku," the UNESCO's Intangible Cultural Heritage which has been featured its element from the "Satoyama" self-sufficiency farming system and contributes to rural communities through green tourism. This paper, therefore, proposes the conceptual ideas on identifying an element of Thai cuisine for being designated in the UNESCO's intangible cultural heritage list. The study employs the content analysis and the comparative study of the relationship between the attributions of Thai cuisine and the system of Sufficiency Economy Agriculture (SEA) and Japanese Washoku and the Satoyama farming system. The element of Thai dietary has emerged from the characteristics of SEA comparing with the similarities and differences of Japanese dietary and Satoyama. It comprised four aspects: 1) the simple ingredients with the harmonious blend of tastes and aroma, 2) the medical cuisine and healthy dietary culture, 3) the delicacy culinary art reflecting the abundance of foods throughout the year, and 4) embed in the custom of food offering as a way of making merit. These components can be promoted by Thailand's rural tourism activities with the urban-rural interaction concept such as the gastronomic trail of SEA linking food festival in the city to culinary programs in rural villages which helps to advocate Thai food to be designated as the UNESCO's intangible cultural heritage.

Keywords: Thai cuisine, Washoku, Satoyama, Sufficiency Economy Agriculture, rural tourism

1. Introduction

As a cultural heritage, food has currently been a legal category of intangible heritage under the United Nations, Educational, Scientific, and Cultural Organization (UNESCO) designation system (Cang, 2015) since the Lists of Intangible Cultural Heritage were established in 2008 when the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage (ICH) took effect. Japanese cuisine "Washoku" is one of that intangible cultural heritage, which was inscribed in December 2013. One of the unique characteristics of Japanese cuisine derives from the various fresh ingredients with respecting for their natural flavor to keep nutritionally well-balanced and being healthy diets, which attributes features to "Satoyama," the self-sufficiency traditional agricultural system maintaining the abundance of the ecosystem.

Similar to the traditional farming of sufficiency economy agriculture (SEA) in Thailand, the system produces the diversity of materials for Thai gastronomy and food security (Khaokhrueamuang, 2017). As such similarity, Thai cuisine should be conceptualized to identify its distinctive characteristics for inscribing in the UNESCO's ICH list. Through this notion, the conceptualization of Thai cuisine, therefore, should be taken into account with the lesson learned from the Japanese dietary, a successful case study of the ICH designation, which is by rice culture and self-sufficiency agricultural system.

Designating food as the ICH plays a significant role in not only the preservation of traditional culinary but strengthening the national economy through agriculture and tourism. In the case of Japan,

the country imports 60% of food products (UNWTO, 2017). The registration of Japanese “Washoku,” therefore, raises the government's hopes of enhancing its global recognition, attracting more foreign tourists, boosting exports of the country's agricultural products, and encouraging younger generations recognize the value of Japanese dietary culture (Kyodo, 2013). Furthermore, Washoku has become the crucial element of rural tourism products as Japan's green tourism efforts. Green tourism of Japan emphasizes the agricultural-related experience program interacting between urban and rural communities such as harvesting and cooking with farmers (UNWTO, 2017, p.63).

As such importance, rural tourism in Thailand which is closely tied with Community-Based Tourism (CBT), One Tambon One Product (OTOP), and Sufficiency Economy Agriculture (Khaothrueamuang, 2014a, UNWTO, 2017, pp.160-161) will be promoted globally through the Thai cuisine resulting from the UNESCO's ICH designation. It also encourages the safeguarding of Thai food due to a current crisis condition such as fast cultural blending, the reduction of Thai food consumption of Thai people, and the change from agricultural society to urban society, etc. (Nitiworakarn, 2014). On the other hand, preparing the documentation to meet the criteria of the Convention for the Safeguarding of the ICH is a prerequisite task for the nominative procedure. According to the listing of ICH, the masked dance drama “Khon” and the traditional Thai massage “Nuad Thai” have been approved in Representative List (RL) for 2018 and 2019 respectively (UNESCO, n.d.). The Thai government also has a plan to propose Thai Set Menu as representative of Thai cuisine for inscribing as the ICH (Tannysoft, 2016).

In proposing Japanese Washoku as the UNESCO's ICH, the traditional farming system of Satoyama had not been presented directly. However, it implies from the element of Japanese dietary. This study, therefore, is an origin of rethinking the relationship of Satoyama and the component of Washoku and applying such an idea with Thailand's SEA and Thai cuisine. This paper aims to propose the conceptual ideas on identifying the element of Thai food to meet the criteria of the 2003 Convention for the Safeguarding of the ICH. It also fulfills the gap of the shortcoming of taking values of Thai food to develop tourism in Thailand's rural villages which is an essential method of safeguarding Thai food by community participation, a criterion of ICH.

2. Safeguarding Thai Food as the UNESCO's ICH

As for Thailand, food had been heavily promoted with tourism during the “Amazing Thailand” years since 1998. Later, the government had launched policy “Thai Kitchen to the World Project” since 2004 in order to achieve the increasing of Thai restaurants in every corner of the world (Sompong and Rampai, 2015), and set the principles “From Farm to Table” as the national strategy for safety food production, and a world leader in growing safe food products (Supaphol, 2010). This movement advocates the consumption of Thai food worldwide and inspires tourists to visit Thailand to enjoy a wonderful experience on Thai dish. Thai food or “Ar-Han-Thai” is one of the most famous cuisines in the world due to the unique taste of well-blended five flavors even in one dish and dominant differing from the other countries (Ministry of Culture, n.d.; Sompong & Rampai, 2015).

According to a worldwide online poll of 35,000 people by CNN travel in 2011, seven of Thailand's favorite dishes made it to the list of the “World's 50 most delicious foods,” which had more dishes on the list than any other country. They were Tom Yam Kung (4th), Pad Thai (5th), Som Tam (6th), Massaman Curry (10th), Green Curry (19th), Thai Fried Rice (24th) and Moo Nam Tok (36th) (Cheung, 2011). Regarding this vote, it implies that many Thai dishes are well known for good images, resulting in the promotion of Thai food globally and increasing the number of foreign tourists visiting Thailand. Lertputtarak (2012) surveyed 476 international visitors in Pattaya City on Thai food image, and the result revealed that they perceived that Thai food image as an excellent cultural experience, unique serving style, delicious, nourishing food, and exotic cooking methods, respectively.

As such the international perception of Thai food, it should be conceptualized to identify its distinctive characteristics for inscribing in the UNESCO's intangible cultural heritage list. Through this notion, Ministry of Culture (n.d.) has registered 20 items of Thai dishes, desserts, and seasonings as a national intangible cultural heritage since 2011. Thai dishes include Tom Yum Kung, Pad Thai, Sumrub Thai or "Thai Set Menu," Spicy Curry, Green Curry, Som Tam, Nam Prik, Southern Peranakan Style Food, Khao Yam, Mieng Kam, and Kaeng Pung Pla. Thai desserts are Krayasart, Kanom Bueng, Khao Lam, Khao Tom Mud, and Mungkut Kud. Thai seasonings are Fish Source, Fermented Fish, Coconut Palm Sugar, and Fermented Catfish. Out of 20 items, a set menu of various dishes in a tray "Sumrub Thai" has been said to be considered as the nomination of ICH.

However, this is the challenge in identifying the element of those traditional Thai dishes to come along with the five criteria specified in the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage. First, the element constitutes intangible cultural heritage as defined in Article 2 of the Convention. The intangible cultural heritage categorizes with these domains: (a) oral traditions and expressions, including language as a vehicle of the intangible cultural heritage, (b) performing arts, (c) social practices, rituals and festive events, (d) knowledge and practices concerning nature and the universe, and (e) traditional craftsmanship. Second, the inscription of the element will contribute to ensuring visibility and awareness of the significance of the intangible cultural heritage and to encouraging dialogue, thus reflecting cultural diversity worldwide and testifying to human creativity. Third, Safeguarding measures are elaborated that may protect and promote the element. Fourth, the element has been nominated following the broadest possible participation of the community, group or, if applicable, individuals concerned and with their free, prior and informed consent. Fifth, the element is included in an inventory of the intangible cultural heritage present in the territory (ies) of the submitting State(s) Party (ies), as defined in Article 11 and Article 12 of the Convention (Cwiertka, 2016).

As Thai cuisine is raising the interest of global multinationals (Poupon, 2013) but it is a risk on disappearing its authenticity due to the globalization and the mixture of other culture on Thai food that influence the decline of consumption of Thai dishes in Thai society (Nitiworakarn, 2014). The Ministry of Culture of Thailand, therefore, registered some of the traditional Thai dishes and local ingredients as the national intangible cultural heritage which is the initial policy to support the safeguard of the UNESCO's ICH. In protecting the uniqueness of Thai food and raising the awareness of traditional Thai dietary consumption in Thai people, local Thai enterprises, communities, together with government agencies must speed up efforts to advocate one of those registered Thai dishes to be designated as the UNESCO's ICH. The prerequisite task is the identification of the element of Thai food, then promote its values through rural tourism.

3. Conceptualizing Thai Cuisine with Japanese Dietary

Ideas on identifying the element of Thai cuisine for inscribing as the ICH were conceptualized from the content analysis and the comparative study of the relationship between the characteristics of Thai cuisine attributing to the system of Sufficiency Economy Agriculture (SEA) and Japanese dietary "Washoku" characterizing from the "Satoyama" farming system. The secondary sources of data (e.g., articles, researches, booklets, and cookbooks) regarding Thai and Japanese food including their traditional cultural systems were used to sharpen the conceptual ideas with the criteria of ICH. The element of Thai cuisine was discussed with its values toward the UNESCO's ICH and contributions on rural tourism development as a crucial safeguarding measurement of ICH (Fig.1).

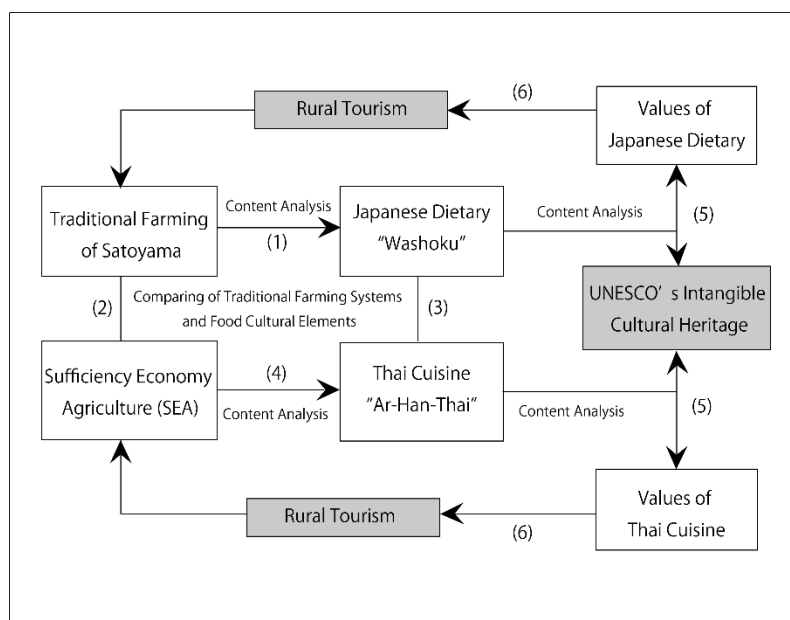


Figure 1: Conceptual framework of identifying the element of Thai cuisine and its values

In figure 1, the element of Japanese dietary was generated from the characteristics of traditional farming of Satoyama (1). The first analysis was described with topic 3.1. Then, the attributions of Sufficiency Economy Agriculture (SEA) were compared with that of the Satoyama to understand the similarities and differences (2). After that, the element of Thai cuisine was identified by the comparison of Japanese Washoku (3) and the analysis of its relationship with the SEA (4). The consequence of this content was explained with topic 3.2 as the second part. And the last section was the identification of the element of Thai cuisine which was discussed its values toward the application to the UNESCO's ICH (5) and rural tourism in Thailand's SEA communities with the Japanese rural tourism perspectives (6). This part was separated from the step of conceptualizing the element of Thai cuisine which shown as topic 4.

3.1 Agricultural system of Satoyama and the element of Japanese dietary culture

According to the conceptual framework shown in figure 1, identifying the element of Thai cuisine was conceptualized by the Japanese dietary resulting from the self-sufficiency farming system of Satoyama. The agricultural system based on the concept of Satoyama is an ideal model for Japan's traditional landscape, where nature and human lives coincide and sustainable (Dublin, 2015, and Ishii, 2015) as a hub of rich biological diversity (Horiuchi et al., 2009 and Yumoto et al., 2012). "Satoyama" is a Japanese word which means a place where human beings have long coexisted with nature. "Sato" means village, and "yama" means "mountain", however, it refers to the forest utilized by humans even on a flat land near the village when it is combined with the word "sato" (Miruyama, 2009). The area of Satoyama consists of a mosaic of secondary woodlands, orchards, grassland, rice paddies, and irrigation ponds or canals along with human settlements (Horiuchi et al., 2009, Kada, 2012, Yumoto, 2012, and Ishii, 2015). The secondary form of Satoyama's nature has been developed by humans, and it provides an important habitat for living organisms (Ishii, 2015) and ecosystem services, which include provisioning services such as food and water, regulating services such as flood and disease control, cultural services such as recreational benefits, and supporting services such as soil formation (Kada, 2012).

As it is a man-made ecosystem, the agricultural landscape of Satoyama makes many people feel a sense of "homeland" and "seasons" (Yumoto et al., 2012,) that reflects one of the characteristics of

Japanese cuisines. The tradition of Japanese diet has been based on rice and seafood (Berglund, 2008) served with seasonal vegetables and fish and other marine products, which is a highly sophisticated form in the Edo period (1603-1868) (Web Japan, 2016) and remains the basis of currently Japanese cuisine. In ancient Japan, Buddhist culture forbade eating four-legged animals (Suzuki, 2014 and Naomichi, 2006) which influences the Japanese traditional cuisine centering on the staple of rice, which is served with *miso* soup (soybeans soup), fish, *hijiki* (sea vegetables), *hiyayakko* (cold tofu), *tamagoyaki* (Japanese omelet), *natto* (fermented soybeans), and *tsukemono* (pickles) (Web Japan, 2016). Japanese food today is international mixed cuisine such as French, Italian, and Chinese style meals that can be found in restaurants, supermarkets, and convenience stores, which is a part of Japan's contemporary food culture, but the UNESCO designation as an intangible cultural heritage is for "traditional Japanese food culture" called "Washoku." The prefix "Wa" means Japanese style and a word "Shoku" is a meal. Thus, Washoku implies as a Japanese meal (Cwiertka, 2016). The basic style of Washoku is a set of one soup and three dishes served with cooked rice and pickles (MAFF, n.d.).

With the sense of homeland inspired by the Satoyama's communities, Japanese food is closely tied to Japan's traditional rites and rituals for the participation of people in family and local communities. For example, eating the traditional *osechi-ryori* (special food served in stacked boxes) on the ceremony of New Year, having an outdoor cooking party of *imonikai* taro by locals. As such characteristics, UNESCO designated the Japanese Washoku as a social practice based on a set of skills, knowledge, practice, and traditions related to the production, processing, preparation, and consumption of food. It is associated with an essential spirit of respect for nature that is related to the sustainable use of natural resources (Cang, 2015 p.55). It can be assumed that these features are characterized by the attributions of agricultural system of Satoyama. As aforementioned, Washoku embodies the Japanese people's spirit of respect for nature which is featured into four elements (Rath, 2012; UNESCO, 2013, nomination file no. 00869; Suzuki, 2014; Gaijinpot, 2015).

1) A rich variety of fresh ingredients and respect for their natural taste

Due to a rich of biodiversity of crop cultivation and a variety of natural resources in the agricultural system of Satoyama, Japanese Washoku is made from a unique variety of fresh ingredients in each part of the country. Cooking methods and utensils those ingredients are trying to keep the inherent flavors.

2) A nutritionally well-balanced and healthy dietary culture

The traditional Japanese dietary culture which is based on rice served with one soup and three side dishes, is considered as a nutritional balance with minimal use of animal fats. Furthermore, food ingredients from the Satoyama system is produced for self-sufficiency of consumption, chemical uses such as fertilizer and pesticide are limited. This serves a role in the longevity of the Japanese people.

3) An emphasis on the beauty of nature and seasonal changes

Presenting the beauty of nature differentiating four seasons is one of the attractiveness for Japanese art on food. This culture is influenced from the season changes related to the beautiful landscape of Satoyama in the different season. Washoku enjoys seasonality by decorating dishes with seasonal flowers and leaves reflecting the sense of seasons in the homeland of Satoyama.

4) A deep ties to regular annual events of traditional rites and rituals

With the sense of homeland inspired by the Satoyama's communities, Japanese food is closely tied to Japan's traditional rites and rituals for the participation of people in family and local communities. Eating the traditional *osechi-ryori* on the ceremony of New Year is an example.

3.2 Sufficiency Economy Agriculture (SEA) and attributions to the element of Thai cuisine

As mentioned in figure 1, Thailand's traditional farming of SEA and Japan's Satoyama were compared to identify the element of Thai cuisine. In Thailand, the traditional farming has created landscapes specific to Thai dietary culture similar to Japanese's Satoyama. It is commonly called

“Kaset Porpeang” in Thai language or “Sufficiency Economy Agriculture (SEA)” in English technical definition presented in this paper. This agricultural system is based on “the new theory”, a set of principles of proper management of lands and water resources to benefit small-scale farmers underpinning the philosophy of sufficiency economy (Khaokhrueamuang, 2014b) proposed by H.M. King Bhumibol Adulyadej in 1993 (Suksri et al., 2008). The sufficiency economy agriculture allows farmers to become self-sufficient, self-reliant, and frugal in sustainable natural resources management in a three-stage process (Khaokhrueamuang, 2014b) which is tied to the traditional farming of diversified crops cultivation for consumption and production.

At the first stage, the agricultural system of sufficiency economy aims to secure adequate food by optimizing farmland in the ratio of 30%:30%:30%:10%. The first 30% is designated as a pond to store water and raise aquatic animals. The second 30% is rice paddy for self-consumption. The third 30% is set aside for growing fruits, perennial trees, vegetables, field crops, and herbal plants. The last 10% is retained for housing, animal husbandry, and other activities (Suksri et al., 2008 and Khaokhrueamuang, 2014b). The second stage includes pooling of efforts and resources by a group of farmers executing cooperative production and marketing. The third stage involves networking and coordination to establish the social capital, which can also be integrated to tourism as agri-food tourism encompassing rural enterprises and farm activities such as pick-your-own farms, farm shops, farm stays, and working holidays (Khaokhrueamuang, 2014b).

The concept of sufficiency economy agriculture has been promulgated as national policy under the Eighth National Economic and Social Development Plan (1997-2001), which emphasized in promoting the sustainable agriculture that is relevant to various forms of agricultural practices such as integrated farming, organic agriculture, and agroforestry. The implementation of sufficiency economy agriculture requires farmers using their local wisdom and practices of traditional agriculture, (Yenjabok et al., 2005) for example, utilizing livestock manure and human waste, making the traditional irrigation system such as a ditch and dike landscape, and small reservoirs.

The Satoyama landscape in Japan and the SEA landscape in Thailand are both the result of traditional farming and land-use. The landscape of Satoyama is featured by the woodland of small mountains and arable lands with the irrigation systems. While the landscape of Thailand’s sufficiency economy agriculture is not necessarily relied on the ecosystem of mountains, but the forest can be grown in the flat land of farms. Similarities and differences of these traditional farming landscapes are shown in Table1. However, they represent the self-sufficiency farming economy based on rice and the diversity of local products. Therefore, the Japanese dietary culture is rice, fish, and seafood (Berglund, 2008). It is similar to the traditional Thai cuisine in the Sukhothai period mainly serving fish, vegetable dishes, and herbal soup “Kaeng” with steamed rice (Nitiworakarn, 2014).

Table 1: The similarities and differences of Satoyama and SEA farming systems

| Japan’s Satoyama | Thailand’s sufficiency economy agriculture |
|---|---|
| 1. Rice-fish-seafood culture | 1. Rice-fish-vegetable and herb culture |
| 2. Diversified crops cultivation: forest, rice, fruit, vegetable, and marine products | 2. Diversified crops cultivation: forest, rice, fruit, vegetable and herb, aquatic and land animal products |
| 3. Terracing and irrigation systems of arable fields | 3. Ponds or irrigation systems of arable fields |
| 4. Fertilized by litter, livestock manure, and human waste | 4. Fertilized by litter, livestock manure, and human waste |
| 5. Characterized by small mountains, hills or sea shores called “Satoumi” | 5. Characterized by flat land, few small mountains or sea shores |

Source: adapt from Berglund, 2008

According to the heart of the Japanese philosophy of eating, Japanese cuisine presents the relationship of the existence between how food is used and nature. Therefore, food is eaten as keeping

the natural taste that is the true taste of food, particularly eaten raw or only lightly cured with vinegar or salt (Kazuko, 2002). On the other hand, the Thai cuisine relies on five primary flavors: salty, sweet, sour, bitter, and hot (Bastyra, 2003). Like Washoku that Buddhist culture avoids eating four-legged animals, large chunks of meat are eschewed in originally Thai cuisine. Aquatic animals such as fish and shrimp, plants and herbs are major ingredients. A traditional Thai meal is made from simple local ingredients depends on the region. Basically, the proper Thai meal consists of an herbal soup or curry, a sour-spiced salad, a dip with accompanying fish and vegetables served with steam or sticky rice. Bastyra (2003, p.23) describes that “The Thai cuisine is founded on simple ingredients of excellent quality. Fresh fish..., rice..., aromatic herbs and spices and locally grown fruits and vegetables are just a few of the wonderful ingredients that are enjoyed throughout Thailand. Each region has its own specialties based on locally grown and harvested produce but there are common flavorings and culinary techniques that are used throughout the country, creating a wonderful varied cuisine.”

This distinctive feature results from the traditional agricultural system and landscape of integrated farming on the waterway settlement, which is later modified as the sufficiency economy agriculture that provides various edible plants including vegetables, herbs, and fruits. Most of the populace making use of unique vegetables or fruits for flavors, spices or condiments in the traditional Thai cuisine is an effective medical plant such as lemongrass and galangal (Murakami, 1994). Similar to the Satoyama that characterizes the distinctive attributions of Washoku, the cultivation system and landscape of SEA can contribute to the identity of Thai cuisine which there has been similarity and difference from the value of Washoku in four characteristics as shown in Table 2.

Table 2: Identifying the element of Thai cuisine from the comparison with the Japanese dietary

| Japanese dietary | Thai cuisine |
|---|--|
| 1. Rich variety of fresh ingredients and respecting natural taste | 1. Simple ingredients with a harmonious blend of flavors and aroma |
| 2. Nutritionally well-balanced and healthy dietary culture | 2. Medical cuisine and healthy dietary culture |
| 3. Emphasis on the beauty of nature and seasonal changes | 3. Delicacy culinary art reflecting the abundance of foods throughout the year |
| 4. Tie to traditional rites and rituals | 4. Embed in the custom of food offering as a way of making merit |

Element 1: Simple ingredients with the harmonious blend of tastes and aroma

Japanese cuisine respects in the natural taste from fresh ingredients, in the different way of culinary technique, Thai cuisine prefers mixing many kinds of ingredients. Therefore, one of the featured characteristics of Thai cuisine is the variety of tastes that created from simple ingredients. A Thai dish is the commonly harmonious blend of flavors and aromas (Tangkanakul et al., 2009) with five flavors as Bastyra (2003) notices that it comprises a taste of salty, sweet, sour, bitter, and hot. For example Tom Yam Kung, a famous sour-spiced shrimp soup, the sour and bitter taste derive from lemon, lemongrass, and kaffir lime leaf, the sour and sweet taste are from tamarind and tomato, the salty taste is both from salt and fish sauce, and the spicy get a flavor from chili and galangal. These simple ingredients are mostly cultivated in the farming system of Sufficiency Economy Agriculture for self-consumption that becomes an important part of the Thai kitchen.

Element 2: Medical cuisine and healthy dietary culture

Like Japanese Washoku that nourishes health and makes a well-balanced nutrition from the natural flavor of fresh ingredients, the traditional Thai food derives such benefits from the medical edible plants. Besides emerging the harmonious blend of flavors, most of Thai dish is made from herbs and medicinal plants which do not only contain a variety of phytochemicals, but it also provided

nutrient contents and health benefits such as antitumor, antimutagen, and antioxidant properties (Tangkanakul et al., 2009, Sompong & Rampai, 2015). An example of being medicines for maintaining health is revealed in research findings of Murakami et al. (1994) that the potentiality of Thai edible plants as effective antitumor promoters seem to be high such as lemongrass and galangal, traditionally used as flavors or condiments for Tom Yam Kung.

Element 3: Delicacy culinary art reflecting the abundance of foods throughout the year

While the culinary art of Japanese Washoku emphasizes on the decorating dish with the beauty of nature and seasonal change, Thai cuisine is decorated with a national heritage delicacy art of food, particularly fruit and vegetable carvings which are replicas of nature (Panprom et al., 2013) for pleasantly and being easy to eat. This culinary art reflects the plenty of foods from the agricultural system and forestry which results from the diversified crops of the abundant ecosystem based on the concept of Sufficiency Economy.

Element 4: Embed in the custom of food offering as a way of making merit

Although the typical recipes created for special events and rituals are not much identified in patterns as well as Japanese cuisine, Thai dietary culture and etiquette are closely linked to the foundations and teachings of Theravada Buddhism by offering food for monks and people as a way of making merit. On every Buddhist holy day or a special celebration such as New Year's Day, Buddhists like to prepare various savory dishes, fresh fruits, and desserts for monks and guests as donations and gifts with the difficult cooking method and rare ingredients. Thai people, particularly in the central region, cook somewhat the Royal Thai cuisine set or "Sumrub Ar-Han Chao Wang" for such religious events (Ministry of Culture, n.d.). As a result, the tradition of merit-making by offering food has become an inherent part of most ceremonies and celebration (Bastyra, 2003). The custom of food offering is seen as an outcome of plentiful agricultural products generated by the traditional agriculture system which is adapted to be the system of Sufficiency Economy Agriculture.

4. Application Values of Thai Cuisine to the UNESCO's ICH and Rural Tourism

According to four elements of Thai cuisine conceptualizing with the SEA and the comparative aspects of Washoku and Satoyama, they apply to the first criteria of ICH in four domains. They include (a) oral traditions and expressions, (c) social practices, rituals and festive events, (d) knowledge and practices concerning nature and the universe, and (e) traditional craftsmanship. Namely, the element 1 and element 2 conform to the (d): knowledge and practices concerning nature and the universe due to the diversity of natural ingredients and medicinal plants. Element 3 implies the (e) traditional craftsmanship which can be seen from the culinary arts reflecting the abundance of farm products such as vegetable and fruit carving. The element 4 involves the (a) oral traditions and expressions and the (c) social practices, rituals, and festive events because of the different stories and meaning of dishes regarding making merit such as the Royal cuisine adjusting to locals.

Identifying the element to meet those domains of the first criteria is only a primary concern for the ICH nominative procedure. However, reviewing the implementation of those elements to the communities to ensure visibility, awareness of the significance, protection, and promotion as safeguarding measures of Thai cuisine are the essential issues defined in criteria 2 to criteria 5. With this notion, applying four elements of Thai cuisine in rural tourism development is an alternative vision of this study to advocate values of traditional Thai dietary to be inscribed in the UNESCO's ICH Representative List.

From the expectation of being a world's food heritage as Japanese cuisine is, it can be considered that the food culture honored by UNESCO is used as a brand of the country image to serve a reliable signal of quality and confidence value of local food consumption. Such a notion may advocate the promotion of local food as one of the crucial strategies for socio-economic development, particularly through forms of sustainable tourism such as green tourism in rural Japan. Focusing on

tourism, even without a brand given by UNESCO, local food is one of the integral components of the tourist experience (Hall & Sharples, 2003) both for tourists who consume food as a part of travel experience and those tourists who are interested in food tourism, a form of “gastrodiplomacy.” The linkage between food and diplomacy is old, but gastrodiplomacy is a new concept used in engaging people in different ethnicity to learn and understand the culture through gastronomy. Cooking classes for foreign tourist are an example (Suntikul, 2017) which highlight “essential features of the national cuisine” (Chi, 2014, p.54).

However, the promotion of such local food is rather seen in the form of urban-based activity such as a tour of the local market to purchase Thai ingredients for cooking. Thai food-related learning activities can be promoted with the urban-rural interaction like food festival, a concept of Japan’s green tourism. This promotion may set as “the gastronomic trail of SEA” to connect four elements of Thai cuisine from cities to rural villages. For instance, the food festival or food-related fair like OTOP in the city should invite tourists to visit rural community-based tourism (CBT) villages providing food products and activities. There may be a cooking program of healthy Thai and Lanna cuisine in the northern region which fresh and safety ingredients are picked up from the integrated farming system of Sufficiency Economy. This program may provide the training course of craving fruits and vegetables to decorate dishes in the Lanna style “Khan Thok” table set and offer tourists to take their prepared food to make merit at the temple.

This example implies not only a sense of authenticity in consumption of Thai cuisine but also encourage the awareness of locals and consumers in adding values and importance of the traditional farming system based on the concept of Sufficiency Economy. Promoting food festival and rural tourism activities regarding food and agriculture can enhance the sense of belonging and community pride (Kim, 2015) and also create the agricultural community as the culinary landscape in which consumers must be rooted in the land (Ferguson, 2010). As such example, rural tourism, therefore, advocates values of four attributes of Thai cuisine characterizing from the SEA to be designated as the UNESCO’s intangible cultural heritage. At the same time, branding Thai food by UNESCO will revitalize local and national economy resulting from the mobility of food through tourism between the urban and rural area.

In summary, this study presented ideas on conceptualizing the element of traditional Thai cuisine for being inscribed in the UNESCO’s ICH which should be identified from the characteristics of Sufficiency Economy Agriculture. Similar to the Japanese Washoku that four elements were reflected by the self-sufficiency farming system of Satoyama. Designating Washoku as the UNESCO’s ICH hopes to not only raise the consumption worldwide but safeguards the authenticity of Japanese dietary culture through green tourism. As such a notion, it should be deliberated with Thai food. Then take forms of rural tourism in encouraging the awareness of local enterprises, communities and government agencies to promote values of regional Thai cuisine which is the prerequisite mission both before and after the designation of the UNESCO’s ICH.

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Purchasing Behavior of Chinese Tourists for Thai Brand Souvenirs: A Study of a Duty-Free Shop

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Abstract

Thailand has become a popular destination for Chinese tourists. The number of Chinese tourists visiting Thailand has risen and is expected to reach 10 million in 2018. They not only visit tourist attractions, but also spend money on Thai souvenirs. This study aims to explore the effect of Integrated Marketing Communication tools on the purchasing behavior of Chinese tourists. A quantitative method is applied and a questionnaire is employed to collect data from Chinese tourists at King Power (Rangnam branch), a duty-free shop in Bangkok. Descriptive statistics, the Chi-square test and multiple regression analysis were applied to analyze the data. For hypothesis 1, gender and age are related to the purchase of brands; and the number of family member travelling together is related to the information channel. For hypothesis 2, word of mouth, public relations, internet marketing, and personal selling are related to the purchasing behavior of Chinese tourists for Thailand brand souvenirs. In conclusion, demographic profile and IMC tools partially support the purchasing behavior of Chinese tourists for Thailand brand souvenirs at a duty-free shop in Bangkok. This research adds new knowledge to the academic area and business sector. Producers of Thai brand souvenirs are able to use the research results in their business strategy.

Keywords: Chinese tourists, Thailand brand souvenirs, duty-free shop

1. Background

The number of Chinese tourists coming to Thailand has risen on a yearly basis especially during Chinese New Year (Annual Spring festival). Kasikorn Research Center reported that the number of Chinese tourists arriving in Thailand in February reached 1.12 million. The popular destinations are Bangkok and Phuket (Kasikorn Research Center, 2018). The number is expected to reach 10 million in 2018, as reported by China Internet Watch. In 2017, 9.8 million Chinese tourists visited Thailand and spent more than 520 billion Baht (104.7 billion Yuan, US\$16.46 billion) (China Internet Watch, 2018).

The purchasing behavior of Chinese tourists is the key to success for producers especially of Thai brand souvenirs. Popular Thai products are silk and silk products, wood carving products, handicrafts, and Thai food (Damrongpipat & Hirunraks, 2009). Examples of popular Thai brands are Naraya, Greyhound, FlyNow, Kloset, CPS Chaps, Senada, and Jim Thompson (Tourism Authority of Thailand, n.d.).



Figure 1 Number of tourists visiting Thailand in 2017

Source: (Barrow, 2017)

The studies on Thai brand souvenirs are about tourists in general, rather than only Chinese tourists. The research study aims to determine the effect of integrated marketing communication (IMC) tools on the purchasing behavior of Chinese tourists at a duty-free shop. The results of the research study are beneficial to both academia and the business sector. The benefits include new knowledge about conducting such business. The results can be used by producers of Thailand brand souvenirs.

2. Literature

The study of purchasing behavior is considered as a part of marketing in order to understand consumer preferences and the way consumers choose products or services (Kotler & Keller, 2006). Identifying and using Integrated Marketing Communication (IMC) tools may encourage the purchase of products. IMC tools are used to communicate messages to customers to persuade, believe, desire, and/or to do something (Belch, Belch, Kerr, & Powell, 2014). IMC tools include advertising, sales promotion, word of mouth, internet marketing, public relations, and personal selling. IMC tools are applied in many parts of the tourism industry such as heritage tourism (Wang, Wu, & Yuan, 2009), tourism services (Sotiriadis & Van Zyl, 2013), and branding (Kotler & Gertner, 2002).

A souvenir is an object a person buys and keeps as a reminder of a place, a visit, a person, or a special event. “Souvenir” means “remember” in French and it originated from the late 18th century¹. Souvenirs have received research attention since the 1990s and are seen as meaning makers. Souvenirs, as merchandise, are available at many tourist destinations (Swanson & Timothy, 2012).

With the increasing number of Chinese tourists in Thailand, Thai brand souvenirs have become popular items to buy for family and friends. Airporttels Asia reported that the “top 10 Thai souvenirs that most tourists crave” are curry and spice, ointment and smelling salt, women’s handbags, Dusit milk tablets, Cha Tra Mue (Thai tea), Nanyang thong sandals, Traditional Thai clothing, Thai silk, carved wooden furniture, and ceramics (Denpipat, 2017).

IMC tools have impacts on the consumer decision-making process (Broderick & Pickton, 2005; Kotler & Keller, 2006; Mihart, 2012). The purpose of the research is to explain the relationship between IMC tools and the purchasing behavior of Chinese tourists for Thai brand souvenirs. The hypothesized relationships are presented in in figure 2.

¹ Oxford Dictionary. Retrieved October 1, 2018, from <https://en.oxforddictionaries.com/definition/souvenir>

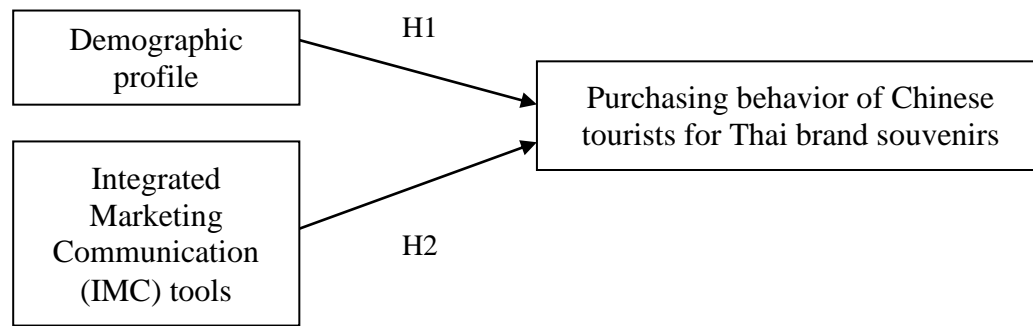


Figure 2 Conceptual framework of the study

Research hypotheses are as follows:

- H1: There is a relationship between demographic profile and the purchasing behavior of Chinese tourists for Thai brand souvenirs.
- H2: There is a relationship between Integrated Marketing Communication (IMC) tools and the purchasing behavior of Chinese tourists for Thai brand souvenirs

3. Methods

A quantitative method is applied to explore the effect of IMC tools on Chinese tourist behavior for Thai brand souvenirs. A questionnaire is used to collect data from Chinese tourists at a duty-free shop in Bangkok. The sampling method is convenience sampling. The population is Chinese tourists visiting Thailand and the samples are Chinese tourists at the duty-free shop, King Power at Rongnam Branch in inner Bangkok. The independent variables in this study are demographic profile and integrated marketing communication (IMC) tools. The dependent variable is the purchasing behavior of Chinese tourists for Thailand brand souvenirs.

The questionnaire is divided into 3 parts: demographic profile, IMC tools, tourist behavior. Demographic profile includes gender, age, occupation, monthly income, hometown, marital status, and number of family member travelling together. IMC tools include advertising, public relations, personal selling, sales promotion, word of mouth, and internet marketing. Part 3 is the purchasing behavior of Chinese tourists for Thai brand souvenirs. A five point Likert scale is applied to measure the IMC tools and the purchasing behavior of Chinese tourists for Thai brand souvenirs.

Due to the limited timeframe, the research was required to collect data from at least 100 respondents. However, 150 respondents were willing to complete the questionnaire. Descriptive statistical tools (frequency, percentage) were applied to analyze data. The hypothesis test was conducted by using the Chi-square test and multiple regression analysis.

4. Findings

4.1 Demographic profile of respondents

Tables 1 and 2 present the demographic profile of respondents in terms of gender, age, marital status, occupation, monthly income, hometown, and number of family members travelling together. 54.7% of respondents were male and 45.3% were female. The majority (56.7%) were in 21-30 age group

followed by under 21 (38.7), 31-40 (3.3%), and 41-50 (1.3%). Regarding marital status, 61.3% were single, 28.7% were in a relationship, 9.3% were married. Only 0.7% were divorced.

In terms of education level, the majority (72%) had a Bachelor Degree, followed by Master Degree (22.7), Doctoral Degree (2.7), and others (2.7). For occupation, 36.7% were freelancers, followed by 30.7% employees, 18% business owners, and 8% civil servants. Considering monthly income, 38% received 4001 – 6000 Yuan per month, followed by 6001 – 8000 Yuan (24.7), more than 8000 Yuan (18%), 2001 – 4000 Yuan (18%), and 2000 Yuan or less (1.3%). The origins of the respondents were Yunan (21.3%), Guangxi, (19.3%), Heibei (12%), and Sichuan (12%).

Table 1 Demographic profile of respondents

| | | Frequency | Percentage (%) |
|-----------------|---------------------|-----------|----------------|
| Gender | Male | 82 | 54.7 |
| | Female | 68 | 45.3 |
| Age | 21-30 | 85 | 56.7 |
| | Under 21 | 58 | 38.7 |
| | 31-40 | 5 | 3.3 |
| | 41-50 | 2 | 1.3 |
| | 51-60 | 0 | 0 |
| | | | |
| Marital status | Single | 92 | 61.3 |
| | In relationship | 43 | 28.7 |
| | Married | 14 | 9.3 |
| | Divorced | 1 | 0.7 |
| Education level | Bachelor Degree | 108 | 72 |
| | Master Degree | 34 | 22.7 |
| | Doctoral Degree | 4 | 2.7 |
| | Other | 4 | 2.7 |
| Occupation | Freelancer | 55 | 36.7 |
| | Employee | 46 | 30.7 |
| | Business owner | 27 | 18 |
| | Civil servants | 12 | 8 |
| | Others | 10 | 6.7 |
| | | | |
| Monthly income | 4001 – 6000 Yuan | 57 | 38 |
| | 6001 – 8000 Yuan | 37 | 24.7 |
| | More than 8000 Yuan | 27 | 18 |
| | 2001 – 4000 Yuan | 27 | 18 |
| | 2000 Yuan or less | 2 | 1.3 |

Table 2 Description of the samples – Hometown (province) and number of family members travelling together

| | | Frequency | Percentage (%) |
|---|-----------------------|-----------|----------------|
| Hometown (province) | Yunan | 32 | 21.3 |
| | Guangxi | 29 | 19.3 |
| | Heibei (Beijing city) | 18 | 12 |
| | Sichuan | 18 | 12 |
| | Shanghai | 12 | 8 |
| | Guangzhou | 7 | 4.7 |
| | Anhui | 7 | 4.7 |
| | Heilongjiang | 7 | 4.7 |
| | Hunan | 5 | 3.3 |
| | Guizhou | 4 | 2.7 |
| | Shandong | 4 | 2.7 |
| | Jiangsu | 3 | 2.0 |
| | Zhejiang | 2 | 1.3 |
| | Hubei | 2 | 1.3 |
| Number of family members travelling together | Under 3 | 63 | 42 |
| | 3-5 | 59 | 39.3 |
| | 6-8 | 16 | 10.7 |
| | More than 8 | 12 | 8 |

Table 3 Thailand brand souvenirs that Chinese tourists bought

| Items | Percent |
|------------------------------|---------|
| 1. Snail White (Cosmetics) | 24.0 |
| 2. Thai Latex Pillow | 23.3 |
| 3. Ray (Cosmetics) | 16.0 |
| 4. Mistine (Cosmetics) | 12.7 |
| 5. Naraya (Bag) | 9.3 |
| 6. Beauty Buffet (Cosmetics) | 8.0 |
| 7. Others | 6.7 |

Table 3 presents the Thai brands that Chinese tourists bought. The most popular was Snail White which is a cosmetics brand. The second was Thai Latex Pillow. Four brands were cosmetics namely Snail White, Ray, Mistine, and Beauty Buffet.

4.2 The results of hypothesis testing

For hypothesis 1, there is a relationship between the demographic profile variable and the purchasing behavior of Chinese tourists for Thai brand souvenirs. Gender and age are related to the brand of purchase, and the number of family member travelling together has an effect on the information channel. For gender, males bought Thai latex pillow (27.9%), Snail white (26.5%), Ray (13.2%), Beauty Buffet (11.8%), Naraya (7.4%), and Mistine (4.4%). On the other hand, females bought Snail White (20.7%), Ray (20%), Thai Latex Pillow (18.3%), Naraya (11%), and Beauty Buffet (4.9). In regard to age and the purchased brand, tourists under 21 bought Thai Latex Pillow and Ray (22.4%) followed by Mistine (17.2%), Snail White (13.8%), and Beauty Buffet (12.1%). The 21-30 age group bought Snail White (27.1%), Thai Latex Pillow (24.7%), Ray (12.9%), Naraya (12.9%), Mistine (9.4%)

and Beauty Buffet (5.9%). For the 31-40 age group, 80% bought Thai Latex Pillow, and Mistine of 20%. For the 41-50 age group, 100% bought Thai Latex Pillow.

Considering the number of family members travelling together and the information channel, small groups of less than 3 obtained information from the Internet (63.5%), relatives and friends (25.4%), magazine (4.8%), television (3.2%). For the 3-5 member groups, 44.1% obtained information from relatives and friends, followed by the Internet (42.45), and television (6.8%). For larger groups of 6-8 members, 43.8% received information from television, followed by the Internet (31.3%), relatives and friends (18.8%), and magazine (6.3%). Groups of more than 8 members obtained information from magazine (58.3%), follow by the Internet (25%), television (8.3%), and relatives and friends (8.3%).

For hypothesis 2, there is a relationship between the IMC tools variable and the purchasing behavior of Chinese tourists for Thai brand souvenirs. Word of mouth, public relations, internet marketing, and personal selling were found to be related to the purchasing behavior of Chinese tourists for Thai brand souvenirs. For word of mouth and people participating in decision-making, the respondents strongly agreed on the effect of friends, followed by family and sales persons. For public relations and the reason for purchasing, respondents stated that they bought Thai brand souvenirs for personal needs, followed by gifts, and because the souvenirs are unique. Considering Internet marketing and the place of purchase, the respondents strongly agreed they bought Thai brand souvenirs at King Power (44.4%) followed by large shopping malls (33.3%), night markets (14.8%), and souvenir shops at tourist destinations (7.4%).

For personal selling, there was found to be a relationship between the presence of sales persons and the time of purchase, detailed information given by sales persons and people participating in decision-making, knowledgeable sales persons and brand of purchase, and knowledgeable sales persons and people participating in decision-making. Sales persons are related to the time of purchase. The respondents bought Thai brand souvenirs when they saw the souvenirs they liked (35.3%), followed by at the end of the trip (31.4%), and if the package was beautiful (19.6%). In terms of detailed information given by sales persons together with people participating in decision-making, the respondents strongly agreed to purchase if friends were involved (59.6%), followed by family (28.1%), and sales person (10.5%).

For personal selling, the presence of knowledgeable sales persons is related to the brand and people participating in decision-making. For the brand, the respondents strongly agreed to purchase Snail White (27.7%), Thai Latex Pillow (21.3%), Beauty Buffet (19.1%), Mistine (12.8%), Naraya (10.6%), and Ray 6.4%). For people participating in decision-making, the respondents strongly agreed that friends (51.1%) are related to purchasing Thai brand souvenirs followed by family (27.7%) and sales person (19.1%).

Table 4: Summary of hypothesis testing

| | |
|--|------------------|
| There is a relationship between demographic profile and the purchasing behavior of Chinese tourists for Thai brand souvenirs. | Partial support* |
| There is a relationship between Integrated Marketing Communication (IMC) tools and the purchasing behavior of Chinese tourists for Thai brand souvenirs. | Partial support* |

*Significance level at $\alpha=0.05$

In summary, the gender, age, and number of family members travelling together are related to the purchasing behavior of Chinese tourists for Thai brand souvenirs. The test result partially supports the relationship between demographic profile and the purchasing behavior of Chinese tourists for Thai brand souvenirs for hypothesis 1. For IMC tools, word of mouth, public relations, internet marketing, and personal selling are related to the purchasing behavior of Chinese tourists for Thai brand souvenirs. The test result partially supports the relationship between IMC tools and the purchasing behavior of Chinese tourists for Thai brand souvenirs.

5. Discussion

Purchasing souvenirs is a part of travelling and tourism. The number of Chinese tourists is expected to continue to increase especially in ASEAN countries and Thailand. Tourists travelling with family normally purchase souvenirs. Chinese tourists when travelling to Sri Lanka spend money on gemstones (Ranasinghe, 2016).

From the results of hypothesis testing, the demographic profile in regard to gender, age, and number family members travelling together is linked to brand of purchase and the information channel. Choosing appropriate channels to reach Chinese tourists can benefit Thai brand souvenir producers and retailers by understanding how male and female tourists select Thailand brand souvenirs.

Thailand has increased payment options such as Alipay, which is a primary payment method for Chinese tourists. Duty-free shop, restaurants, and convenience stores have collaborated with local banks in Thailand, such as Kasikorn Bank, to provide more payment options for Chinese tourists (China Daily, 2017; Xiao, 2017). Online payment methods allow Chinese tourists to purchase and pay for souvenirs more easily when visiting Thailand.

This study adds knowledge about the purchasing behavior of Chinese tourists in tourist and business fields. Producers of Thai brand souvenirs may be able to use the results of the study as guidelines for producing souvenirs for Chinese tourists. They can apply appropriate integrated marketing tools to reach their Chinese customers.

6. Recommendations

Based on the research findings, researchers should consider collecting data in other as Chinese tourists do their shopping in many places, not only at duty-free shops. Researchers should collect data from other places such as souvenir shops at tourist destinations, hotels, and department stores. The number of questionnaires should be increased and distributed many times during the day in order to capture as much information about Chinese tourists. Lastly, other research methods should be applied to include Chinese tourist behavior in depth and in more detail.

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Impact of Online Marketing Communications Strategies on Customer's Purchase Intention and Brand Recommendation for Wine Restaurant Business in Bangkok

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Abstract

Wine restaurant business is becoming popular in Thailand; the entrepreneurs use online marketing communication (OMC) to send the message to customers along the Internet. Research's objective is to investigate how digital marketing can increase the wine restaurants' revenue growth. A researcher used mixed method; semi-structured interview for collecting the marketing strategies from four managers of wine restaurants in Bangkok and the quantitative questionnaires collecting from 265 customers. The research found that online promotion, search engines, mobile marketing, social media and e-mail marketing are used for wine restaurants' marketing strategies especially price and promotion strategies; marketing activities with special deal through mobile applications. OMC tools have impacted on the customers' purchase intention and then consequently recommend restaurants to others and purchase intention has a positive relationship with brand recommendation. This research can be applied in wine restaurants' marketing strategies; (1) online promotion should be low price, (2) restaurants' name websites should be easily found on search engines, (3) promotion should send through Line, (4) Facebook and Instagram are the best for giving information and promotion, (5) promotion via e-mail should have a linkage to website, (6) promotions should be a special deal and (7) marketing activities should promote through social media.

Keywords: online marketing communication, marketing strategy, wine restaurant, purchase intention, brand recommendation

1. Background

According to Nielsen Research (Global Agricultural Information Network, 2016), it found that 70 percent of Thai people would like to eat out once a week at least. Therefore, restaurateurs ran their businesses with the new strategy of food quality and ambience, with creative menu selections. It showed the customers spent for alcoholic beverages that were increasing every year. Moreover, Thailand is the one of tourists' favorite destinations such as Chiangmai, Phuket and Samui island where are popular destinations and restaurants are growing because tourists' numbers are looking for the excellent food and wine and most of them prefer to share their lifestyle on social media such as location, picture and food. (Phenomeno, 2012).

Digital, Social, and Mobile Worldwide Report (Kemp, 2015) found the global population users of internet, social media and mobile in 2015 were increasing 1.6% from 2014. Restaurant Partner Program (2015) provided the restaurant's guide to digital marketing for the readers who preferred to acknowledge the digital marketing information that was available in the food and beverage services. This guide advised owners or managers of restaurants to emphasize the most effective online marketing tools that were online promotion, search engines, mobile marketing, social media and e-mail marketing. However, many restaurants owners might not understand clearly how to select and use online marketing tools effectively, therefore, this research investigated how online marketing communication tools impact on the wine restaurants' revenue growth.

The research objectives are: (1) to examine which online marketing communication tool that the most influence customer purchase intention, (2) to investigate how digital marketing impact on the marketing strategy of wine restaurant.

2. Literature Review

Literature reviews were discussed online marketing communication in hospitality firm which is examined the objectives of this research.

Integrated Marketing Communication (IMC): it was marketing communication concept that it sent the messages to the audiences or receivers toward the promotion mix such as advertising, sales promotion, public relation and others (Caywood et al., 1991; Shimp, 2010). Moreover, the advantages of integrated marketing communication for promotion in the short and long term was that it was a useful means of communication with the technology supports, saving the cost of advertising, and creating a customer relationship (Kitchen and Burgmann, 2010).

Online Marketing Communication (OMC) of Hospitality Firms: hospitality firms use Internet marketing, especially online marketing communication which is the new marketing tool for this era with innovation technology development. The most successful online marketing communication goal is (1) to search information for destinations, special deals, hotels, restaurants, attractions, and wine business (Lagrosen, 2003), (2) it is used for administration and operation function such as a high technology application for customers' services via website to increase the sale volumes (Davidson and Cooper, 2005), (3) it is for marketing benefits with online advertising, relationship communication, interactive communication, and public relations (Bach Jensen, 2008). Although online marketing communication is the most essential kind of business efficiency; it also has the challenges at the price war toward the information searching (Lynch and Ariely, 2000).

Online Promotion: the online promotion was referred to as the sales promotion that was sold by the operator websites such as Openrice, Groupon, LivingSocial, Expedia, Travelocity, and others. It was a marketing tool to increase the sales volume and revenues of hospitality businesses for attracting new customers to try with the special offers and they also expected to get those new customers to be loyal customers for the online promotion (Wu and Dholakia Ph D, 2012; Piccoli Ph D, 2012).

Search Engines Optimization (SEO): search engine optimization was the favourite online marketing tool for the information searching of customers and promotion in hospitality firms; however, the customers did not like to use their own hotel's website for finding information. Moreover, the hotel, city, hotel's name, region, and activity were the preferable keywords of customer's searching (Schegg et al., 2005).

Mobile Marketing: mobile marketing was vast via short message service (Dickinger, et al., 2004) that carried the messages and media factors as customer attention, customer behavior, and advertising costs. Most researchers were interested in the effectiveness of mobile marketing in customer perception as attitudes, attention, intention, and behavior (Scharl et al., 2005; Barutçu, 2007) that were positively reflected in the mobile marketing communication. It could be the personal selling, word-of-mouth, interactive communication, direct marketing, public relations and publicity, events and experience, sales promotion, customer relations, and advertisement towards mobile devices all of which were sending the usefulness of information and ease of use for wireless devices (Mirbagheri and Hejazinia, 2010).

Social Media: the increase social media users are the opportunities of two-online marketing communication in the hospitality industry. The advantages of online marketing communication toward social media were marketing, business, and brand strategy (Noone, et al., 2011). First, social media got the marketing's benefits that were online advertising, public relations, sales promotion, communication between customer and staff, product and service information, electronic word-of-mouth, and customer relationship, (Saransomrurtai, 2011; Chitu and Albu, 2013). Second, business's benefit was revenue management that the social media was the free advertising tool for

promoting the images with the valued returns from sales revenues if it was effective (Russell, 2010) and it also got the information management tactics for customer (Terrell and Kwok, 2011). Last, brand strategies' benefits were made from sharing photos and locations, feedback from customers' experiences, and recommendation of third party (Kwok and Yu, 2013).

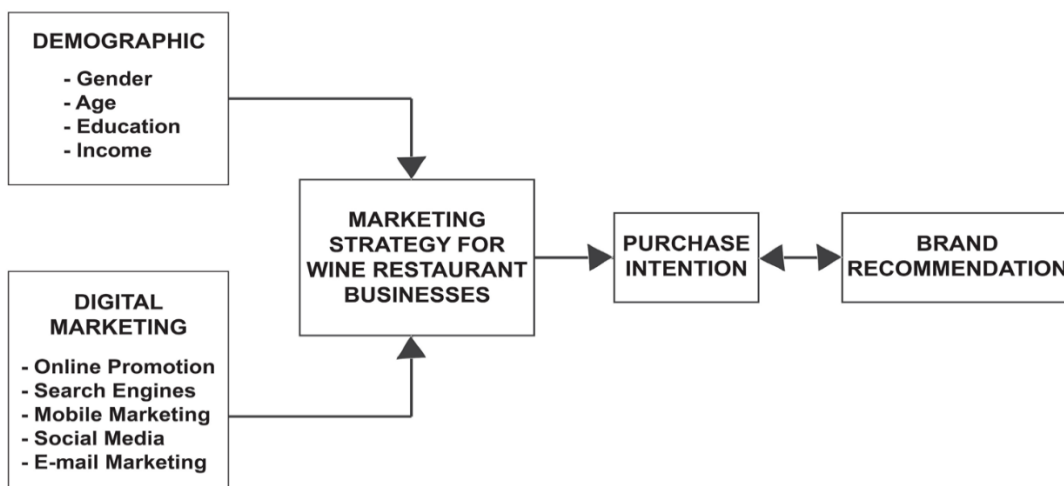
E-mail Marketing: according to US interactive marketing forecast during 2011 to 2016 (VanBoskirk, 2011), e-mail marketing appeared on social media, blogs, and mobile programs that were launching the e-newsletters, marketing campaigns, and interactive communication to the customers and it got the advantage of customer relationship management. The advantages of e-mail advertising (Jamalzadeh, et al., 2012) were reducing the cost and increasing the revenues consisting of the information, entertainment, and privacy.

Purchase Intention: purchase intention indicated that technology and innovation had influenced customer's purchasing intention in these days. The winery used the Internet to promote the new target by leading them to have an experience for brand awareness and sales (Nowak and Newton, 2008). Also, the Internet was successful in the marketing therefore eWOM appeared in the purchase intention because it was the influence of customer's purchasing decisions from families, friends, and neighbours (Pan and Crotts, 2012).

Brand Recommendation: brand recommendation refers to a brand to recommend to the others that was the effect of word-of-mouth (WOM) for communication and it had more impact than advertising because it had affected purchase decision (East, et al., 2005). Olaru, et al. (2008) explored that the customer value was positively related to re-purchase intention and recommendation to others and the re-purchase intention had a relationship with recommendation that was from the customer satisfaction of their past experiences in word of willingness and value.

The conceptual model develops for this study (as shown in figure 1) is based on the theory, literature, and previous studies relevant to online marketing communication tools (online promotion, search engines, mobile marketing, social media, and e-mail marketing), purchase intention, and brand recommendation to investigate the hypothesizes of this research. The conceptual model will result on wine restaurant's online marketing strategies which consequently influence purchase intention and purchase intention has relationship with brand recommendation.

Figure 1: Conceptual Model



Source: Developing for this research

3. Methods

Mixed method is used for the research objectives achievement. According to Creswell (2013), mixed method is an approach of researchers selecting for text of qualitative from interview and numeric of quantitative from survey.

(1) Semi-structured interview collects from four managers of wine restaurants in Bangkok by asking their opinions about marketing strategies especially, online marketing communication that are used to promote the restaurant by using the content analysis to be to analyze text data following the objectives. According to the regional excise office 10 (2015), it collected the number of restaurant in Bangkok where sell the alcoholic beverages. There are separated into five areas in Bangkok and the research found Area Excise Bangkok 3 is the most number of restaurant. Thus, the researcher selected the interview sample selection from the center of Bangkok. They are two wine restaurants of a famous restaurant company in area excise Bangkok 2 and three wine restaurants in area excise Bangkok 3 from five areas of Bangkok. Content analysis was used to analyse the interview transcript.

(2) Quantitative research questionnaire with customers who have experienced in the wine restaurant in terms of their demographic, lifestyles, marketing mix, online marketing communication, purchase intention and brand recommendation. Data are analyzed by descriptive statistic, multiple regressions and pearson correlation. The population of wine restaurant customers are unknown so the researcher used G*Power to calculate the sample size and the result showed the sample size was 265 customers.

4. Findings

This part presents the result from questionnaire and interview for answering the research's objective.

Demographic Data: it was collected from 265 respondents with female (59.60%) and male (40.40%) who are wine restaurant customers in Bangkok. They are 20 – 59 years old which 30-39 years are the most (35.10%) followed by 20-29 years (34.70%) and 40-49 years (23.40%).

Most of them completed undergraduate level (66.80%) followed by postgraduate level (23.40%) and high school (8.70%). Wine restaurant customers mostly have got an income of around 30,001 – 40,000 Baht per month (25.70%) followed by 10,000 – 20,000 Baht (21.90%) and 20,001 – 30,000 Baht (16.60%). They are likely to visit wine restaurants once a month (24.90%) followed by a few times a year (19.20%) and at least once a year (13.60%). Moreover, most of them think of wine restaurant as a place for friends to get together (33.60%), parties and special events (21.10%), and relaxing (13.60%). In addition, they mostly like the online marketing communication with 90.90% if it is compared with offline marketing communication (9.10%). Then, they prefer online marketing via Facebook (47.50%), Instagram (11.70%), and e-mail (9.80%) and they love to search the promotions through mobile (78.90%) and computer (21.10%).

Hypotheses Findings: based on the research's hypotheses, the results of this study have got two parts from managers' opinion and customers' demographic information that there are;

H1: Service marketing (7Ps) has a positive influence on Consumers' decision of wine restaurant business.

A result of this hypothesis showed only price ($p=0.002$) and promotion ($p=0.003$) that influenced on customer's purchase intention. It's related to interview's finding that wine restaurants have mostly provide the marketing promotion with the big discounts as they called WOW promotion.

Table 1: Analysis of Service Marketing Mix Influence on Purchase Intention

| | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
|-------------------|-------|------------|-------|-------|-------|-----------|-------|
| (Constant) | 0.264 | 0.239 | | 1.106 | 0.270 | | |
| Product | 0.086 | 0.089 | 0.074 | 0.974 | 0.331 | 0.379 | 2.636 |
| Price | 0.277 | 0.087 | 0.242 | 3.198 | 0.002 | 0.386 | 2.594 |
| Place | 0.098 | 0.073 | 0.092 | 1.342 | 0.181 | 0.468 | 2.137 |
| Promotion | 0.173 | 0.059 | 0.182 | 2.953 | 0.003 | 0.580 | 1.723 |
| People | 0.035 | 0.086 | 0.033 | 0.405 | 0.686 | 0.326 | 3.064 |
| Process | 0.041 | 0.094 | 0.039 | 0.434 | 0.665 | 0.273 | 3.665 |
| Physical evidence | 0.160 | 0.088 | 0.143 | 1.809 | 0.072 | 0.353 | 2.837 |

$r = 0.658$, adj. $r^2 = 0.417$, $F = 27.969$, $p = 0.000$, Durbin-Watson = 1.904

H2: Digital marketing has a positive influence on consumers' decision of wine restaurant business.

The study showed that wine restaurants use online marketing to be a main marketing strategy that is the most effective in a mass market and customers' purchase intention was influenced by search engines ($p = 0.003$), mobile marketing ($p = 0.006$) and e-mail marketing ($p = 0.009$).

Table 2: Analysis of Digital Marketing Influence on Purchase Intention

| | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
|------------------|-------|------------|-------|-------|-------|-----------|-------|
| (Constant) | 1.259 | 0.199 | | 6.334 | 0.000 | | |
| Online promotion | 0.035 | 0.078 | 0.037 | 0.450 | 0.653 | 0.370 | 2.705 |
| Search engines | 0.217 | 0.071 | 0.220 | 3.044 | 0.003 | 0.478 | 2.093 |
| Mobile marketing | 0.193 | 0.069 | 0.207 | 2.780 | 0.006 | 0.448 | 2.231 |
| Social media | 0.055 | 0.070 | 0.059 | 0.780 | 0.436 | 0.434 | 2.303 |
| E-mail marketing | 0.161 | 0.061 | 0.192 | 2.636 | 0.009 | 0.469 | 2.132 |

$r = 0.597$, adj. $r^2 = 0.344$, $F = 28.682$, $p = 0.000$, Durbin-Watson = 1.979 * $p < 0.01$

Wine restaurants use 1) search engines for getting the new customers by searching from TripAdvisor, 2) mobile marketing for sending the information and promotion to the old customer, and 3) e-mail marketing for sending e-Newsletters to the old customers. Moreover, it found the mobile applications on a mobile device are usefulness for online marketing communication strategy in the future.

H3: Each of digital marketing tool has positively influenced on marketing strategies for wine restaurants business.

For this hypothesis, a researcher examined which OMC tools influence on wine restaurant marketing strategies as see in figure 2.

Figure 2: Analysis of Digital Marketing Influence on Marketing Mix

Table A: Analysis of Online Promotion Influence on Marketing Mix

| | B | Std. Error | Beta | T | Sig. | Tolerance | VIF |
|------------|--------|------------|-------|--------|-------|-----------|-------|
| (Constant) | -0.091 | 0.228 | | -0.399 | 0.690 | | |
| Promotion | 0.417 | 0.056 | 0.416 | 7.431 | 0.000 | 0.580 | 1.723 |
| Process | 0.230 | 0.090 | 0.209 | 2.561 | 0.011 | 0.273 | 3.665 |

$r = 0.730$, $\text{adj. } r^2 = 0.520$, $F = 41.921$, $p = 0.000$, Durbin-Watson = 1.886 * $p < 0.01$

Table B: Analysis of Search Engines Influence on Marketing Mix

| | B | Std. Error | Beta | T | Sig. | Tolerance | VIF |
|-------------------|-------|------------|-------|-------|-------|-----------|-------|
| (Constant) | 0.160 | 0.229 | | 0.699 | 0.485 | | |
| Product | 0.184 | 0.085 | 0.157 | 2.166 | 0.031 | 0.379 | 2.636 |
| Place | 0.158 | 0.070 | 0.147 | 2.263 | 0.024 | 0.468 | 2.137 |
| Promotion | 0.285 | 0.056 | 0.295 | 5.047 | 0.000 | 0.580 | 1.723 |
| Physical evidence | 0.195 | 0.085 | 0.172 | 2.292 | 0.023 | 0.353 | 2.837 |

$r = 0.699$, $\text{adj. } r^2 = 0.470$, $F = 35.161$, $p = 0.000$, Durbin-Watson = 1.814 * $p < 0.01$

Table C: Analysis of Mobile Marketing Influence on Marketing Mix

| | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
|-------------------|-------|------------|-------|-------|-------|-----------|-------|
| (Constant) | 0.353 | 0.261 | | 1.352 | 0.178 | | |
| Promotion | 0.470 | 0.064 | 0.460 | 7.308 | 0.000 | 0.580 | 1.723 |
| Physical evidence | 0.207 | 0.097 | 0.173 | 2.139 | 0.033 | 0.353 | 2.837 |

$r = 0.640$, $\text{adj. } r^2 = 0.394$, $F = 25.472$, $p = 0.000$, Durbin-Watson = 1.684 * $p < 0.01$

Table D: Analysis of Social Media Influence on Marketing Mix

| | B | Std. Error | Beta | T | Sig. | Tolerance | VIF |
|-------------------|-------|------------|-------|-------|-------|-----------|-------|
| (Constant) | 0.363 | 0.246 | | 1.475 | 0.141 | | |
| Product | 0.272 | 0.091 | 0.217 | 2.976 | 0.003 | 0.379 | 2.636 |
| Promotion | 0.461 | 0.061 | 0.450 | 7.620 | 0.000 | 0.580 | 1.723 |
| Physical evidence | 0.220 | 0.091 | 0.183 | 2.410 | 0.017 | 0.353 | 2.837 |

$r = 0.693$, $\text{adj. } r^2 = 0.466$, $F = 33.870$, $p = 0.000$, Durbin-Watson = 1.657 * $p < 0.01$

Table E: Analysis of E-mail Marketing Influence on Marketing Mix

| | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
|------------|-------|------------|-------|-------|-------|-----------|-------|
| (Constant) | 0.463 | 0.312 | | 1.487 | 0.138 | | |
| Promotion | 0.493 | 0.077 | 0.435 | 6.425 | 0.000 | 0.580 | 1.723 |

$r = 0.563$, $\text{adj. } r^2 = 0.298$, $F = 17.034$, $p = 0.000$, Durbin-Watson = 1.613 * $p < 0.01$

First, online promotion is best for promotion ($p = 0.000$) and process ($p = 0.011$) strategies of wine restaurant businesses. Wine restaurant had used online promotion to promote with low price but it was not popular to use on these days because it affects their brand images and it has limited time to visit for using the online promotion, for example, most online promotions are available to use in low selling of the day during 14.00 – 16.00 PM that it is a short selling in the short period of time. Second, search engines are best for international tourists to search a wine restaurant from TripAdvisor and search engines also influence on wine restaurant marketing strategies of promotion ($p = 0.000$), physical evidence ($p = 0.023$), place ($p = 0.024$) and product ($p = 0.031$). In addition to TripAdvisor, it gets 40% of feedback from the reviews of food and wine quality and promotions in the restaurant that it led the tourist to visit. Third, mobile marketing. A few years ago, wine restaurant used SMS to sending the information and promotion to their customers. Innovation and technology of smartphone is developing the online chat application for business such as Line. Online chat application is instead of SMS and MMS today. It is very useful for sending the information and promotion of wine restaurant to their customer's loyal, moreover; the finding also found that mobile marketing is the most effectiveness of promotion ($p = 0.000$) and physical evidence ($p = 0.033$). Forth, it is social media. Wine restaurants use Facebook and Instagram as a public relation and the study also found that social media is the best for promotion ($p = 0.000$), product ($p = 0.003$) and physical evidence ($p = 0.017$). Last, it is e-mail marketing. Based on the interview's result, the managers use e-Newsletters for giving restaurant's information and promotion to their customers but it does not get the effective response. However, e-mail marketing is still using for sending the promotion and information to their old customers, it is the most effectiveness of promotion ($p = 0.000$) strategy of wine restaurant businesses.

5. Discussion

According to Restaurant Partner Program (2015), it recommended five tools of digital marketing for restaurant business that they are;

First, online promotion influences on new customers with special promotion. According to Wu & Dholakia (2012) and Chen & Chen (2014) studies, the most of restaurants' online promotions were increasing revenues from the new customers for short period but it's not for long term business.

Second, search engines influences on the international tourists who use TripAdvisor for searching the wine restaurant. It is related by Schegg et al. (2005) and Pan et al. (2007) that search engines was using for the information searching by hotel, city, hotel's name, region, and activities or events of hotels.

Third, mobile marketing influences on customers who use Line application. It is using for sending information and promotion for their customers' loyal. It related the studies of Dickinger et al. (2004) and Scharl et al. (2005) that mobile marketing was advantages of sending the short information for adverting, customer attention, customer intention, and customer behavior.

Forth, social media influences on customers who use social media especially, Facebook and Instagram. The study of Saransomrurtai (2011) confirmed the benefits of Facebook's brand profile that was for online advertising, public relations, sales promotion, and relationship communication.

Last, e-mail marketing influences on promotion as e-Newsletters that they are sending the restaurant's information and promotion to their old customers. It is related by Phillip and Suri (2004) that females were more likely the promotional e-mail with linking for product information and coupon through e-mail. Moreover, VanBoskirk (2011) study agrees that e-Newsletters, marketing campaigns, and interactive communication to the customers are designed to run on e-mail marketing for customer relationship management.

Five online marketing communication tools are the most effectiveness of price strategy and promotion strategy which are promoted marketing activities with low price through mobile applications: TripAdvisor, Google, Line (online chat), Facebook, Instagram, and e-mails. It related the study of Piccoli (2012) that the online promotion was promotion strategy with a special deal. It is agreed by Bouhlel et al. (2011) that the communication tool on mobile adverting was using for new product announcement and price promotion. Promoting through mobile applications has influenced on customers as a viral marketing to boost towards a mobile device that impacts on the customers' decisions as purchase intention and customers' recommendation to others as brand recommendation. Purchase intention has a relationship with brand recommendation. According to East, et al. (2005), brand recommendation is referred as a customer recommend a brand to others by word-of-mouth that is the effectiveness of adverting. The customers preferred to share their experiences and opinions through pictures, contents, and locations to others as a brand recommendation (Chitu and Albu, 2013). Moreover, Olaru, et al. (2008) explored that the re-purchase intention had a relationship with recommendation from the customer willingness and value.

6. Recommendations

The results of this study can be applied in the restaurant businesses and marketing plans of digital marketing strategy as (1) restaurant should have online promotion with low price every month, (2) restaurants' websites should be easily found on search engines by a name of restaurant, (3) new promotion should send through online chat, (4) Facebook and Instagram are the best channel of customers for receiving information and promotion, (5) restaurant should send e-mail about promotion to customers with easy click for linking the restaurant website, (6) restaurant's promotion should provide with special deal and (7) all promotions should advertise through social media with the special marketing activities such as live concerts, wine testing and others.

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Exploring Consumer Motivation of Thai Millennials in Online Comics Industry

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Abstract

As the animations go into the daily life of our Internet times, comics online browsing become a new trend in young group, which would create huge business potential. Here this passage focus on Thai millennials, try to find the motivation of comics online browsing for Thai millennials, and try to provide some suggestions about animation industry in terms of the motivation. Based on the research of hedonic motivation and utilitarian motivation, this article put 4 motivations belong to hedonic motivation and 4 motivations belong to utilitarian motivations to examine. Reliability test, correlations test, level of agreement and regression test is performed on the data of total 399 respondents. The result indicate that all the 4 hedonic motivation (trend discovery, socializing, adventure and authority & status) would affect comics online browsing of Thai millennials, and 3 utilitarian motivation (convenience, information availability and product selection) would affect comics online browsing of Thai millennials except customized advertisements. This research find some motivation that could affect comics online browsing, as also as the significant relation between comics online browsing and purchase intention. In terms of the finding, target group pay more attention to the enjoyment, it is better to create good atmosphere and interaction, which could be the good way of business growth. This passage is an experiment of the area, hope there would get more research with different thinking in the future, and help the growth of society.

Keywords: hedonic and utilitarian motivation, comics online browsing, purchase intention, potential business in comics industry, Thai millennials

1. Introduction

Animation industry is one industry which based on the creativity, using modern multimedia to spread its virtual cartoon image. This industry includes not only comic, but also all the things relate to it, like entertainment, art and various derivatives. Animation industry is also one part of cultural industries, which shows a huge market in the Internet times. According to QFY Consulting, the global special animation industry output reached US \$220 billion, and animation derivatives industry output reached more than \$500 billion in 2016. Not like Japan, Thailand is a country with developing animation industry. Thai nationality animations accounted only for 20% of what we produced, the rest 80% are foreign companies outsourcing in Thailand or produce abroad. Thailand imported animation value are still high, this means there is a lot to grow in the industry. And times have changed and the structure of the comic market, like some other markets, is going through a drastic shift due to technology and consumer behavior. As the using of digital technology, Thai millennials also like browsing comics online, and they prefer to enjoy it both online and offline. They can browse the comics easily online, and they can join the event to get the cultural atmosphere, it's the new way for the industry. In terms of this trend and the potential business, this research get the topic of "exploring consumer motivation of Thai millennials in online comics industry".

Thailand is now trying to achieve Thailand 4.0 by using kinds of methods, especially in the use of Internet. And as the new customer, millennials was born in the time with Internet and they show a strong purchase trend in many industries. How to find the potential business in this kind of environment, it is a question that should be taken into consideration. Here researcher aim in animation industry, and try to find the motivation of comics online browsing, because we can make a better decision if we understand the motivation. This study would examine the motivation of comics online browsing for Thai millennials and try to give some suggestion about animation industry in terms of the motivation. Previous study get some examples that hedonic motivation and utilitarian motivation, and this study try to fill more about Thai millennials according to their hedonic motivation and utilitarian motivation in animation industry. Millennials is the main group of comics online browsing, which means a huge business potential of animation industry. As the market of Thailand animation industry is increasing now, people who want to do business in this area want to know more about their consumer, this article try to give them more information so that they can do their business better.

2. Literature Review

Customer experience is defined as the customer's cognitive and affective assessment of all direct and indirect encounters with a retail firm relating to purchasing behavior (Klaus & Maklan, 2012). The customer experience originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction (Gentile, et al., 2007). The experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial, physical, and spiritual) (Gentile et al, 2007). Online product communities have become an integral part of the Web-based initiatives of many companies (Nambisan & Watt, 2011). Online communities are a social space wherein relationships and ties are formed among the members and a common set of values and norms are established and shared (Nambisan & Watt, 2011). Whenever people interact with one another, there is a potential for positive or negative experiences (Simmel and Hughes, 1949).

Shopping motivation has been actively discussed for more than 30 years in leading academic journals (Wagner & Rudolph, 2010). Human motivation is the reason for a person's specific behavior (Kim & Hong, 2011). Motivation is the basis for a variety of activities from satisfying a basic need with eating or gaining emotional pleasure with enjoyment (Tauber, 1972). According to motivational theorists, human behavior is described as the result of a person's internal need states and external stimuli (Westbrook & Black, 1985). Motivation leads to behavior, which results in gratification or satisfaction (Kim & Hong, 2011). Academic literature has proposed and classified a wide range of motives (Cattell, 1957; Maslow, 1970; Muray, 1938). Westbrook and Black (1985) stated that the level of satisfaction achieved from the motivated behavior is related to the strength of the relationship between the need state and behavior. Shopping motivation has a high level of relevance with retailers and is often used for market segmentation and the development of retail marketing strategies (Westbrook & Black, 1985). The shopping process is conceptualized as a sequential series of behaviors, along with the underlying motivations which lead to the purchase of an item (Tauber, 1972).

The process of finding new fashion is found to give pleasure to consumers (Arnold and Reynolds, 2003). It has been discovered that one of the strongest motivations, especially of internet shoppers, is browsing and discovering new trends and fashions (Parsons, 2002). For comics online browsing, people can get the trend of new comics as also as the new fashion of animation industry here. So we can have the hypothesis:

H1. Trend Discovery will have a positive and significant impact on hedonic motivation of comics online browsing

According to Wolfinbarger and Gilly (2001), engaging in online conversations during the browsing process could provide the users with pleasure. This aspect is particularly relevant to the hedonic motivation of consumers. When people browse comics online, it's also a communication with comics and other browser which will offer people socializing enjoyment. Here we put the hypothesis:

H2. Socializing will have a positive and significant effect on hedonic motivation of comics online browsing.

The hedonic shopper is in fact more interested in this aspect of shopping than any other utilitarian motivation. When considering this aspect with regard to human-computer interaction, Webster et al. (1993) argue that people should experience this sense during their time on a computer. Browsing comics online can also be something relate to the adventure and experience different life. So we set the hypothesis:

H3: Adventure will have a positive and significant effect on hedonic motivation of comics online browsing.

Control over the shopping experience is noted as being an important hedonic motivation when considering online shopping (Parsons, 2002). As the authority and status become more and more important, people will believe the authority to get more satisfaction, the same in comics online browsing. So we put the hypothesis:

H4: Authority & status will have a positive and significant effect on hedonic motivation of comics online browsing.

In a number of studies it has been found that shopping over the internet is convenient since shoppers can access a vast array of products at their own time avoiding in that way the transportation needed in traditional means of shopping. (Burke, 1997). As consumers allocate less time to shopping and more to other endeavors, their desire for convenience has mounted and their attention has been frequently diverted to virtual shopping as an alternative medium. Customer browse comics online could be something like shopping, convenience is very important, so we set the hypothesis:

H5: Convenience will have a positive and significant effect on utilitarian motivation of comics online browsing

Amount of information available from the online environment is an important factor in determining the success or failure of electronic commerce (Yang, 2001). Bakos (1997) states that the Internet allows users to easily find all necessary information they may need with only a few clicks therefore increasing the utilitarian motivation of consumers to use it for browsing products. So here we set the hypothesis:

H6: Information available will have a positive and significant effect on utilitarian motivation of comics online browsing

In light of Lee and Benbasat (2003), Yang (2012) took account of the differences between the physical and online retail scenarios, and extended the shelf-space allocation theory to the settings of graphic location, size, and pricing of products for online stores. A good design of product and giving a good experience of product selection could be necessary. So here we put the hypothesis:

H7: Product selection will have a positive and significant effect on utilitarian motivation of comics online browsing.

Survey results show that consumers are demanding an increased variety of products and customized products (Ahlstrom and Westbrook, 1999). As online platform become more and more mature, customized Ads also come into online comics, and people who browse online may need customized their own Ads. So we put the hypothesis:

H8: Customized Ads will have a positive and significant effect on utilitarian motivation of comics online browsing.

It is evident that much attention has been placed over the last years on hedonic motivation since it has become the extension of utilitarian motivation, both of which are necessary in order to sustain a competitive advantage for retailers (Parsons, 2002). And in terms of all the things discussed above, we set the hypothesis:

H9: Hedonic motivation will have a positive influence on the comics online browsing.

From the utilitarian perspective of purchasing, a number of studies have identified such motivations (Babin et al., 1994; Keeney, 1999). Above the four factors discussed, we make use of Wolfinbanger and Gilly's categorization which distinguishes between convenience, information availability, product selection as well as the additional factor of customized advertisements. And here we put the hypothesis:

H10: Utilitarian motivation will have a positive influence on the comics online browsing.

Previous research has shown that social media (functioning within the internet use category of the initial stage mentioned above) has a prominent effect on the consumer retail behaviour (Hsu and Chen, 2007; Pentina et al., 2008; Wolny and Mueller, 2013). According to the online platform, browser may be attracted by some other things when they browse comics, which may cause purchase attention. Here we set the hypothesis:

H11: Comics online browsing will affect purchase intention positively.

Figure 1: Research Model

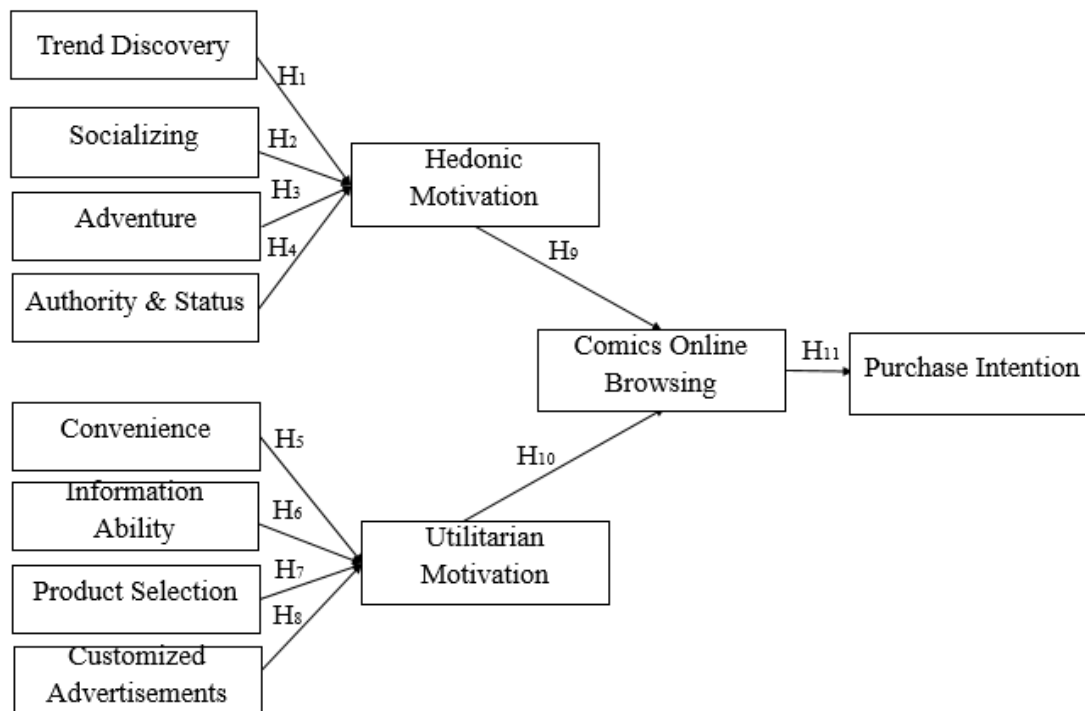


Table 1: Variables Definition

| Variable | Operational Definition | Supporting Reference |
|---------------------------|---|---|
| Trend Discovery | The effectiveness of websites in providing latest information about new trends and fashions relate to comics | Arnold & Reynolds, 2003; To et al., 2007 |
| Socializing | The ability to engage in a conversation (synchronous or asynchronous) with fellow peers during the browsing of comics on websites | Wolfenbarger & Gilly, 2001; Dawon et al., 1990; To et al., 2007 |
| Adventure | The degree to which a website provides a novel and interesting comics browsing experience towards users, and the sense of excitement which they get from using it | Westbrook & Black, 1985; Sherry 1990 |
| Authority & Status | The sense of authority which users of websites obtain over the platform when browsing comics | Parsons 2002 |
| Convenience | The degree of convenience which websites offer for comics browsing | Burke, 1997; Miller 2000; To et al., 2007 |
| Information Availability | The amount of available information regarding comics on websites | Wolfenbarger & Gilly, 2001; To et al., 2007 |
| Product Selection | The selection of comics and products found on company- hosted websites | Wolfenbarger & Gilly, 2001; To et al., 2007 |
| Customized Advertisements | The compatibility of customized advertisements presented to comics online browser on their likings | Burke, 1997; Han & Han, 2001; To et al., 2007; Feather, 2001 |
| Hedonic Motivation | The degree to which users perceive browsing comics on websites to be a fun and emotionally stimulating experience | O'Brien, 2010; To et al., 2002 |
| Utilitarian Motivation | The degree to which users perceive the website to be a useful and effective means to browse comics | O'Brien, 2010; To et al., 2002 |
| Comics Online Browsing | The degree to users engage in the process of using such websites in order to browse for comics | Bloch et al., 1986; Shim et al., 2001 |
| Purchase Intention | Consumers intention to purchase the related product which they have seen on their comics online browsing | Brown et al., 2003; Heijden, 2004 |

3. Methods

As the definition of the millennials, this research choose Thai millennials born during 1984-2003 who browse comics online as the population. The study just target on the people with the age between 15 and 34. The question is set to ask whether they browse comics online, research just target on the people who do it. Yamane (1973) formula will be used to calculate the sample size. According to the CIA world Factbook, the target population between 15 and 34 years old is around 20 million, here we could calculate the sample size of the research. In terms of the time and costs limitation, 400 questionnaires will be collect randomly online, the sample size is 400. The random convenient sampling method is used to collect the data, here the researcher will use online questionnaire to collect it.

In this study, the online questionnaire is used to collect the required data in order to achieve the research objective, and here Survey Monkey is the online platform where the data from. Previous research give the methods to collect the date of the variables needed: hedonic motivation (trend discovery, socializing, adventure, authority & status), utilitarian motivation (convenience, information available, product selection, customized Ads), comics online browsing and purchase intention. Data was collected on a 5- point Likert type scale, where 1 indicated minimum agreement and 5 maximum agreement with the statements.

Several techniques were conducted to analyze the data. First is to measure the Cronbach alpha, to make sure the reliability. Descriptive correlation designs were examined to describe existing conditions and to verify relationships among variables, and the level of agreement was also used to assume the data. For hypothesis test, multiple regression was tested as the main method.

4. Findings

As the result, 399 questionnaire can be used in the analysis. For demographic factor, there have some fact below. 223 respondents of total 399 were male (N=399), which is 56% of total, and 176 respondents were female (N=399), which is 44% of total. And for the age of respondents, 122 respondents (30%) were at the age between 21 and 24, 126 respondents (32%) were at the age between 25 and 28, 91 respondents (23%) were from 29 to 32, and 60 respondents (15%) were at the age from 33 to 37. Next part is monthly income (Baht), the respondents of questionnaire show 234 of 399 (59%) were 15000 to 25000, and 53 of 399 (13%) have the monthly income between 25001 and 35000, 44 of 399 (11%) were 35001 to 45000, and 68 of 399 (17%) have the monthly income above 45001. The last part is about education level, 116 respondents were high school or lower in total 399 respondents (29%), 208 respondents were junior college in total 399 respondents (52%), bachelor degree have 52 respondents in total 399 respondents (13%), and 23 respondents were master degree or higher (6%).

Here 5-point Likert scale was used to analyze the attitude about comics online browsing, and SPSS was used to calculate the descriptive information about respondents. As the summarize of the respondents, the questionnaire content twelve variables, they are trend discovery (TD), socializing (S), adventure (A), authority & status (AS), convenience (C), information ability (IA), product selection (PS), customized advertisements (CA), hedonic motivation (HM), utilitarian motivation (UM), comics online browsing (COB) and purchase intention (PI).

As the rsslut of the total questionnaire, 43 items get 0.917 of the reliability, and for each variable, the reliability is quite good above 0.8. And here the result show that there is no multicollinearity problem between the variables. Correlations is presented in table1.

Table 2: Correlations

| | | Correlations | | | | | | | | | | | |
|-----|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----|
| | | TD | S | A | AS | C | IA | PS | CA | HM | UM | COB | PI |
| TD | Pearson Correlation | 1 | | | | | | | | | | | |
| | Sig. (2-tailed) | | | | | | | | | | | | |
| S | Pearson Correlation | .586** | 1 | | | | | | | | | | |
| | Sig. (2-tailed) | .000 | | | | | | | | | | | |
| A | Pearson Correlation | .629** | .498** | 1 | | | | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | | | | | | | | | | |
| AS | Pearson Correlation | .544** | .674** | .542** | 1 | | | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | | | | | | | | | |
| C | Pearson Correlation | .513** | .562** | .524** | .502** | 1 | | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | | | | | | | |
| IA | Pearson Correlation | .578** | .488** | .592** | .547** | .512** | 1 | | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | | | | | | |
| PS | Pearson Correlation | .511** | .547** | .529** | .540** | .644** | .530** | 1 | | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | | | | | |
| CA | Pearson Correlation | .548** | .616** | .604** | .648** | .420** | .540** | .421** | 1 | | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | | | | |
| HM | Pearson Correlation | .648** | .626** | .702** | .667** | .648** | .621** | .627** | .621** | 1 | | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | | | |
| UM | Pearson Correlation | .268** | .279** | .345** | .302** | .422** | .389** | .364** | .281** | .395** | 1 | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | | |
| COB | Pearson Correlation | .566** | .662** | .596** | .619** | .689** | .593** | .689** | .599** | .770** | .456** | 1 | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | |
| PI | Pearson Correlation | .587** | .609** | .633** | .651** | .474** | .545** | .459** | .738** | .742** | .398** | .656** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |

** . Correlation is significant at the 0.01 level (2-tailed).

The total level of agreement towards trend discovery has the mean of 3.71 (S.D. = 0.841), which means that their attitude towards trend discovery is agree. The total level of agreement towards socializing has the mean of 3.61 (S.D. = 0.869), which means that their attitude towards socializing is agree. The total level of agreement towards adventure has the mean of 3.63 (S.D. = 0.841), which means that their attitude towards adventure is agree. The total level of agreement towards authority & status has the mean of 3.51 (S.D. = 0.890), which means that their attitude towards authority & status is agree. The total level of agreement towards convenience has the mean of 3.78 (S.D. = 0.854), which means that their attitude towards convenience is agree. The total level of agreement towards information availability has the mean of 3.76 (S.D. = 0.829), which means that their attitude towards information availability is agree. The total level of agreement towards product selection has the mean of 3.77 (S.D. = 0.841), which means that their attitude towards product selection is agree. The total level of agreement towards customized advertisements has the mean of 3.48 (S.D. = 0.898), which means that their attitude towards customized advertisements is neutral. The total level of agreement towards hedonic motivation has the mean of 3.69 (S.D. = 0.847), which means that their attitude towards hedonic motivation is agree. The total level of agreement towards utilitarian motivation has the mean of 3.73 (S.D. = 0.830), which means that their attitude towards utilitarian motivation is agree. The total level of agreement towards comics online browsing has the mean of 3.70 (S.D. = 0.830), which means that their attitude towards comics online browsing is agree.

Table 3: The Regression analysis from H1 to H4

| Variables | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | .487*** | .121 | | 4.008 | .000 |
| TD | .169*** | .039 | .181 | 4.294 | .000 |
| S | .147*** | .039 | .161 | 3.728 | .000 |
| A | .348*** | .038 | .366 | 9.076 | .000 |
| AS | .224*** | .037 | .261 | 6.098 | .000 |
| R Square | .650 | | | | |
| Adjusted R Square | .646 | | | | |
| F test | 182.852 | Sig. | .000 | | |

Note: ***p value = 0.99%

The result indicates that trend discovery, socializing, adventure and authority & status have positive and significant impact on hedonic motivation of comics online browsing, they can explain 65.0% of the variance, $F(4,394) = 182.852$, H1-H4 are significant at the 0.001 level (2-tailed).

Table 4: The Regression analysis from H5 to H8

| Variables | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | .671** | .300 | | 2.234 | .026 |
| C | .368*** | .088 | .254 | 4.194 | .000 |
| IA | .302*** | .090 | .198 | 3.378 | .001 |
| PS | .118 | .089 | .081 | 1.320 | .188 |
| CA | .043 | .069 | .033 | .614 | .540 |
| R Square | .223 | | | | |
| Adjusted R Square | .215 | | | | |
| F test | 28.267 | Sig. | .000 | | |

Note: ***p value = 0.99%

The result indicates that convenience, information availability and product selection have positive and significant impact on utilitarian motivation of comics online browsing, but customized advertisements is not significant at this situation. The total four variables can explain 22.3% of the variance, $F(4,394) = 28.267$, H5-H7 are significant at the 0.001 level (2-tailed), H8 is not supported.

Table 5: The Regression analysis from H9 to H10

| Variables | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| (Constant) | .758*** | .117 | | 6.463 | .000 |
| HM | .683*** | .033 | .699 | 20.717 | .000 |
| UM | .112*** | .021 | .180 | 5.336 | .000 |
| R Square | .620 | | | | |
| Adjusted R Square | .618 | | | | |
| F test | 322.885 | Sig. | .000 | | |

Note: ***p value = 0.99%

The result indicates that hedonic motivation and utilitarian motivations have positive and significant impact on comics online browsing, and they can explain 22.3% of the variance, $F(2,396) = 322.885$, H9-H10 are significant at the 0.001 level (2-tailed).

Table 6: The Regression analysis of H11

| Variables | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| (Constant) | .954*** | .154 | | 6.206 | .000 |
| COB | .710*** | .041 | .656 | 17.298 | .000 |
| R Square | .430*** | | | | |
| Adjusted R Square | .428 | | | | |
| F test | 299.205 | Sig. | .000 ^b | | |

Note: ***p value = 0.99%

The result indicates that comics online browsing has a positive and significant impact on purchase intention related comic, it is significant at the 0.001 level (2-tailed), $F(1,397) = 299.205$, it can explain 43.0% of the variance.

5. Discussions

Utilitarian and Hedonic motivations have been applied extensively in research studies associated with shopping, both for physical and electronic shops. Building on the potential that such websites have in providing a new medium for doing business, researcher apply the theory of utilitarian and hedonic motivations in order to determine what factors affect the online browsing of comic, and research examine if the browsing of comic promotes the intention of purchasing them. Therefore, it must be clear to what particular aspects of comic related websites attract users to browse, in order to deploy appropriate strategies.

There are some purpose of the present study, first is to examine what factors would affect the intention of comics online browsing and product purchasing. The hedonic motivation examine trend discovery, socializing, adventure and authority & status factors (Hypotheses 1 through 4). And the utilitarian motivation examine convenience, information availability, product selection and customized advertisements (Hypotheses 5 to 8). What's more, the purpose is to determine if comics online browsing based on utilitarian, hedonic motivation, or both (Hypotheses 9 to 10). The researcher also

want to get the relationship between comics online browsing and purchase intention (Hypothesis 11). In addition, the millennial generation may find images to be more interesting and easier to consume. And it is important to define the critical utilitarian and hedonic motivations for comics online browsing as also as purchase intention.

In this research, the author used the theoretical framework developed by Patrick Mikalef, Michail Giannakos, Adamantia Pateli (2012) and make it into animation industry. Here hedonic motivation and utilitarian motivation was used as the main method to describe purchasing motivation, and the target group is Thai millennials. As it is online time today, this research is a good extension of shopping motivation, it is also a good extension of B2C e-commerce with animation industry. According to internet platform, animation industry also get new knowledge and open up new avenues.

Another important part is that this research find the highly significant link between comics online browsing and purchase intention towards animation industry, so companies in animation industry would get a good way to grow which is online comic part. For merchants, there is the need of integrating their product or service on their website, due to the phenomenal growth of such websites and the strong connection of product browsing and purchase intention. Additionally, by identifying what antecedents affect comics online browsing, business executives can focus on them without placing unnecessary emphasis on aspects which are proven to be less important. And this research also get the idea of core factor that affect comics online browsing. By using the framework, it is quite clear that trend discovery, socializing, adventure, authority & status, convenience and information availability could be very important for animation industry to pay attention to.

6. Recommendations

In terms of the result, several suggestions can be given to the market. As comics online browsing can affect the purchase intention positively, so how to attract people to browse the websites could be a good way to increase the sale. Here we focus on hedonic motivation and utilitarian motivation as the variables which have influence on the comics online browsing, and the result of survey is that both hedonic motivation and utilitarian would affect the browsing of website, when hedonic motivation have much more influence than utilitarian motivation. Customers would pay more attention to the hedonic factors in this market, they would like to just enjoy their time, although utilitarian factors could be important for some customers. In the research, four factors were tested below hedonic motivation, and four factors show a strong effect on hedonic motivation. Above them, adventure is the most effective factor among four factors. The results show that when people browse comics online, it is the time for them to relax, whatever the activity is, it could be an adventure for them to go into another world, it could be a common topic to communicate with friends, it could be a good way to know the fashion, and so on. In another part, research also tested four factors below utilitarian motivation, but product selection and customized advertisements were not significant. This means that customers do not like the position when the website is full of advertisements or even it is customized, they prefer to browse and purchase in their way, not to be forced. But customers show a great preference of convenience and information ability, which give the marketer the guidance of strategy design.

First is about interaction, as trend discovery and socializing is acting an important part in comics online browsing, a better way to increase the network flow is to create more interaction. Website design can include more windows about communication, application can mix more function to make communication easier. Some activities can be held about socializing, which could increase the immersion and the joy of communication. In one way, it is the communication with other users, in

another way, it is also the communication with website holder, which is necessary to offer users what they need.

And next part is about atmosphere, a great atmosphere gives users a better experience about their entertainment. People regard comics online browsing as an adventure, which gives them another life different from what they really experience in their life, they enjoy the comics as they take part in that world and play the role. So an excellent atmosphere is important to the users of comics online browsing, they can control whether they want go into that world without disturbance. Therefore, as the holder of website, how to create that kind of atmosphere could be a huge part which affect the network flow of comics online browsing. Something like watching background, the light, and the button, all things about watching could be one part of increasing. Maybe in the future, there are more things we can do to increase atmosphere, like 4D, VR technology, AR technology, and even more.

What's more is functions, which affect a lot to the experience of comics online browsing especially for utilitarian motivation. Not like product selection and customized advertisements, this two parts make a bad experience of users when they browse comics online, although someone think this two may be useful. For functions, it is better to consider more about convenience and information ability. User always want to get what they want to get in the shortest time, this require website have a bright and simple design, so that customers can get the things they want immediately. Here according to the questionnaire, we get some answers of what customers want, that is convenience and information. And in terms of the result, an easy and concise way of website, as also as the information needed offer to users could help increasing the network flow of comics online browsing.

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**Analysis of Potential Resources and Agro-Tourism Attractions to Develop Agro-Tourism
Activities by a Community Participation Process in Huai Muang,
Kamphaeng Saen District, Nakhon Pathom Province**

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Abstract

This article aims to 1) explore about environmental resources and attractions in Huai Muang, Kamphaeng Saen Nakhon Pathom province. 2) To evaluate the potential resources and tourism resources in Huai Muang, Kamphaeng Saen Nakhon Pathom province 3) to develop agriculture tourism activity in Huai Muang, Kamphaeng Saen Nakhon Pathom province, doing research by mixed methods. Quantitative data is collected from evaluation form, by the community evaluate themselves (31 people) and from the tourist (39 people). The data were analyzed by frequency, percentage and mean. Qualitative data were collected by semi-structured interview and deep interview with observation. There are 14 participants.

The results showed that Huai Muang community is a well-known agricultural community because they use King Rama Nine method to sustain and develop their way of life and agriculture. (9101) About the fishery, it links with the community way of life, tourism, tradition and culture such as the temple. The results of the assessment of the potential of four agricultural tourism sites found that the community outlook is at moderate level. The total score is 58.32 points out of a total of 100 points. There should be a further development of agricultural tourism activities, along with the future potential development to attract tour.

Keywords : Tourism resources / Agro-tourism / Community Participation

1. Background

Tourism is a service sector industry in the economic system of the country because it is related to many other businesses such as products and souvenirs, food and beverage, transportation and logistics, recreational and entertainment business. These businesses are all to create economic turnover and well-being to the local (Ministry of Tourism and Sports, 2011). Mass Tourism is a popular travel. While tourism resources are considered limited. It is quite such a problem in tourism industry because it links with the environmental damage and way of life of people in the local community. (Tourism Authority of Thailand, 2008). "Eco-tourism" is a new type of tourism that has recently taken place. It is about Traveling on a trip to nature with no interference or damage to Natural, but intended only to appreciate them, learn and enjoy the scenery of plants and wildlife and the cultural characteristics that appear in those natural resources (Ceballos Lascurain, 1991) Agro-Tourism or Agricultural tourism refers to tourism that focuses on agricultural learning. The emphasis is on the participation of tourists. The agricultural tourism will be preserved alongside tourism so as not to affect the community and the impact on the environment. (Department of Tourism, 2009) This kind of Tourism is based on tourist destination, managed by community to sustain their resource. The community has a role as the owner has the right to manage. (Life and Nature Tourism Project, 1997). The tourism of the community of Huai Muang has been enhanced, follow by the method of King Rama Nine to Sustain Agriculture Development (9101). Government agencies in Huai Muang area for tourism hopes that tourist attraction can make the tourist connect lifestyle ,tradition and culture, combine with diverse agricultural

activities in the Huai Muang area so that visitors can learn, experience a unique way of life, indicating that Huai Mae is a very good community.

As mentioned above, the researcher aims to bring the data obtained from the potential analysis, to find out about Tourism resources and tourist sites to develop agricultural tourism activities.

Objective

1. Survey tourism resources and attractions in Huai Muang, Kamphaeng Saen, Nakhon Pathom province
2. Evaluate potential resources and attractions in Huai Muang, Kamphaeng Saen, Nakhon Pathom province
3. To develop agricultural tourism activities in Huai Muang, Kamphaeng Saen, Nakhon Pathom province

Framework

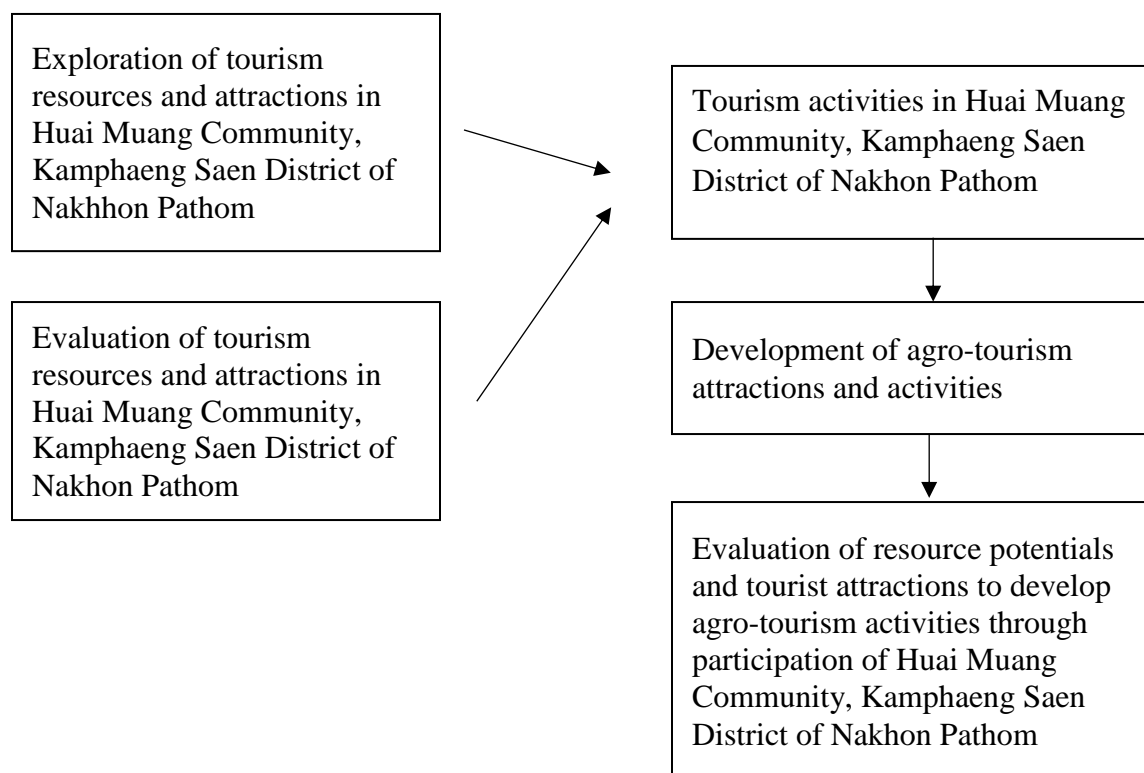


Figure 1 Framework

2. Literature Review

Tourism Resource

Tourism resource is defined as tourist attraction and activity, culture and tradition which represent the distinctive and appealing nature of local culture of a community. It can be categorized as: (1.1) natural tourism resource, (1.2) heritage and religious tourism resource, (1.3) cultural tourism resource, (1.4) man-made tourism resource, (1.5) tourism resource for enjoyment and entertainment. (Supathida Konsila, 2012)

The Concept of Participation of Community

Participation of community fosters distribution of power among people in the community, allowing them to participate in management and allocation of resources and tourist attractions and prompting tourists to learn about natural resources and environments, cultures, and lifestyles of people living in the community.

Benefits accruing from participation of the community in community-based tourism management include economic growth and improvement of quality of life of locals, power of locals over community-based natural resource management, cultural restoration, and potential development of locals. The guideline on the encouragement of such participation depends on so-called 'social capital' which lubricates the encouragement of participation, distribution of power, and collaboration between people living in the community. (King Prajadhipok's Institute, 2011)

Agro-Tourism

Agro-tourism aims to enthrall tourists, while fostering income generation among local farmers, allowing locals to participate in the processes of tourism development. It is regarded as another type of sustainable tourism; it focuses on utilization of domestic tourism resource to organize tourism activities or develop a specific type of tourism to cultivate tourists, expansion of tourism routes, income distribution among the community, and preservation of and efforts to raise awareness of cultural values of indigenous knowledge of Thai farmers. (Ni-orn Srisomyong, 2009)

3. Methods

This research is a mixed-use research. It consists of qualitative research methodology using the model, with community participation analysis in-depth interview and quantitative research methods. The assessment of the potential of agricultural tourism is based on the assessment criteria of tourism resources, Department of Agriculture Together with the Research Institute for Tourism Development (Department of Agricultural Extension and Thailand Tourism Development Research Institute (2011) The collected data is from the community members and the data from the evaluation was used to find the frequency, percentage, and compare to the potential agricultural tourism. It is also designed to write content analysis.

4. Findings

Huai Muang, Kamphaeng Saen, Nakhon Pathom province is an agricultural community that combines a variety of ethnic groups based on strong agricultural activities, resources and attractions.

Wat Huai Muang is located at Moo 1, founded in 1866 by the initiative of the monk. The gable is a story Sang Sin Silk. This shows the deep roots of the community.

White Shrimp Farm. Demonstrate how the farm distribute their white shrimp to the villagers in the community. You will learn how to grow white shrimp from larvae until you can sell them.

Spirit House located at Moo 3. It is the center of people in the village. During December there will be sacrifices to pay homage to the spirit and have a party in the evening.

Community Cultural area at moo 4 is a combination of ethnic Lao Lac. There are antique stores. In the original condition, many carts, baskets, carts, baskets. Older Woven Sneakers 100 years of warm welcome culture according to the ancient style of ethnic Lao Lac. learning the story and absorb the atmosphere, culture

The New Theory of Agriculture Located at Moo 4, initiated by Mr. Suwit, there is a canal divided by the inside. Sufficiency economy is integrated with shrimp ponds, eating fruits. Learn about shrimp farming in rice fields.

Organic Garden of Ban Klong Sai The group is located at Moo 5 Mrs. Nuttichaethorn Pakjirasirikul is the owner. Tourists can learn how to grow vegetable and cutting. It is important to eat organic salad, as well as to make a delicious mulberry salad that will make you have healthy and homemade ice cream from melon.

Thai Traditional Woven Cloth The group was set up by Mr. Warut Saengpet, a weaver and a self-styled model. Traditional Thai fabrics unique pattern reflects the culture of the Thai people. Tourist can learn in the process of the making and shopping some woven fabrics.

Wat Tha Sao is located at Moo 9, the old temple is over 200 years old. It is the spirit of people in the village. There is a church with a gable to tell the story. The architecture is old and ancient.

Aunt Sudjai Garden is located in Moo 9, Inside is a lemon garden and orchards.

Tha Sao Community Women's Group is located at 11th found by Miss Saowana. Visitors can learn How to make shrimp paste, which is the local wisdom of the previous generation, processed from shrimp to be.

Uncle Wang Garden is located at Moo 11, with Mr. Pornrat Watanakorn as the owner of the park. Sufficiency Economy Concepts Used to Divide Area The view from the corner. Among the banana and coconut groves, over 10 rai of beautiful scenic spots and have a cruise in the park ditch with the natural atmosphere of Banana plantation.

Commercial shrimp ponds At present, farmers in the community have turned to shrimp farming. You will see and feel the shrimp pond. Learn shrimp farming boating, scooping shrimp and more.

In conclusion, the Huai Muang community has agricultural tourism resources as shown in Table 1

Table 1 : Tourism resources in Huai Muang, Kamphaeng Saen, Nakhon Pathom province




| Places | Attractions | Activity | Picture |
|-----------------------------------|--|--|---|
| Village No. 1 Huai Muang House | 1. Wat Huai Muang Old Chapel with a gable conch Chai Chai, the root of community | - Watch the movie in the middle. Annual event - Watch the ancient church |  |
| Village No. 2 Hang House | 1. White Shrimp Farm | - Introduce the culture of white shrimp to feed on soil. |  |
| Village No. 3 Pak Sa House | 1. Father Huai Muang Tribute | - Annual Work Pay respect to the spirit during December |  |

Table 1 : (cont.)





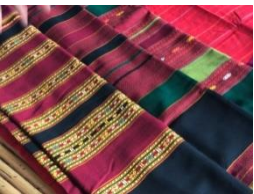





| Places | Attractions | Activity | Picture |
|--|---------------------------------|--|---|
| Village No. 4 Don Cha-laep House | 1. Community Cultural area | - Kwan ceremony Learn how to weave a hat and enjoy delicious food |  |
| | 2. Shrimp pond | - Watch the garden atmosphere. Coconut shrimp pond |  |
| | 3. New Theory of Agriculture | - Learn about shrimp farming - Boating - Visit the canal - How to shrimp |  |
| Village No. 5 Klong Sai House | 1. Unity Organic Farm | - Demonstration of vegetables organic farming, Homemade Ice Cream from Melon and Salad |  |
| Village No. 7 Tha Sao (Old) House | 1. Thai Traditional Woven Cloth | - Learn to weave and the clothes of various kinds loop |  |

Table 1 : (cont.)

| Places | Attractions | Activity | Picture |
|-------------------------------------|--|--|---|
| Village No. 9 Kradi-O House | 1. Wat Tha Sao Pillar Chai Luang Pu Wong Ancient | - Worship - Visit architecture |  |
| | 2. Aunt Sudjai Garden | - Learn cultural theory - Lemon Garden - Collect fresh fruit from the tree |  |
| Village No. 11 Tha Sao Mai House | 1. Uncle Wang Garden | - Boating - Shopping products from banana |  |
| | 2. Tha Sao Community Women's Group | - Watch how to make shrimp paste from Shrimp - Shopping products from shrimp |  |
| Village No. 12 Kra Teeb Gouse | 1. Orchid Garden | - Watch the planting and take care orchid flower |  |

According to the evaluation of agro-tourism potential through self-evaluation to which the criteria for agro-tourism potential evaluation, developed by Department of Agricultural Extension and Thailand Tourism Development Research Institute (2011), was applied, it showed that Huai Muang Community has fair-level agro-tourism potential, scoring 58.32. In summary, Huai Muang Community has the potential adequate for tourism development, as presented in Table 2.

Table 2: Evaluation for Agro-Tourism Potential of Huai Muang Community, Kamphaeng Saen District of Nakhon Pathom Province

| Subject | Score | Result (Percentage) | Note | |
|--|--------------|------------------------|------------|--------------------|
| | | | Range | Level |
| Agro-Tourism Potential on Carrying Capacity (30) | 13.07 | 43.56 | 81 or more | Excellent |
| Agro-tourism Potential on Management (40) | 24.01 | 60.02 | 71 - 80 | Very Good |
| Agro-tourism Potential on Attraction (10) | 7.23 | 72.30 | 61 - 70 | Good |
| Agro-tourism Potential on Service (20) | 14.01 | 70.05 | 51 - 60 | Fair |
| Total (100) | 58.32 | Fair | 50 or less | Improvement needed |

The tourism service potential of agro-tourist destinations is the highest 14.01. The potential attractiveness of agricultural tourism was rated at 7.23. The management of agricultural tourism is worth 24.01 points. The value of 13.07 indicates that the Huai Muang community has sufficient capacity to manage tourism.

According to focus group discussion which was held at Huai Muang Community, Nakhon Pathom Province, on September 18, 2018, 2561 to allow people in the community to reflect their opinions regarding the development of community-based agro-tourism activities through learning processes, authentic potentials of the community were discovered and presented in the following aspects: tourism resources and attractions, management of facilities and services, and impact management; as a result, people in the community had learned about the factors indicating potentials in terms of participation of community and expected benefit distribution among the community, as shown in Figure 2.



Figure 2 Focus group in Huai Muang 18 September 2018

Tourism activities of Huai Muang Community were determined considering the results of tourism resource exploration in Huai Muang Community: (1) the result of evaluation for tourism potential of Huai Muang Community, (2) transcription of focus group discussion on the observation in role-model community for agro-tourism development, and (3) people in Huai Muang Community had discussed the development of agro-tourism activities and resources through participatory processes, for the one that fosters the connection between lifestyles, traditions, and cultures; and their subsequent combination with agriculturally diverse activities in the community, allowing tourists or visitors to learn and experience local lifestyles which perfectly reflect the identity of the community.

5. Discussion

The potential for agricultural tourism is moderate. The potential of tourism source services agro-tourism Potential is high. Second, the attractiveness of tourist attractions. The third largest agricultural resource is the management potential of agro-tourism. Finally, the potential, the Supporting of agricultural attractions should improve most. The person inside and outsiders should help develop the potential of agricultural tourism. Guidelines for the development of agro-tourism management. It consists of three main components individuals, communities and societies. The person must be strong, having knowledge in the agricultural career, learn and develop a continuous innovation to support and participate in tourism management, the society needs to understand and access to agricultural life and needs. Agricultural tourism of the community to complete all three elements. 1. Quality consists of quality of resources. 2. The sustainability and continuity of tourism resources. Involvement of local authorities and related agencies. It will be beneficial to local people, which will create sustainable tourism in the future. The average level of tourist attraction was moderate. Comments are a tourist attraction and activities within the tourist attractions. Based on analysis Community Participation Process Participatory Action Research (PAR) (2556). Working with the community to develop learning resources. The community participates in the action plan to co-ordinate the implementation of the action plan in the project or activity. Plan and jointly evaluate and receive voluntary action. Kemmis & Mc Taggart is a four step process. Huai Muang Community Participation between community members is shared. Huai Mim Community has made the members more familiar, learning about past experiences and share plans. Help Developing the existing tourist attractions to become more known in the future. It can develop the potential of attractiveness if agricultural attractions Community will be developed in marketing and marketing communication in order to promote and reach more market segments and to take into account the existing resources. This is consistent with the context of the community, consistent with the opinions of the Department of Agriculture (2005) and The Institute of Science and Technology of Thailand (2000) described tourism activities. It is related to agriculture so that it can attract more tourists to visit. It should also provide services and management activities to tourists along with quality services. From the above, it can be concluded that the process involved in the community. As a result, the residents in Huai Muang community have contributed, participating in the analysis of potential tourist resources and activities. This is consistent with the opinion of Nattita Kanjanakas (2017). The success of agricultural tourism is to generate additional income from the main agricultural occupation. The results of this study are understanding the process of various tasks and to work closely with the community. Potential should be given to promote tourism in various areas, such as education. Stimulus, support

6. Recommendations

The researchers suggested the guidelines on development of tourism activity in three different aspects as follows:

1) Resource: both government and private sectors concerned should focus on more encouragement and allocation of resources in the community to sustain tourism resource; for example,

a plan to establish homestay should be encouraged within Huai Muang Community to attract more tourists; there has been no consideration for it.

2) Management: more organized management plans should be made. The community heads that disseminate the knowledge among the community should be encouraged to study more about tourism business; also, the locals should be encouraged to continue to learn by assisting them in processing and developing local products or souvenirs.

3) Marketing: effective strategies for promotion should be developed; for example, there should be media advertising to allow outsiders to learn and experience local lifestyles of Huai Muang Community, while the community activities should be advertised according to the community's festival calendar.

Suggestions for Further Research

1) There should be more studies to make the best use of existing resources of the community, such as empty space, agricultural fields, and canals, to foster more competitive tourism activities and improve carrying capacity to cope with the number of tourists who are interested in agro-tourism.

2) There should be more studies with regard to the participation of people in the community, to assess their readiness in potential development for more organized tours such as explaining and assigning responsibility to a specified person.

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Tourism Development under Community Identity through Participatory Learning in Huai Muang Community of Kamphaeng Saen District of Nakhon Pathom Province

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Abstract

The objectives of this paper are to 1) study community context, history, and development of Huai Muang Community, Kamphaeng Saen District of Nakhon Pathom Province, 2) study community identity of Huai Muang Community, Kamphaeng Saen District of Nakhon Pathom Province, and 3) Evaluation of Resource and Tourism Potentials of Huai Muang Community, Kamphaeng Saen District of Nakhon Pathom Province, to Determine Community Identity

Mix Methods Research was applied to this paper; qualitative data were collected by means of semi-structured interview, in-depth interview, focus group, and participatory observation, while quantitative data were collected by means of agro-tourism potential assessment form through self-analysis by the community which were participated by 60 members of the community including its leader, heads, and locals.

The results show that Huai Muang Community is an agricultural community established by ethnic group of Lao Krang and Tai Yuan. Its history and development has lasted for more than 300 years due to multicultural nature of ethnic groups; thus, community identity can be divided into four parts: dwelling (house), language, cuisine, and clothes. It indicated the potential which was encouraged by knowledge sharing that occurred within the community, resulting in positive developments of community, raising awareness among the locals on ethnic preservation, and the potential to develop the community as a tourist destination in order to reflect the community identity. The result of agro-tourism potential assessment indicated that the potential of the community to be developed as agro-tourism destination is intermediate and appropriable to promote sustainable development as agro-tourism community.

Keywords: tourism development, community identity, participatory learning

1. Background

At present, tourism is one of the major industries of Thailand, which contributes to substantial revenue of the country and encourages income distribution to local communities (The National Economic and Social Development Plan of 2012-2016.) It was reported that Thailand has earned more than 2,185 billion baht from tourism; foreign tourists numbered 1,490 million, while domestic tourists numbered 695 million (Ministry of Tourism, 2018.) Community-based tourism has recently become more popular with a variety of tourism activities, such as agro-tourism, ecotourism, creative tourism, nature tourism, and cultural tourism (Designated Areas for Sustainable Tourism Administration, 2018.) Cultural tourism is a type of tourism where people are either encouraged or motivated to travel to observe, learn, experience, and realize cultural values of the community, including its creative works, traditions, and activities. Participation in learning about community identity, which is the specific characteristics of the community formed at specific time and is currently used as part of promoting cultural tourism, has resulted in sustainable tourism under cultural competence, culture, tradition, and lifestyle of the community, encouraging outstanding developments that will reflect its identity. These developments will continue together with a realization of cultural roots of the community to allow the tourists to enjoy special moments that will subsequently make the community

extraordinary from other tourist destinations (Inthira Pongnak, 2015) and that will become a tool that will allow the tourists and locals to respect, learn, and understand different cultures of each other (Moulin: 1989, cited in Koster, 1996: 231.)

Huai Muang Community, Kamphaeng Saen District of Nakhon Pathom Province is endowed with abundant natural resources and agricultural lifestyles, particularly shrimp farming which became successful with the implementations of The Project to Follow His Majesty's Footsteps Under His Graciousness For Sustainable Agricultural Development (9101) leading them to win the national first prize (Nakhon Pathom Provincial Agricultural Extension Office, 2018.) The community also is outstanding when it comes to its locals' ethnics; the locals still live their life in accordance with the tradition of their ethnic, speak unique language, and are dressed in fabrics woven with distinctive patterns. With these factors the community has great opportunities to become a tourist destination; it will help generate more sources of income for the locals,

other than the agricultural sector through which they originally earn their income; and also will help preserve their traditional agricultural lifestyle in this long-lasting community. The researchers became interested in studying about the community identity that will facilitate tourism development under community identity through participatory learning, therefore, lead to determination of development direction of the community as a tourist destination with genuine extraordinary identity and to the presentation of specific identity and destination image of the community.

Objectives

1. To study historical context and developments of Huai Muang Community, Kamphaeng Saen District of Nakhon Pathom Province
2. To study community identity of Huai Muang Community, Kamphaeng Saen District of Nakhon Pathom Province
3. Evaluation of Resource and Tourism Potentials of Huai Muang Community, Kamphaeng Saen District of Nakhon Pathom Province, to Determine Community Identity

2. Literature

The Concept of Community Identity

Community identity is defined as a cultural characteristic that was formed at a particular time. It is used to promote cultural tourism by attracting tourists to visit the local community to foster sustainable tourism in the community within its capacities in terms of nature, community, tradition, and cultures.

(Thai Edition, Humanities, Social Studies, and Arts, Volume 8, No 3, September–December 2015 Veridian

E-Journal, Silpakorn University ISSN 1906 - 3431 514) With local culture and lifestyle a variety of developments, as well as realization of cultural roots, are forwarded for more outstanding and fascinating characteristics of the community which represent the identity of community, allowing tourists to gain memorable and impressive experiences during their visit, therefore, causing the community to become the extraordinary tourist destination.

With the definition highlighted, community identity can be described as the implementation of identity or root of a community, which may be presented as a symbol or sign; may be either tangible or intangible; and may be presented in different forms of media or in other ways such as language, dwelling, clothing, cuisine, etc.

The Concept of Tourism Development

According to Soraya Singchuwong (2546: 30), tourism development seeks to develop a community in every aspect, such as facilities or infrastructure, with the introduction of management plans developed

by government sectors, in order to entice tourists and ensure the expansion of tourism industry, while preserving the engrossing nature of the resources; however, it is essential that the development remain in consistent with the nature and needs of the community and that benefits accruing from tourism be distributed equitably within the community.

In summary, tourism development refers to the development of a tourist destination in every aspect such as the improvement of its infrastructure, tourist attractions, natural resources, etc., in order to attract tourists and boost economy growth so the income is distributed equitably; however, environmental capacity must be considered rigorously for the development and needs of the community and it is essential to ensure that the local culture and tradition of the community remain intact.

The Concept of Participatory Action Research (PAR)

An exploration of the concepts and theories regarding participatory action research (PAR) refers to a technique that focuses on participation of the community in the investigation of its own problems, in order to analyze, discuss, and execute solutions to the problems. The technique provides methods and processes that are beneficial to the collaboration of the community and community researchers; PAR also is deemed suitable for the current situations where participation of every person is needed. (National Research Council of Thailand, 2554)

Participatory action research (PAR) is a tactic that encourages people to join as people organization and collaborate with each other, and strengthens the structures and operations by increasing the people's competency level using data system. The data system will allow people to notice the importance of the data and will substantially assist them in analyzing the problems and reaching the solutions. In order to develop their analysis skills, people must be encouraged to learn how to carry out a research by forming local research team. (Thanaphan Thane, 2540)

In summary, participatory action research is a research methodology that focuses on participation of community members in community activities in order to investigate the cause of the community problems; the investigation can be carried out by encouraging the members to cooperate with each other to analyze, discuss, and execute solutions to the problems. The researchers will serve as a coordinator to provide the community with academic knowledge and research techniques which are suitable for the research on the development of community-based agro-tourism that focuses on encouraging people to join as a collaborative group; the group which aims to manage agro-tourism, utilizing agricultural and other resources in the community to develop community-based agro-tourism.

Framework

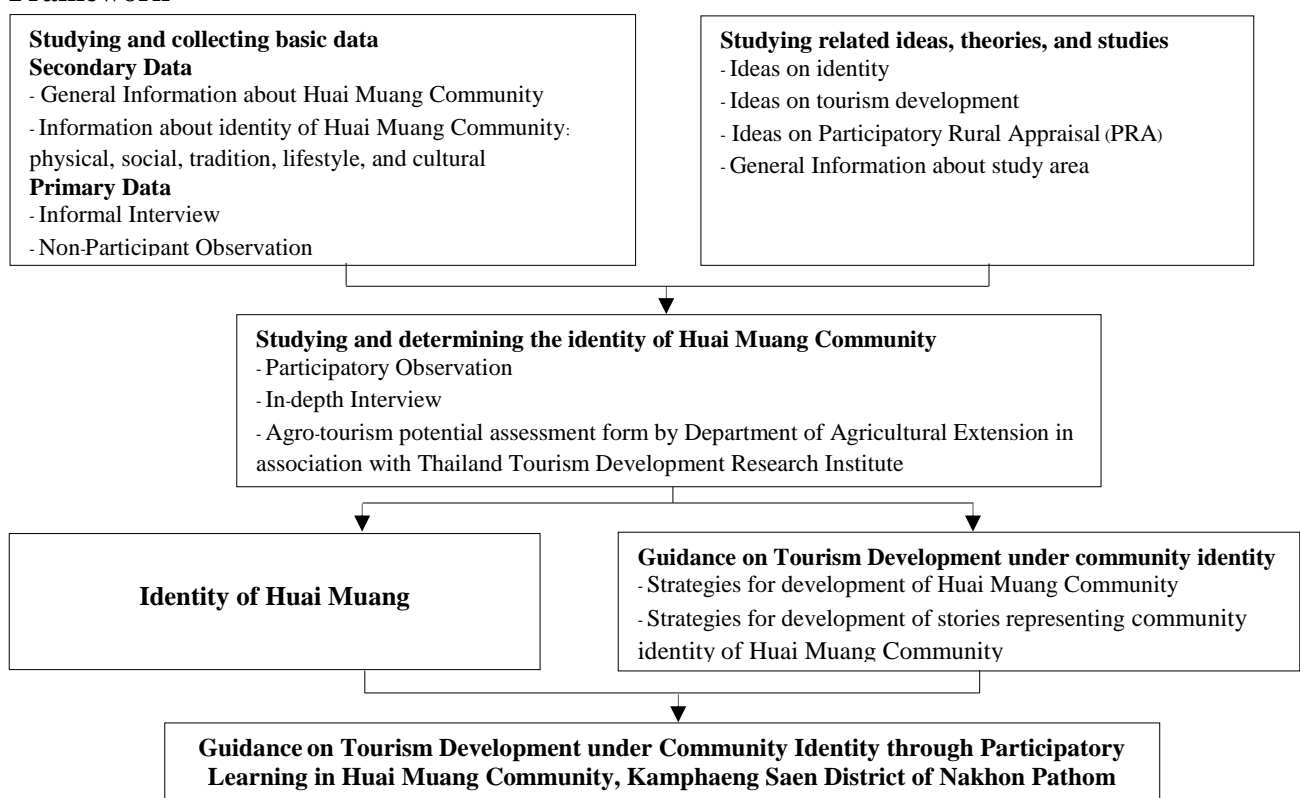


Figure 1 Conceptual Framework

3. Methods

This study was conducted by means of Mixed Methods Research focusing on collecting data together with community analysis. Qualitative data were collected by means of semi-structured interview, participatory observation, and focus group consisting of 60 participants including 1 community leader, 24 community heads, and 35 locals. Quantitative data were collected by means of agro-tourism potential assessment form introduced by Department of Agricultural Extension in associated with Thailand Tourism Development Research Institute (2011); the data were collected from 60 participants consisting of community leader, heads and members of the community. The qualitative data were analyzed by means of content analysis, while the quantitative ones were analyzed by means of categorical statistics, were checked by means of triangulation and then presented in descriptive presentation.

4. Findings

Huai Muang Community is located in Kamphaeng Saen District of Nakhon Pathom Province. According to hypotheses and data collected from elderly locals who have lived in the community for a long time, Huai Muang Community is an agricultural community that was established by ethnic group of Lao Krang and Tai Yuan, with almost 300 years of history and developments. The community was named after local uses of a brook located on the eastern part of Huai Muang Temple, and an abundance of mangoes growing in the areas. Huai Muang Community consists of 1,881 households, with a population of 7,300: 3,602 men and 3,698 women. Most of people in the community depend on agriculture for their livelihood such as shrimp farming (giant freshwater prawns, white shrimps) and rice farming. In 2017, tourism in shrimp farming was launched in Huai Muang Community; it was promoted as a result of implementations of The Project to Follow His Majesty's Footsteps under His Graciousness for Sustainable Agricultural Development (9101), for which they won national first prize for fisheries. The community enterprise for shrimp farmers was established afterwards. Huai Muang, moreover, has a lot of interesting tourist attractions connecting with local lifestyles, traditions, and cultures which were mixed thanks to ethnic groups such as Tai Yuan, Lao Krang, Lao Song, and Thai-Chinese locals; the major ethnic groups were Tai Yuan and Lao Krang. Traditions and beliefs of both of ethnic groups can be identified as: Ngan Tham Bun Klang Ban which is held on May, ancestor worship which is held on the 6th day of the waxing moon, 1st day and 11st day of waning moon, etc. Another culture of the community includes "Angklung" which represents the roots of Huai Muang Community.

According to the analysis of community identity, the locals mainly depend on agriculture for their livelihood, causing the agricultural community to possess tourism resources that connect with its history, cultures, and ethnic. According the surveys and interviews conducted with the locals, the ethnic diversity can facilitate tourism develop that reflects the community identity: 1) the community itself has tourism resources that connect with history, cultures, and lifestyles which are mixed thanks to ethnic diversity; it is evident through the language the locals speaks, their dwelling (which were constructed according to their beliefs,) cuisine, and clothes; all of which can be used in favor of development of community-based tourism, 2) the locals either speaks or communicates with each other through the language spoken in their ethnic group; Tai Yuan locals usually speak slowly like the way people living in northern parts of Thailand speak; Lao Krang accent sounds similar to that of people living in Loei Province but their accent is more brief than that of Loei residents, 3) the locals have both of traditional and applied knowledge of preparing foods and desserts such as Kaeng Pam, Kaeng Prer, Thai red curry custard in bamboo tube, steamed eggs with shrimps, Kluai Kra Poh which includes shrimps, fermented fish, and Pla Som its main ingredients, 4) the locals have long

traditions and traditional beliefs, the identities which have existed for a long time; it can be restored and preserved despite its decreases. The community identity, therefore, can be divided into four different parts: clothes, dwelling (house), language, and cuisine; however, the part that the community still uses and regards as its identity is the language, which still is spoken among elderly locals. It allows the community to learn about the indicative factors of the community identity and development of the identity; all of which are regarded as the core of operating tourism development.

As for the dwelling of Lao Krang and Tai Yuan locals, their exclusive characteristics can be seen in the house they built. The similarities and differences between the houses of these two ethnic groups are described in Table 1.

Table 1 : Comparison of similarities and differences in terms of the dwelling of Lao Krang and Tai Yuan locals

| Tai Yuan | Lao Krang |
|---|--|
| <p>They orientate their house along the west-east axis according to their ideas on simplicity, comfort, and their attempt not to go against nature. The gable turns to the east to let the wind flow from below, while the floor is laid while leaving small spaces between the floor boards to facilitate floor cleaning. The areas of the house are built in certain height due to their beliefs with a porch built for kitchen and personal activities. The floor is built in certain height from the ground to produce the space for storage of items, animals, or for sitting around. In the past, a granary could be found in certain houses.</p> | <p>They orientate their house along the north-south axis due to their beliefs that it will allow them to start a new day for fruitful growth and prosperity. The gable turns to the north and south. In the past, the stairs were built storable to prevent a theft or even a ghost, according to their beliefs, from entering the house. The areas inside the house are specifically assigned for different purposes, such as bedroom, bathroom, kitchen, etc. The basement is built with lath installed; it is typically used for animal husbandry and storage of general items and agricultural equipments. In certain houses a spirit house may be seen built according to their beliefs</p> |



Photo : A house of Lao Krang Local



Photo : A house of Tai Yuan Local

As for the clothes of Lao Krang and Tai Yuan locals, the differences are evident: Lao Krang locals usually wear simple clothes, while Tai Yuan locals wear clothes with well-designed patterns. Although their identity is different from each other in terms of clothes, they manage to live together in the community, as described in Table 2.

Table 2: Comparison of similarities and differences in terms of clothes worn by Lao Krang and Tai Yuan

| Tai Yuan | Lao Krang |
|--|---|
| <p>Women</p> <p>Sinh: Cross-patterned Sinh is used with different patterns woven onto it, while its head is sewed in red and white.</p> <p>Clothes: They wear red Laeb shirt: a long-sleeve shirt with red placket; usually carry red betel nut during travel</p> | <p>Women</p> <p>Sinh: They wear traditional Sinh with watermelon patterns, breast cloth or sarong.</p> <p>Clothes: They either wear mandarin collar shirt or traditional sleeveless shirt, with a white shawl or breast cloth. In the past, breast cloth was usually worn to cover the breast.</p> |
| <p>Men</p> <p>They wear red Laeb shirt and Chak Pok pants or fisherman pants which is made of indigo-dyed cotton; they tie kamar band around their waist when attending the events; Tai Yuan locals call it as Pa Hua.</p> | <p>Men</p> <p>They wear fisherman pants (like Chinese ones); they are usually dressed in simple clothes; some people may be shirtless at home but will wear shirt when attending religious ceremonies.</p> |



Photo : how Lao Krang locals are dressed



Photo : how Tai Yuan locals are dressed

As for the language, Tai Yuan ethnic group has its own language and alphabets, which have been used since they lived in Lanna Kingdom. Although they eventually were forced to migrate to the central parts of Thailand, they brought with them their own language and alphabets; the language is spoken among elderly locals despite hundred years later. As for writing, it was reported that none of Tai Yuan is capable of writing the alphabets. As for Lao Krang locals, they have their own language, which has been used since they lived in Vientiane of Laos. They were eventually forced to migrate to the central area of Thailand, which is now known as Nakhon Chai Sri District of Nakhon Pathom; afterwards, they moved to Huai Muang Community to flee from the outbreaks of cholera which caused a number of fatalities among the locals. Currently, the language still is spoken among the elderly locals. The examples of words and sentences are presented in Table 3.

Table 3: Comparison of Similarities and Differences in terms of Language Spoken by Tai Yuan and Lao Krang Locals

| Tai Yuan Language | Lao Krang Language | Original Thai Language |
|------------------------------|------------------------------|--|
| Pai Aew Ban Koi Phong Ner | Pai Thiao Huean Koi Nae Der | Pai Tiao Ban Nu Bang Na (Visit me at my home) |
| Pen Ai Yang Deh | Pen Eeh Yang La | Pen Arai Roh (What's going on?) |
| Gin Kao Gab Ai Yang Deh | Gin Kao Gab Eeh Yang | Gin Kao Gab Arai Roh (What do you eat?) |
| Juai Euoi Yia Ngan Phong Der | Chuai Euoi Hed Ngan Bang Der | Chuai Pee Sao Tham Ngan Bang Na (Help your older sister work) |
| Yia Ai Yang Deh Poh Khun | Hed Eeh Yang Lah Pooh | Tham Arai Roh Pu (What are you doing, grandpa?) |
| Khun Mohn | Tuad | Tuad (Great-grandparents) |
| Poh Khun, Mae Khun | Phu, Yah, Poh Sohn, Mae Sohn | Pu, Yah (Paternal grandfather/grandmother,) Ta, Yai (Maternal grandfather/grandmother) |
| Eeh Poh, Eeh Mae | Poh, Mae | Poh, Mae (Father, mother) |
| Euoi | Euoi | Pee Sao (Older sister) |
| Ai | Ai | Pee Chai (Older brother) |
| Kao Gaew | Bak Sida | Farang (Foreigner) |
| Khi Per | Khi Tom | Khi Kloan (Mud) |
| Tu Jao | Phra | Phra (Monk) |
| Nam Kaew | Fak Thong | Fak Thong (Pumpkin) |
| Pla Koh | Pla Koh | Pla Chon (Snakehead fish) |
| Ma Nae | Bak Khiab | Noi Na (Sugar apple) |

As for the cuisine, it is considered another identity of the community, as the authenticity of cuisine is indicated through its aroma and taste, and cooking skills of the locals living in the community.

Lao Krang: In the past, they ate their food with salted fish, fermented fish, Pla Chao, and Pla Som; shrimp paste or fermented fish was used as the main ingredients in curry. The examples of the menu that is considered the identity of this community include Kaeng Pam, Kaeng Prer or Tom Prer, etc.

Kaeng Pam is coconut curry that is cooked with salted fish, pork, grilled fish, or grilled chicken. Pam or Asian watermeal is the smallest flowering plant which floats on the surface of water together with duckweeds or Azollas. Fermented fish liquid is used in this menu as its main ingredients; pieces of onions and kaffir lime leaves were also added to get rid of the odor.

Kaeng Prer or Kaeng Nor Mai is cooked with curry paste made of dried bird peppers, lemon grass, finger roots, red onions; Khao Buea is added to make the curry stickier. Other vegetables

often added to the curry, other than bamboo shoots, are pumpkin, rice paddy herb, and climbing wattle.

Tai Yuan: The cuisine of Tai Yuan is delicious and flavorful. The examples of their menu include rice vermicelli noodle with herbs and the soup, Sai ua, banana stalk curry, shrimp salad, fermented fish, etc. Moreover, Thai-Isaan dipping sauce, which is eaten with fresh vegetables, is always included in a meal of every house.

As for the preparation of Thai catfish salad, it is different from other typical salads as the salad will need to be made dry-roasted once finished seasoning.

Shrimp salad or Thai roasted chili paste with shrimp is prepared by crushing the shredded shrimps and mixing them with the roasted chili paste.

According to the analysis of agro-tourism potential assessment by the community, it was reported that the community scored in the good level (61.6); therefore, it can be concluded that the community has the potential for tourism development which will help present its identity, as described in Table 4.

Table 4 : The result of agro-tourism potential assessment by the community

| Factor (score) | Score | Result (percentage) | Note | |
|--|-------|---------------------|--------------|--------------------|
| | | | Range | Level |
| Agro-tourism Potential on Carrying Capacity (30) | 14.08 | 46.93 | More than 81 | Excellent |
| Agro-tourism Potential on Management (40) | 24.46 | 61.15 | 71-80 | Very Good |
| Agro-tourism Potential on Attraction (10) | 7.19 | 71.9 | 61-70 | Good |
| Agro-tourism Potential on Service (20) | 15.43 | 77.15 | 51-60 | Fair |
| Total (100) | 61.6 | Good | Less Than 50 | Improvement needed |

When considering each of the factors individually, it demonstrates that Huai Muang Community has the highest potential on service; it is reported in the very good level (77.15%). The potential on attraction is the interesting one as it is reported in the good level (71.9%); it demonstrates that the community is suitable for the tourism in terms of interesting agro-tourism destinations, which can attract the visitors through the community identity. According to the observations, interviews, and assessment, it can be concluded that Huai Muang Community is the agricultural community with ethnic diversity; the ethnic groups include Lao Krang and Tai Yuan, which are the major ones. The community is suitable for tourism development under the community identity; the locals living in the community must learn through participatory learning in order to restore and preserve ethnic root of each of ethnic groups. It can be presented in 4 existing parts: dwelling, clothes, cuisine, and language; all of which genuinely represent the community identity.

According to result of focus group discussion which was held in Huai Muang Community, Kamphaeng Saen District of Nakhon Pathom Province on September 18, 2018, Tai Yuan locals originated from City of Khu Bua of Ratchaburi Province, while Lao Krang locals migrated some time later; this resulted in the combination of ethnic group, forming the identity in terms of lifestyle such as dwelling, language, clothes, and cuisine. Tai Yuan locals live in Moo (Village No.) 3, 7, 9, and 11; while the major ethnic group, Lao Krang, live in Moo 4, 9, 5, 8, and 12; while Chinese Tai Song group distribute in certain Moo. Community identity, whether it is tradition or beliefs, is vanishing as there is no cultural inheritance for it; by this reason, certain locals believe that they are original Thai. The locals depend on agriculture for their livelihoods, which is shrimp farming (giant freshwater prawns and white shrimps) and rice farming (Suphaksorn Meekhlombang, Bunkwang Chomkaew, Interviews, September 18, 2018)

5. Discussions

According to the study, the results show that people living in Huai Muang Community play an important role in forming the community identity, which is thoughts, beliefs, and cultures that are exchanged between each other. Tourism is an applicable tool in raising awareness and acceptance on mixed identity among the locals; the mutual awareness will later establish certain sets of specific behaviors and cultures. This identity is determined by the community itself according to the previous study

(Chawitra Tantimala, 2017:219). The identity is formed by co-existence and interaction between the locals. As a result, practices, traditions, and cultures of the society are established and passed from generation to generation until they become the cultural lifestyle of the locals according to other previous study

(Seksan Sansornphisut, 2003). When it comes to the form of identity, the process can be described as follows: 1) The dwelling represents the beliefs of Lao Krang and Tai Yuan locals, which are exclusive characteristics in terms of dwelling, 2) The clothes of Lao Krang and Tai Yuan locals represents the exclusive identity in terms of the distinctive patterns of woven fabrics, which is passed from generation to generation, 3) The language that still is spoken among elderly locals has different accent that represents their identity, and 4) The cuisine of both of Lao Krang and Tai Yuan locals correlates with the locals' lifestyle and nature; the main ingredient is fermented fish which is used in preparing simple traditional food; all of which are considered the importance factors that encourage the form of community identity.

In order to allow the locals to adjust themselves to the current developments, there needs to be reproduction for continual inheritance, which will allow the novel cultures to be passed from generation to generation according to another previous study (Sadanan Kaenyuk, 2009). These novel identities need to be reproduced for continual inheritance, which will prevent them from vanishing over time, such as the language and clothes, which are reproduced in the form of traditional performance. The language and clothes act as the medium for cultural transmission. As for dwelling, the materials used for construction changed over time but still remain intact to the beliefs of the ethnic groups. As for the cuisine,

the traditional recipes also changed over time. Moreover, community identity is also a part of tourism context which can be transformed into cultural product. The ethnic group has its cultural cost which can be used to develop tourism product through cultural tourism. This type of tourism is often described as interst-based tourism, which is the attempt to find new opportunities to communicate with other people whose ethnic group and cultural background are different from theirs. According to another previous study (Sadja Kraisornrat, 2012:29-30) the community identity can be transformed into cultural product by means of existing factors, which are dwelling, clothes, language, and cuisine; preserving the

agricultural life by creating new value for the cultures that vanish over time. For example, the clothes that the locals usually wear are eventually influenced by those of the visitors and change over time to the point where the traditional clothes may not exist anymore. Cultural modification must start with the locals realizing the importance of the cultural preservation by wearing their traditional clothes when they welcome the visitors and encourage the fellow locals in the community to wear the traditional clothes when attending important rituals. The traditional clothes can be used to produce the products of the community such as painting the patterns on the woven fabrics onto plates, cups, including other items, in order to create the product that is considered the community identity.

According to the observations and interviews, it can be concluded that the community identity, which is formed as a result of participatory learning, has encouraged the community to determine the identity to allow the tourism development take place in reality; the community leaders and heads voiced their opinions, which encourage the understanding and pride of their own community. These identities can be used for other community developments, particularly the presentation of them through community-based tourism context; according to the previous study. (Kade-kanok Chumpradit and Jiraporn Khunsri, 2006: 81-90) This process also facilitated the establishment of a group of community members to develop the community identity through Tai Yuan and Lao Krang Traditional Woven Fabrics Learning Center. The participatory learning about tourism development can be summed up by organizing discussions between the community leaders, heads and its member, inviting the representatives of the locals to participate in the discussion with the experts opening and summarizing the discussion on different issues by means of participatory action research or PRA, which focuses on the participation of involved persons in the research. It is considered appropriate way for the community context, in order to encourage the community to “Think together, do together, and learn together” to strengthen the community by the encouragement of learning and exchanging of experiences to develop the livelihoods and economics of the community (Thoedchai Chuaibamrung, 2011). The exclusive identity represents the identity of the community and encourages the community to learn about indicative factors of community identity. The identity can be implemented to develop additional identities which are the heart for operating tourism developments.

6. Recommendations

The researchers offered the following suggestions to develop tourism under community identity :

1. In terms of local community

The community should encourage participation of and develop the new generation of its heads in the learning processes in order to create community identity, by allowing young people to think and develop their creative ideas according to their age and experiences and encouraging them to reflect their view of the community, causing diversity in the learning processes. The encouragement of participation of young people in the learning processes in order to create community identity will further the sustainability of community identity.

2. Suggestions for the development organizations

Operational-level government sectors and private sectors may implement the learning processes, namely, the participatory learning processes of the community to create community identity, in order to encourage the local community to create community identity. The development organizations play an important role in fostering the learning processes; providing the community with knowledge, necessary skills, or advices; and appraising the performances.

Suggestion for Further Research

1. The relation of people in the community in terms of participation should be studied in order to assess their readiness for the development; it will help develop tourism under community identity more effectively.

2. The development of learning processes should be studied further to create the specific community identity, namely, the study to develop learning processes which covers one specific part of the identity of the community.

In order to encourage learning of and to preserve cultural uniqueness representing itself, the community identity in four areas should be presented in a form of museum, in which the products representing community identity are exhibited and local lifestyles in the past are simulated: 1) Clothing: display the mannequins dressed in local clothes, 2) Dwelling: create the models replicating housing patterns of ethnic groups, 3) Language: create the boards on which the differences of languages spoken among ethnic groups are explained, and 4) Cuisine: create the food models and boards on which the recipe are shared.

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The Influence of Cultural Distance on Job Stress of Thai Flight Attendants: Examining the moderating effect of Cultural Competency

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Abstract

The objective of this research is to analyze the level of job stress that may occur in Thai flight attendants who experienced in operating on the flights with the foreign passengers from the countries that has difference cultural value preferences. Then, comparing the stress level with the flights that have that same cultural value preferences. We propose that cultural distance, and cultural competency are crucial determinants of flight attendants' job stress. Survey results from 100 Thai flight attendants from Thai Airways International PCL. who have operated on the flights to Delhi and Chiang Mai. The results from this study indicates that cultural distance has a statistically significant influence on Thai flight attendant job stress and flight attendants' job stress will be lower if flight attendants possessed higher level of cultural competency.

Keywords: cultural distance, cultural competency, flight attendant, cabin crew members, stress

1. Background

It is obvious that flight attendants or cabin crews is one of the most important components of airline business. Chen and Chen (2014) stated that cabin crew or flight attendants are crucial to the cabin performance of airlines, and may enhance air travel safety and alleviate passenger concerns. They have to deal with various types of situation during their long-hour working onboard including stressful and demanding situations (Karatepe & Vatankhah, 2014). With their job requirements, flight attendants have to travel frequently and also have to deal with the passengers from both similar and different cultures.

This research collected data from Thai flight attendants who have experienced in working on flights to Delhi and Chiang Mai. These two destinations were chosen because their national cultural dimensions are obviously different in many aspects (Hofstede, 1993).

According to Thai Airways International (2018), every month, there will be about 70 flights to Delhi, India with around 200-300 passengers in each flight and 120 flights to Chiang Mai, Thailand with around 150-250 passengers in each flight. Most of the passengers in Delhi flights are Indian and Chiang Mai flights are Thai. Each flight attendant will be assigned to work on each destination equally; as a result, Thai airways' flight attendants have experience in working with passengers both from India and Thailand. Therefore, Thai flight attendants are selected as the samples for this study.

So far, there are gaps of cultural distance and job stress in the literatures (Joiner, 2001; Klassen

et al, 2010), especially with cultural competency as the moderator in airlines industry. The key research question is whether the cultural competency will reduce flight attendant's job stress which is the cause of job stress when dealing with foreign passengers with high level of culture distance.

This study also reexamining the cultural distance between Thai flight attendants and Indian passengers to ensure the validity of Hofstede's cultural dimensions which has been created for many decades. The result indicated that there is a slightly different between a newly reexamined result and the classic Hofstede's cultural dimensions' value. Hence, Thai and Indian culture is still having a big gap of different.

The objective of this study is to investigate the relationship between cultural distance and job stress when Thai flight attendants serving foreign passengers. Additionally, this research also examine the moderating effect of cultural competency to the direct relationship. According to Job Demand-Resource Model (JD-R), the authors aims that Thai flight attendants with high cultural competency will experience lower job stress when serving foreign passengers. Contrastingly, Thai flight attendants who possessed lower cultural competency tend to encounter higher job stress.

This research provides a significant contribution to an existing international business literatures because this is a first study which investigates the effect of cultural distance to job stress in airlines context. The findings from this study will offer additional understanding of the importance of culture in service industry. Therefore, the organizations which have to interact with people from different cultures may apply the findings of this research to implement the policy to allow their employees to gain more abilities to handle the cultural- related issues. For example, the cross-cultural competency training.

2. Literature Review

Job Demand-Resource Model (JD-R)

This study used Job Demand-Resource Model (JD-R) to develop the hypotheses. This theory explains how stress are formed in occupations. The working conditions are separated into two categories called job resources and job demands (Demerouti et al., 2001). Job demands are the requirements from the job that individual are forced to use their skills to cope those conditions (Bakker & Demerouti, 2007). For instance, a job provide a limited time period to complete the particular tasks, the pressure from their superior or individuals are forced to work as fast as they can (Ohly & Fritz, 2010). Job resources are the working conditions that help persons to accomplish work goal, reduce stress and maintain personal's well-being (Demerouti et al., 2006; Johnson et al., 2006). The mechanism of this model can be explained that person who possesses job resources higher than job demands will not feel stress in their job. In contrast, persons who are lacked job resources compared to their job demands will suffered from the stress (Suthatorn & Charoensukmongkol, 2018).

The job demands tend to be higher when persons are encountered in diverse cultural situation, for example, dealing with persons from different culture (Suthatorn & Charoensukmongkol, 2018) because the expectation, value, norms and others aspects will be different from their own to other cultures (Lee, 2015). This study proposed that the cultural competencies can be crucial job resources for individuals who are working in non-local culture context which can facilitates them to solve the problems when dealing with persons from various cultures.

Job Stress

Job stress is a negative psychological state which can be defined as an individual's reaction to the emotionally and physically threatening work environment. The less motivated, poorly productive, health risks, and less safe at work can be occurred if he high level of job stress is experienced (Arshadi & Damiri, 2013; Jou et al., 2013; Khalatbari et al., 2013; Trivellas et al., 2013). Heavy workload or an excessive workload happens when employee realizes that there are too many tasks to complete in a certain period of time. This will create job stress and possibly lead to burnout (Choi & Kim, 2014). In hospitality industry, service providers such as flight attendants, nurses, call center's employee and teachers tend to encounter a higher level of stress due to their work roles, irregular work hours, longer periods of working and work environment (Karatepe & Ehsani, 2012). The stress will be more intense when flight attendants have to deal with passengers from various cultures due to their norms, value expectations and other aspects are different from their own (Gudykunst, 2004; Lee, 2015; Wang & Mattila, 2010). Therefore, flight attendants are the jobs that have a high potential to experiences higher level of job stress.

National culture

Hofstede's (1993) defined the culture as "the collective programming of the mind which distinguishes the members of one human group from another." There are five dimensions which explain each national of culture, power distance, individualism versus collectivism, masculinity versus femininity, and uncertainty avoidance. Long-tern versus short-term orientation. In context of flight attendants, these dimensions indicate the different in value, norms, body gestures, verbal and non-verbal behavior that must be prepared to exhibit according to passengers' culture for avoiding a dissatisfaction that may arise from flight attendants' unintended actions. The logical reason for each dimension that has been selected for this research will be elaborated in the samples and data collection section.

Cultural distance

Cultural distance is defined as "differences between the indices of each country." Hence, cultural distance measurement is the difference between the index of home country and the target foreign country (Clark & Pugh, 2001). Therefore, cultural distance performs as a barrier of interaction among people from different culture. For almost three decades, cultural distance has been applied to multiple areas of research such as international business management (Drogendijk & Slangen, 2007; Kogut & Singh, 1988), tourism management (Ng et al., 2007) and human resource management (Liu et al., 2004; Testa et al., 2003; Froese & Peltokorpi, 2011).

Researchers presented that the cultural distances among countries influence the individual's perception (Earley & Mosakowski 2000; Swift 1999). Eriksson, Majkgard, and Sharma (2000) mentioned that a great cultural distance between the home and foreign country causes more difficulty on identifying and interpreting incoming signals. Therefore, larger cultural distance can lead to misunderstandings (Lincoln, Hanada, & Olson 1981). The wider the cultural distance from home country to foreign country, the less the knowledge available on the new environment which leads to more difficulty in understanding and learning about the foreign country (Sousa & Bradley, 2006). Ramsey (2008) pointed out that perceiving the distance between the home and the foreign countries can impact the level of stress, consequently, can affect negatively to job satisfaction and performance (Bhaskar-Shrinivas et al., 2005). The study of Testa et al. (2003) also supported that cultural fit has a positive effect on job satisfaction.

However, not every gap in cultures always caused negative outcomes, Shenkar (2001) argued that the difference with good combination could create a positive synergy, which has a positive effect on performance. Gould (1966) stated that some cultures are attractive to others. The perception of foreign culture's attributes could be a major reason for the preferences expressed by potential partners and foreign countries.

The authors used these dimensions' value to measure culture distances. This technique is widely used for measuring cross-cultural distance and is considered to be one of the most influential approaches (Beugelsdijk et al 2015; Joiner 2001; Sousa & Bradley 2006). The equation of measuring culture distance is adopted from Kogut and Singh (1988). The details of a calculation are provided in measure section.

Cultural distance and job stress

Working with passengers with a high level of cultural distance will create a certain level of job stress because it requires more job demands and workloads to fulfil their requirements. Job demands of flight attendants not only required them to work fast, work hard or time limitation (Bakker et al., 2003) but also have to concern about passenger's culture that they are interacting with. When flight attendant's culture is differing from their foreign passengers, many aspects seem to be more complicated. For example, flight attendants are required to have a truly understanding about expectation from each culture (Lee, 2015; Suthatorn & Charoensukmongkol, 2018). Both verbal and non-verbal expression such as facial expressions, eye contact and body gestures are perceived different in some cultures (Lee, 2015). These account as the job demands that caused by cultural distance which might lead to the failure to control their job's duty. Then, lacking of abilities to control will also lead to job stress (Charoensukmongkol, 2014; Health and Safety Executive, 2015). Lastly, according to Job Demand-Resource model, a higher level of cultural distance between flight attendants and foreign passengers required flight attendants to possess various skills to function effectively and cope the problems that might occur in culturally context. These easily lead them to a job stress due to an exceed job demands. Previous researches indicated that the higher level of cultural distance is associated to the higher level of stress in international students who studied in the country that the culture are different from their own (Redmond, 2000; Suanet & van de Vijver, 2009; Szabo et al., 2016). Based on previous literatures, the following hypothesis is proposed for the current research as follow:

Hypothesis 1: A higher cultural distance between flight attendants and foreign passengers will positively relate with job stress.

Cultural competency (CC)

Since the globalization has grown all over the world. The organizations in both public and private sector has to work with people in different cultures. To prevent the conflict to others, researchers have studied in this area for many decades. Many studies are suggested that cultural competencies are the crucial skills that will help individuals to perform well in cross cultural context (Johnson et al., 2006; Suthatorn & Charoensukmongkol, 2018). The definition of cross-cultural competency has been described as the ability to function effectively in another culture (Gertsen, 1990). Previous researches have found benefits of cultural competency which will help individual to function effectively in diverse culturally situations. Heracleous and Wirtz (2010) investigated that a broader cultural knowledge of cabin crew members will make them deal with passengers from different culture effectively. Suthatorn and Charoensukmongkol (2018) also found that cultural intelligence facilitates cabin crew members to develop a better intercultural

communication which help them capably serve foreign passengers. Then, cabin crew members are able to lessen their job stress.

According to HSE (2015), to reduce the effects form job demands, employees must be able to gain the control of their job. Cultural competency will provide flight attendants the ability to understand the people from the countries with high level of cultural distance which facilitate them to rigidly control their job (Johnson et al., 2006). Then, they can reduce job stress caused by job demands. Previous researches also confirm the ability of cultural competency; Johnson et al. (2006) found that cross-cultural competency is the key to alleviate the problems in diverse cultural situations. Additionally, Choi and Kim (2014) stated that without an adequate level of cultural competence, employee will feel stress, burn out and decreasing in service quality. All of these evidences imply that two groups of flight attendants will have different perception about job stress they are encountered which mean flight attendants who have a higher level of cultural competency will perceive a lower level of job stress. Contrarily, flight attendants who possessed a lower level of cultural competency will perceive a higher level of job stress. Hence, the second hypothesis are proposed.

Hypothesis 2: Cultural competency moderates the relationship between cultural distance and job stress.

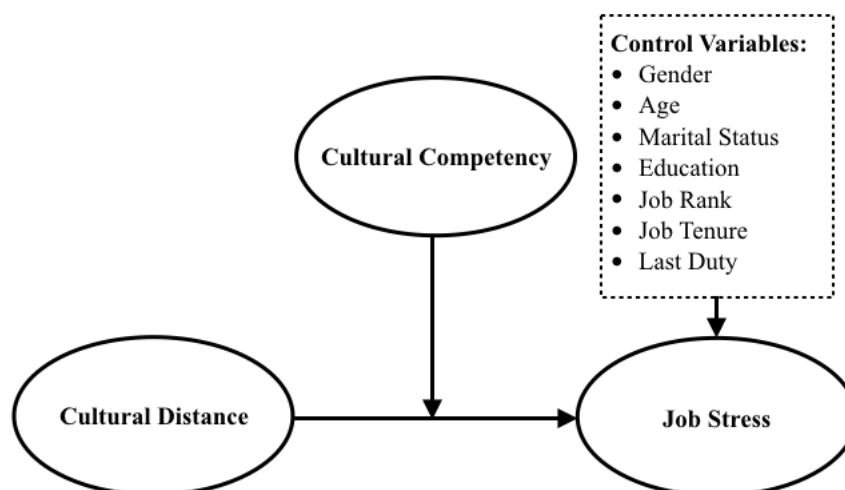


Figure 1: Conceptual model

The conceptual model indicated a positive direct relationship between cultural distance and job stress of Thai flight attendants. The cultural competency is shown as a moderating variable which is hypothesized to associate a lower job stress when Thai flight attendants are serving high cultural distance passengers. Lastly, control variables are included in the analysis for testing their effect to the job stress.

3. Methods

Samples and data collection

The questionnaire designed for this empirical study to collect the data from Thai flight

attendants for testing the validity of the proposed model and research hypotheses. One hundred Thai flight attendants who currently working at Thai Airways International Public Company Limited with the experience in flying to Delhi, India and Chiang Mai, Thailand are selected as the participants of this study. The reason behind the selection of these two culture come from a personal interview of a few group of Thai Airways flight attendants about the culture that always caused them stress. Over ninety percent of answers is 'Indian'. The authors use the Hofstede's cultural dimension to confirm the reason why Indian culture always cause the stress to Thai flight attendants. Similarly, Suthatorn and Charoensukmongkol (2018) found that the evidence that Indian culture has three dimensions that cause a stress to Thai flight attendants which are power distance, individualism and masculinity due to each cultural value are significantly differing from one to another as showed in table 1.

Table 1: Hofstede's cultural dimensions compared between Thai and Indian

| | Power Distance | Individualism/Collectivist | Masculinity/Femininity |
|--------|----------------|----------------------------|------------------------|
| Thai | 64 | 20 | 34 |
| Indian | 77 | 48 | 56 |

According to Hofstede's cultural dimension, people from individualist culture, for example, Indian culture, are value themselves than concerning the others (Donthu & Yoo, 1998). In contrast, people from collectivist culture or lower level of individualism, such as Thai culture, tend to have lower demand and concerning to other people. Therefore, Thai flight attendants tend to experience more stress when dealing with passengers from individualism culture. Moreover, people from masculinity culture tend to exhibit high assertiveness to complete their goal (Hofstede, 1991). Contrastingly, people from femininity culture tend to prevent conflict and take care other people (De Mooij & Hofstede, 2011). Therefore, Thai flight attendant, who are classified as feminine culture, will actively serve their passengers according to passengers' need instead of facing the complaints from passengers' dissatisfaction. The conflict tends to be more intense when Thai flight attendants encounter passengers from masculinity culture. All of these evidences, Thai flight attendants will experience more stress when dealing with Indian passengers.

Then, to validate the content in the questionnaire, intensive literature reviews had been performed and the survey questions had been pre-tested and revised. The self-administered questionnaires were distributed through the on-line service from Google (Google Form) and the link to the questionnaire was distributed to the flight attendants' Facebook accounts, and LINE instant messaging services. Demographic as well as the other work-related information such as job position, and experience in years is also collected.

Measures

The questionnaire consists of three sections. The first section consists of seven questions to indicate demographic information including; last duty to India and Chiang Mai, gender, age, marital status, education level, job rank and job tenure. Cultural dimensions are measured in the second section in order to verify the individual level values with Hofstede's national level values. The scale of cultural dimensions was adopted from Yoo, Donthu, and Lenartowicz (2011). There are three questions regarding Power Distance. Sample item includes "People in lower positions should not disagree with decisions by people in higher positions." Another three questions asking about individual's Uncertainty Avoidance. Sample item includes "It is important to have instructions spelled out in detail so that I always know what I'm expected to do." For Collectivism, there are also three questions. Sample item includes "Group welfare is

more important than individual rewards.” Four questions have been asked regarding Masculinity. We omitted Long-term oriented questions because they are not used in cultural distance calculation formula created by Kogut and Singh (1988). Five-dimensional Likert-scale (from 1 = Strongly disagree to 5 = Strongly agree) was used to measure these items.

National culture distance was measured by using index developed by Kogut and Singh (1988), which is based on Hofstede’s (1980) four cultural dimensions. This index has been referred in many studies (Froese & Peltokorpi, 2011; Mezas et al, 2002; Morisini et al, 1998; Ragozzino, 2009; Slangen, 2006). Moreover, in order to analyze the cultural distance existing between Thailand and India, the cultural distance is also measured for comparison by using below equation:

$$CD_j = \sum_{i=1}^4 \{(I_{ij} - I_{ia})^2 / V_i\} / n$$

Where,

- CD_j is the cultural differences of the India from Thailand,
- I_{ij} is the Hofstede’s score for the i^{th} cultural dimension of India,
- I_{ia} is the Hofstede’s score for the i^{th} cultural dimension of Thailand
- V_i is the variance of the index on the i^{th} cultural dimension
- n is the number of cultural dimensions

The purpose of this re-measure cultural variables is to verify the values found by Hofstede’s (1980), which were surveyed more than 20 years ago. The results from the re-measure variables show that there are a small different between Hofstede’s and the re-measure values. Therefore, this study used Hofstede’s cultural dimension values as the references.

Job stress was measured by adopting from index developed by National Institute for Occupational Safety and Health (2014). It consists of two sets of eight questions. Participants have to answer the questions from job stress on Delhi flights and Chiang Mai flights. Sample items include “How often does your job require you to work fast?”, “How often does you job require you to work very hard?” and “How often does your job let you use the skills and knowledge you learned in school?” They were measured by using five-dimensional Likert-scale (from 1 = Strongly disagree to 5 = Strongly agree).

The moderating variable, cultural competency, was measured by asking the respondents to choose the answers that best corresponds with their opinions. The scale was adopted from Like (2001). It consists thirty-three questions from six parts including knowledge of communities, skills in dealing with sociocultural issues, how comfort in dealing with the cross-cultural encounters or situations, and attitudes on passenger’s behaviors. Five- dimensional Likert-scale (from 1 = strongly disagree to 5 = strongly agree) was used to measure these items.

Apart from the main independent variable, other control variables were included. Gender is measured as a dummy variable (male = 1; female = 0). Age and working experience are measured in year. Marital status is measured as a dummy variable (single = 1; married = 0). Educational level is measured using an ordinal scale (1 = below bachelor’s degree; 2 = bachelor’s degree; 3 = master’s degree; 4 = doctoral degree). Job rank is measured using an ordinal scale (1 = Economy; 2 = Royal Silk; 3 = First; 4 = Air Purser; 5 = In-flight Manager and above). Last duty to Delhi / Chiang Mai is measured using an ordinal scale (1 = within 1 month; 2 = 2 months ago; 3 = 3 months ago; 4 = more than 3 months).

Estimating technique

SPSS version 24 was selected to perform data analyses in order to perform the relationship estimation of a set of independent variables and the dependent variable, the Ordinal Least Squares (OLS) regression analysis was used to analyze the data collected since it allows researcher to estimate the relationships among variables. Various statistical tools and techniques were used to analyze the data. Descriptive analysis, including means and standard deviation was performed.

4. Results

323 questionnaires were distributed online through the social networks which are facebook messenger and LINE of Thai Airways flight attendants' accounts. 112 questionnaires were returned after almost 1-month collection period. After checking the correctness of the data, 12 questionnaires were removed from the analysis due to they were not completely filled. 100 questionnaires are suitable for the analysis which accounted for 30.96 percent response rate. The demographic and job characteristic of respondents is reported in table 2 below.

Table 2: Demographic characteristics, work characteristics, and education level

| Demographic factor | Descriptive statistic |
|---------------------------------|---|
| Last duty to India & Chiang Mai | Within 1 month: 54 (54.0%) 2 months ago: 44 (44.0%) 3 months ago: 2 (2.0%) More than 3 months ago: 0 |
| Gender | Male: 24 (24.0%) Female: 76 (76.0%) |
| Age (year) | Mean: 28.70 Standard deviation: 6.395 |
| Marital status | Single: 46 (46.0%) Married: 54 (54.0%) |
| Educational level | Below Bachelor's degree: 0 Bachelor's degree: 76 (76.0%) Master degree: 22 (22.0%) Doctoral degree: 2 (2.0%) |
| Job Rank | Economy class: 56 (56.0%) Royal Silk: 16 (16.0%) First class: 26 (26.0%) Air Purser: 2 (2.0%) In-flight manager or above: 0 |
| Job Tenure | Mean: 7.64 Standard deviation: 6.413 |

Reliability test

The internal consistency, average correlation of the items, or the item consistency in the survey questionnaire needed to be identified to find the reliability level. To do so, the Cronbach's alphas coefficient is used to evaluate the scales of the items in the questionnaire. The results, as reported in table 3, shows that all Cronbach's alphas coefficient values are

higher than 0.7. This mean the reliability of all items is satisfied as suggested by Fornell and Larcker (1981).

Note: for cultural distance, there is no Cronbach's alpha coefficient reported as the values of cultural distance are derived from Hofstede's study.

Table 3: Results from reliability test

| Variables | Cultural distance | Cultural competency | Job stress |
|--|-------------------|---------------------|------------|
| Cronbach's alphas (α) coefficient | none | 0.943 | 0.786 |

The correlation

To investigate the one-on-one relationships between the key variables, Pearson correlation coefficients are used to perform the analysis of the bivariate correlation among variables. The correlation coefficient indicates the degree of association between two variables and p-value determines the significant of the relations. The correlation analysis's results are shown in table 4.

Table 4: Correlation among variables

| Variables | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|------------------------|--------|---------|-------|-------|---------|--------|--------|---------|---------|
| 1. Job stress | .685** | -.445** | .213* | -.068 | -.431** | .113 | -.136 | -.500** | -.438** |
| 2. Culture distance | 1 | .000 | .223* | .000 | .000 | .000 | .000 | .000 | .000 |
| 3. Cultural competency | | 1 | -.082 | .094 | .505** | -.195 | .162 | .602** | .509** |
| 4. Last duty | | | 1 | -.153 | .039 | -.158 | .136 | -.011 | .030 |
| 5. Gender | | | | 1 | -.077 | .047 | -.109 | -.096 | -.071 |
| 6. Age | | | | | 1 | .275** | .521** | .924** | .999** |
| 7. Marital status | | | | | | 1 | -.249* | -.252* | -.271** |
| 8. Education | | | | | | | 1 | .472** | .505** |
| 9. Job rank | | | | | | | | 1 | .925** |
| 10. Experience | | | | | | | | | 1 |

Note: * $p < 0.05$ means the relation are significant at the 0.05 level, ** $p < 0.01$ means the relation are significant at the 0.01 level

Exploratory Factor Analysis (EFA)

This analysis will confirm the validity of the scales. The result of Kaiser-Meyer-Olkin (KMO) is

0.733 which over the acceptable threshold. This means the scales are measure what they intended to measure. This research used a rotated component matrix to interpret the results. The result showed that questions from job stress and cultural competency that used in the questionnaire both has a value over 0.5. This means the questions is valid. The results of an exploratory factor analysis are presented in table 5.

Table 5: Result of Exploratory Factor Analysis (EFA)

| Questions | Components | | | | | | |
|--------------------------|------------|---|-------|-------|---|-------|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Job Stress | | | | | | | |
| JS1 | | | | 0.554 | | | |
| JS2 | | | | 0.698 | | | |
| JS3 | | | | 0.595 | | | |
| JS4 | | | | 0.659 | | | |
| JS3 | | | | 0.659 | | | |
| JS6 | | | | | | 0.636 | |
| JS7 | | | | 0.587 | | | |
| JS8 | | | | 0.649 | | | |
| Cultural Competency | | | | | | | |
| Knowledge of communities | | | | | | | |
| KC1 | | | 0.694 | | | | |
| KC2 | | | 0.646 | | | | |
| KC3 | 0.639 | | | | | | |
| KC4 | 0.569 | | | | | | |
| Skills | | | | | | | |
| SK1 | | | 0.459 | | | | |
| SK2 | 0.564 | | | | | | |
| SK3 | | | | 0.598 | | | |
| SK4 | | | 0.522 | | | | |
| SK5 | | | 0.605 | | | | |
| SK6 | | | 0.593 | | | | |
| SK7 | 0.574 | | | | | | |
| SK8 | | | | 0.559 | | | |
| SK9 | 0.606 | | | | | | |
| Situations | | | | | | | |
| SI1 | 0.593 | | | | | | |
| SI2 | 0.823 | | | | | | |
| SI3 | 0.853 | | | | | | |
| SI4 | 0.810 | | | | | | |
| SI5 | 0.787 | | | | | | |

| | | | | | | | |
|-------------------------|-------|-------|--|--|--|-------|-------|
| SI6 | 0.808 | | | | | | |
| SI7 | 0.848 | | | | | | |
| SI8 | 0.881 | | | | | | |
| SI9 | 0.625 | | | | | | |
| SI10 | 0.867 | | | | | | |
| Sociocultural | | | | | | | |
| SO1 | | | | | | 0.770 | |
| SO2 | | | | | | 0.617 | |
| SO3 | | | | | | 0.837 | |
| Own perception | | | | | | | |
| OW1 | | 0.787 | | | | | |
| OW2 | | 0.790 | | | | | |
| OW3 | | 0.801 | | | | | |
| Education and trainings | | | | | | | |
| ED1 | | | | | | | 0.620 |
| ED2 | | | | | | | 0.755 |
| ED3 | | | | | | | 0.834 |

Note: KMO: 0.733, p-value: 0.000

Regression analysis

This research used an ordinary least square regression (OLS) to examine the data. The result from linear regression indicated that 1 of 2 hypotheses are confirmed.

Hypothesis 1 predicts a positive relationship between cultural distance and job stress. The regression result shows that the relationship between these two variables is positive and statistically significant ($\beta = 0.323$, $p\text{-value} = 0.00$). Therefore, the hypothesis 1 is statistically supported. Results from regression analysis are showed in table 5.

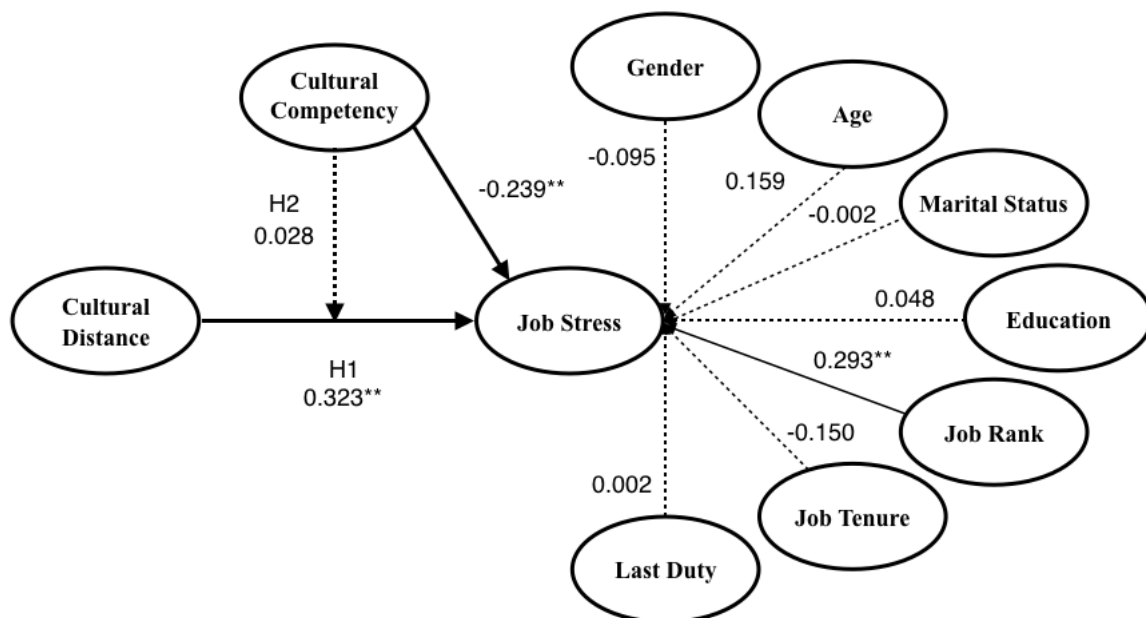
Hypothesis 2, with the interaction term, predicted that the positive relationship between cultural distance and job stress would be weaker for flight attendants who have more cultural competency. The result, in second column of Table 5, indicates that the moderating effect of cultural competency is negative and statistically significant ($\beta = 0.028$, $p = 0.643$). Therefore, hypothesis 2 is not supported.

Table 6: Regression Analysis Results

| | Hypothesis 1 | Hypothesis 2 |
|---|--------------|--------------|
| Cultural Distance | 0.323** | 0.227 |
| Cultural Competency | -0.239** | -0.270* |
| Cultural Distance x Cultural Competency | | 0.028 |
| Last duty | 0.002 | 0.002 |
| Gender | -0.095 | -0.095 |
| Age | 0.159 | 0.159 |
| Marital Status | -0.002 | -0.002 |

| | | |
|------------------------|----------|----------|
| Education | 0.048 | 0.048 |
| Job Rank | -0.293** | -0.293** |
| Job Experience | -0.150 | -0.150 |
| Constant | 0.960 | 1.069 |
| R-Squared | 0.774 | 0.774 |
| Adjusted R-Squared | 0.751 | 0.749 |
| Number of Observations | 100 | 100 |

From table 6, the negative relationship between cultural competency and job stress has been found and the result is significantly supported. This means job stress will be decreased if flight attendants acquired more cultural competency. In term of control variable, there is a significant negative relationship between job rank and job stress. This can be implied that the flight attendants with a higher rank will perceive a lower level of job stress.



Note: * $p < 0.05$ means the relation are significant at the 0.05 level, ** $p < 0.01$ means the relation are significant at the 0.01 level

Figure 2: The testing results of the hypothetical model

5. Discussion and Conclusions

This research aimed to analyze the level of job stress that they are perceived caused by the cultural distance among Thai flight attendants. In particular, flight attendants are required to work in limited time and heavy workloads (Karatepe & Vatankhah, 2014; Suthatorn & Charoensukmongkol, 2018). According to Job Demand-Resource Model (JD-R), an increasing of job demands that exceed personal's job resources will force flight attendants to be stressed (Demerouti et al., 2001). Additionally, the stress will be intensified when they have to deal with passengers from other cultures (Suthatorn & Charoensukmongkol, 2018) because the values, norms, expectations and other aspects will be different from their own culture (Lee, 2015).

Therefore, an exceeded job demands are rooted from the culturally different from flight attendants' culture to their foreign passengers' culture. This research proposed that cultural competencies is the key that enhance flight attendants' job resources which will alleviate them from an overload job demands which usually caused the job stress.

According to the result from regression analysis, one of two hypotheses is statistically supported. The finding revealed that cultural distance has a positively significant relationship to the job stress. This means the higher level of cultural distance between flight attendants and passengers, the higher job stress they are perceived. The results from this study is congruent with previous study of cultural distance affect the stress in the international students' context who study in the country which culture is differ from their own (Redmond, 2000; Suanet & van de Vijver, 2009; Szabo et al., 2016) Specifically, Suanet and van de Vijver (2009) found that the higher cultural distance between themselves and people from host country, the more stress they are suffered. Moreover, unexpectedly, the negative relationship between cultural competency and job stress also found in the analysis which means flight attendants with higher cultural competency will perceived less job stress than who possessed lower cultural competency. This finding is consistent with recent research. Bucker et al., (2014a) investigated that the cultural competency allow individual to control their stress in diverse cultural situation. Suthatorn and Charoensukmongkol (2018) also found that cultural competency facilitated cabin crew members to alleviate job anxiety when dealing with foreign passengers.

Lastly, the result from moderating effect of cultural competency indicated that there is a positive effect between the relation of cultural distance and job stress. This means Thai flight attendants who have higher cultural competency will experience higher job stress when dealing with passengers who have a high cultural distance from their culture. Unfortunately, the result is contrast from our prediction. However, this moderating effect is not statistically significant.

Recommendations

Based on the findings, authors suggest airlines to issue the policy to encourage flight attendants to attend the cultural competency training sessions or create the curriculum for flight attendants to learn about the cultural competency prior to their first flight. For the reason that, flight attendants have to, unavoidably, work with multi-cultural situation on board both with similar cultures and very different cultures. Without ability to control the effects from culture distance, more workloads will be occurred. Then, stress will be occurred and will lead to low performance and job burnout (Choi & Kim, 2014).

There are several suggestions for the further studies based on some weaknesses found from this study. First, there may be some biases form the self-evaluated questionnaire used for this study. It is recommended to use the tri-angulation process to verify the results of the survey and the in-depth interview is recommended to confirm this results of this study. Second, the sample size may be needed to expand to acquire the generalizability and reliability of the results. Third, the questionnaire was conducted in English. This may cause some difficulties and misunderstanding from the respondents. It is suggested to translate the questions into Thai to be more comfortable for the respondents to understand and save time.

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Appendix: Questionnaire

Job Stress

How often certain things happen on your duty to Delhi/Chiang Mai

- How often does your job require you to work very fast?
- How often does your job require you to work very hard?
- How often does your job leave you with little time to get things done?
- How often does your job require you to concentrate on your job?
- How often does your job require you to think fast?
- How often does your job let you use the skills and knowledge you learned in school?
- How often can you use the skills from your previous experience and training?
- How often do the passengers cause you the stress?

Cultural Dimensions

To what extent do you agree with the following statements?

Power Distance

- People in higher positions should make most decisions without consulting people in lower positions.
- People in higher positions should not ask the opinions of people in lower positions too frequently.
- People in lower positions should not disagree with decisions by people in higher positions.

Uncertainty Avoidance

- It is important to have instructions spelled out in detail so that I always know what I'm expected to do.
- It is important to closely follow instructions and procedures.
- Instructions of operations are important.

Individualism/Collectivism

- Individuals should sacrifice self-interest for the group.
- Group welfare is more important than individual rewards.
- Group success is more important than individual success.

Masculinity/Femininity

- It is more important for men to have a professional career than it is for women.
- Men usually solve problems with logical analysis; women usually solve problems with intuition.
- Solving difficult problems usually requires an active, forcible approach, which is typical of men.
- There are some jobs that a man can always do better than a woman.

Cultural Competency

Knowledge of Communities

How knowledgeable are you about each of the following areas?

Demographics of diverse racial, and ethnic groups

Sociocultural characteristics of diverse racial and ethnic groups

Job risks experienced by diverse racial and ethnic groups

Job requirements experienced by diverse racial and ethnic groups

Your cross-cultural skills

How skilled are you in dealing with sociocultural issues?

Greeting passengers in a culturally sensitive manner

Performing a culturally sensitive in-flight service

Inform/negotiating a culturally sensitive in-flight service

Providing culturally sensitive passenger warning

Assessing unruly-passenger tendency

Dealing with cross-cultural conflicts relating to in-flight service

Dealing with cross-cultural adherence/compliance problems

Dealing with cross-cultural ethnical conflicts

Apologizing for cross-cultural misunderstanding or errors

Encounter cross-cultural situations

How comfortable do you feel in dealing with the following cross- cultural encounters or situations?

Serve passengers from culturally diverse backgrounds

Serve passengers with limited English proficiency

Serve passengers who stick on their culturally diverse backgrounds

Identifying beliefs that are not expressed by a passenger but might interfere with the in-flight service

Being mindful to nonverbal cues or the use of culturally specific gestures that might have different meanings in different cultures

Interpreting different cultural expression of uncomfortable, unhappy, and angry gestures

Advising a passenger to change behaviors or practices related to cultural beliefs that impair other passengers' privacy

Working with flight attendants from culturally diverse backgrounds

Working with a colleague who makes negative remarks about passengers from a particular ethnic group

Providing service to a passenger who makes negative comments about your racial or ethnic background

Attitude

How important do you feel it is for flight attendants to receive training in cultural diversity and/or multicultural?

Important of sociocultural or culturally different

How important do you believe sociocultural issues are in your interaction with?

Passengers?

Colleagues?
Staff?

Own perception about culture

How aware are you of your own:

Racial, ethnic, or cultural identity?

Racial, ethnic, or cultural stereotypes?

Biases and prejudices?

Education and Training

How much training in cultural diversity have you previously had:

In college?

In flight attendant school?

During flight attendant re-current training?

Respondent's Demography

Gender: male, female

Age: please write in year

Marital status: single, married, divorced, widowed

Job rank: Economy class, Royal silk class, First class, Air purser, In-flight manager

When was your last duty to Delhi: within 1 month, 2 months ago, more than 2 months

When was your last duty to Chiang Mai: within 1 month, 2 months ago, more than 2 months

DESIGNING CITY TOURIST ROUTE OF CIREBON, WEST JAVA, INDONESIA

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Abstract

The existence of a new highway or commonly called a toll road, which connects between Jakarta-Cirebon, is a factor in the development of tourism in Cirebon. This development is expected to contribute to the increase in the number of tourist visits. Tourists need to be facilitated to obtain good and many experiences while in Cirebon. The conception of tourist routes is used as input for the creation of a framework or direction for government policy for the development of tourism in the medium and long term in the context of developing tourism in Cirebon. The approach used is the concept of 5A which is a key element that must be owned by a destination. 5A consists of Accessibility, Accommodation, Attraction, Activity, and Amenities. 5 selected tourist attractions are the priorities that are arranged in the Cirebon tourist route.

Keywords: Tourist route, Cirebon, West Java

A. Background

The Cirebon city and its region is part of the West Java province located in the Northeast. Since a few years ago the region wanted to separate from West Java and form its own province. The reason for this is the difference in the level of prosperity in which the Cirebon region is less compared to other regions in West Java. In addition, there are also problems of accessibility or "closeness" with Bandung –as the provincial capital city - which are relatively far compared to other regions in West Java.

However, since the toll road on the North Coast of West Java has increasingly extended to the East and reaches the Cirebon area, and has even reached Central Java, on the one hand, and on the other hand, in the next future Cirebon will also be connected to other new toll road from direct Bandung, the accessibility of the Cirebon area will increase very high. Those accessibility is also supported by the Jakarta-Cirebon railroad network which has double tracks so that the frequency of Jakarta-Cirebon train services increases significantly.

On the tourism side, in the Cirebon region there are several nationally known destinations or attractions. Among them are the Cirebon Palaces and the ancient Mosque. Increased accessibility from big cities, such as Jakarta and its surroundings and Bandung, will bring potential tourists to the

Cirebon region. The utilization of this potential can make tourism activities increase. In turn, trickling down & multiplier effects can occur from tourism activities to other productive activities. Thus, lagging in the Cirebon region in the future can be reduced.

Geographical conditions of access / gateways to the Cirebon region from the area of origin of potential tourist tourists are via railways, highways and toll roads. While tourist objects / destinations are spread in Cirebon. In order to increase tourism activities there, the concept of tourist routes can be developed.

According to UNWTO (2014), tourist routes create opportunities for inter-border cooperation or areas of government administration, collaborative destination marketing, product development, public-private cooperation, and preservation of natural and cultural heritage. Lourens (2007) states that tourist routes carry more varied activities and attractions and are able to stimulate entrepreneurship from actors in producing goods and services. Stoddart and Rogerson (2009) wrote that tourist routes in South Africa turned out to be more beneficial when directed to pro-poor tourism than when directed to pro-growth focus. But the development of tourist routes, especially related to heritage tourism, needs to pay attention to the power of innovation from the actors (Nagy, 2012).

According to the Ministry of Culture and Tourism (in Yoeti, 2008), elements included in the tourism industry include accommodation, transportation, attractions, travel regulators, and tourism organizations both central and regional. Integrated tourism development is carried out by harmonizing the elements of tourism into a mutually supportive entity. Integrated tourism development can increase the attractiveness of a region.

Integrated tourism development can be done with the concept of sightseeing tours. Regional / city tour concept is one form of touring. The product of this concept is a series of tourist objects and attractions connected by a transportation system (Winarso et.al., 2003). According to Hadinoto (1996), touring is a tourism subsystem which includes attractions, transportation, service facilities and promotional directions used in tours to several locations.

With the development of tourism in an integrated manner through the concept of sightseeing tours, it is expected that the interest of tourists to make tourist visits to the Cirebon region can be increased and can integrate various tourist objects and their supporting elements.

To be able to apply the concept of sightseeing tours, it is necessary to arrange alternative tourist routes. In developing a tourist route, it should be noted that tourists need a full tour experience. Based on this description, the main problem is the lack of development of tourist travel routes and the possibility of providing tourist transport shuttle based on tourist preferences to be able to develop tourism in the Cirebon on one side. On the other hand, tourism activities that have taken place in the future are expected to be more developed requiring infrastructure support, both road networks and supporting facilities in tourist objects / destinations.

The purpose of this paper is presenting the tourists route to support tourism development in Cirebon.

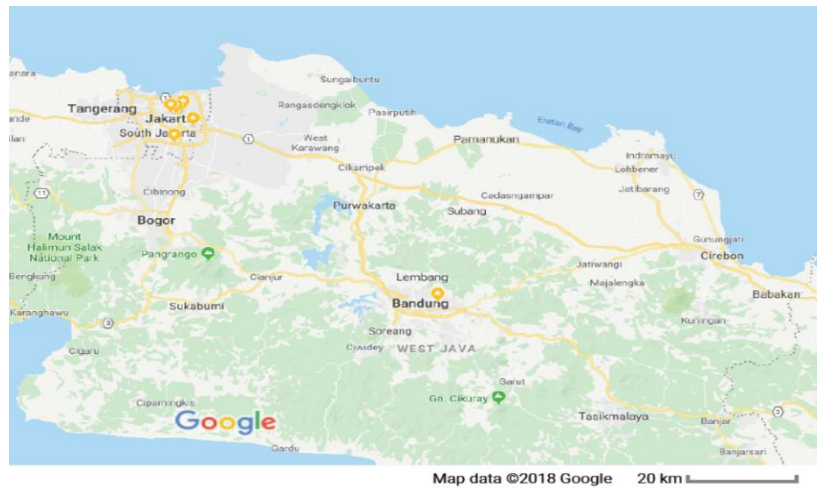


Figure 1. Orientation Map of Cirebon

B. Literature review

The process of spatial interaction is an important thing that influences tourism development. The process of spatial interaction is described in a basic model, namely the existence of links (linkage) between the area of origin and tourist destination. (Pearce, 1995: 3) In developing tourist routes, the model used is the models of tourist travel. In this model, (1969, in Pearce, 1987) three different routes were proposed that connect between the origin and destination point, namely access route, return route, and recreational route (Pearce, 1987: 3). An access route is a direct route that connects the origin and destination point. Return route is a direct route that connects the destination point with the origin. Meanwhile, recreational route is a route that utilizes various tourist facilities along the way. Recreational routes are part of a trip where tourists can stop and take a trip along the route that connects between the origin and destination.

The origin of tourists for the Cirebon region can be approached by an adaptation of Meyer's idea (2004) where tourists come and return from Cirebon station and or exit the toll road near Cirebon where tourists can stay or rest. From the other side, according to Mason (1990), the location of tourist activities is a major component in tourism. Looking at the demand side, tourists have a big role in developing a tourism product. Development of tourist routes is one form of tourism products. A demand for tourism certainly depends on the tourist market's wishes.

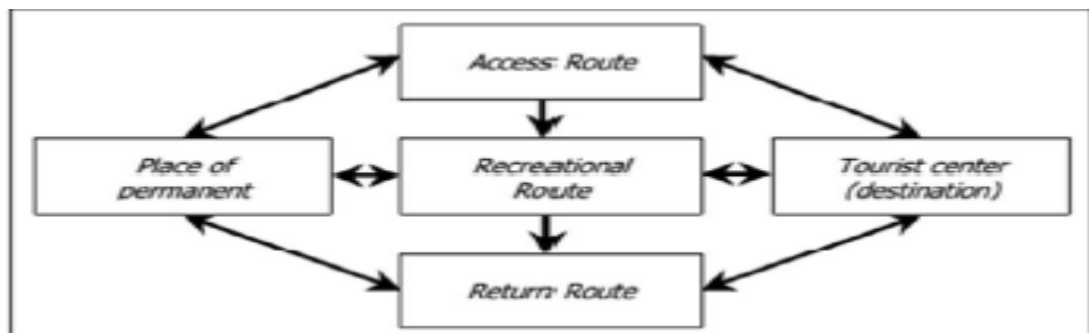


Figure 2. Tourists Travel Model ((Source: Mariot, 1969, in Pearce, 1987)

Route tourism unites several tourist attractions and tourism activities in an integrated theme, which encourages the existence of entrepreneurial opportunities through the development of additional products and services (Miossec, 1977; Gunn, 1979; Long et al., 1990; Fagence, 1991; Lew, 1991; Greffe, 1994; Page and Getz, 1997; in Meyer, 2004). Basically, the concept of tourism routes can generate the distribution of the economic benefits of tourism to areas outside the main destination so that it can create job vacancies and opportunities for entrepreneurship. The initiation of the tourism route has several objectives, as stated by Meyer (2004) that there are six main objectives of the tourism route. One of them is to assist the spread of tourists and the economic benefits of tourism. Meanwhile, UNWTO (2014) explained that the tourism route has the opportunity to create the sustainable of tourism development, because it has the potential to spread tourism demand and revenue throughout the year in a region, which can support the regional wealth distribution, reduce pressure on major tourist activities and give contributions to overcome seasonality problems. Meyer (2004) explained that based on geographic elements, the attractiveness of any tourism route lays on geographical distance, travel time required by tourists to arrive at a tourist destination, how much money needed to, and cognitive distance between the area of origin of tourists and tourist destinations.

There are three basic assumptions about tourism destination designing scheme, as stated in Dredge (1999), namely: (1) By the presence of tourists, the economy of the tourist destination increases due to a new market that is geographically spread throughout the destination; (2) Complexity and multi-scale of destinations require flexible structured arrangements tailored to different site scales and market characteristics; and (3) The scheme of tourism destination planning and design consist of tourism destination region, tourists generating market, nodes, district, route circulation and gateways. Dredge concept are presented in the figure below.

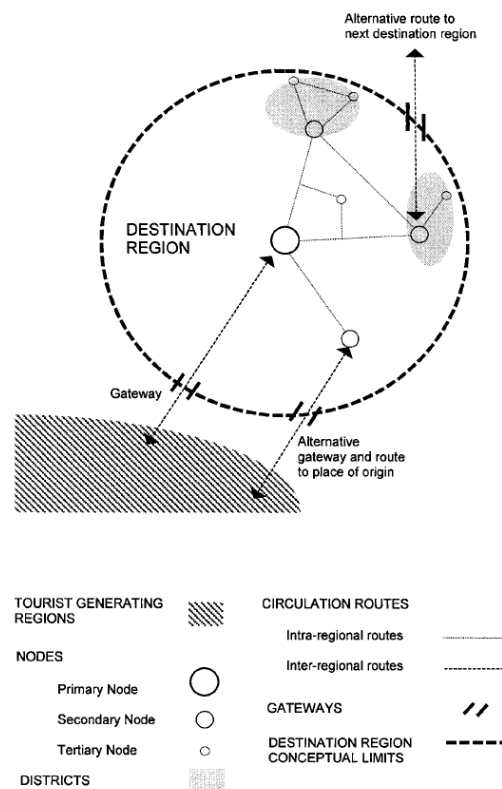


Figure 3. Double Nodes of Destination Region (*Source: Dredge, 1999*)

Regardless of how or why individual go on a trip, there are some fundamental requirements expected by tourists from their trip destinations. Tourism research and developers said that there are some important key elements generating to the success of a tourist destination. This is traditionally referred to 5A including Accessibility, Accommodation, Attraction, Activity, and Amenities (Cook et al 2002).

C. City of Cirebon and its tourist attractions

In the book of Babad Cirebon (PS Sulendraningrat, 1986), it is mentioned that Cirebon is a city that has been established since the 15th century AD from a fishing village that was not very meaningful. Cirebon then gradually developed, and by the 16th century the city had grown into the a capital of independent empire equipped with palaces, mosques, a square, markets, roads and sea transportation, harbors, fortresses protecting a 50 hectares area, and a new royal park which was built two centuries later. Cirebon is also well known with the variety of cultures and traditions because Cirebon is a central route of trading and spreading of religions, and it has tolerant and welcoming society. The ancestors of Cirebon formulated the culture and traditions that were shown by the existence of many relics of old buildings such as palaces, mosques, *petilasan* (places had been visited or inhabited by important people at that time), temples, churches, buildings, stations, parks, and so forth. Those are the hallmarks of the Cirebon city in which some of them are still preserved. Cultures and traditions in in Cirebon were strongly influenced by the arrival of Hindu-Buddhist and Islam beliefs. The city of Cirebon is an old city keeping a myriad of real and meaningful stories that are rich cultural and historical heritage, which are partly supported by its people, sites and historic buildings with Hindu-Buddhist, Islamic, China, and Europe influences. They are invaluable assets of cultural heritage, and have strategic significance for historical, cultural, and educational interests as well as the potential to be developed as tourist attractions and destinations.

From geo-economics point of view, Cirebon is located in a very busy lane of *Pantura* (main national highway in the northern part of Java) and it directly borders West Java and Central Java. Furthermore, the presence of Cipali Highway makes tourists easier to visit the city. Its strategic location supports the city of Cirebon to be a trading center that becomes a core of movements among cities or regions such as Jakarta - West Java and Central Java. The marketing of rural farming products and goods of urban and regional production are concentrated in Cirebon City. Therefore, the economy of Cirebon city is dominated by trading, manufacturing, financial and insurance services, construction and services sectors such as hotels, restaurants and other sectors.

Cirebon City also has some strong points. The first, Cirebon is a transit city located in the main national road which can be reached very easily with all modes of land transportation. The second, the city with the nickname as a city of *Wali Sanga* (the nine saints) heritage owns the legacy of cultural sites of *Kasepuhan*, *Kanoman* and *Kacirebonan Keraton* (palaces) whose locations are in the middle of a city that is full of commerce. The third, Cirebon is a city with a pluralistic culture built on a mixture of ethnic groups possessing diverse cultures. The next, it has priceless cultural artifacts and a variety of delicious culinary. The last, Cirebon city also has the potential of unique batik patterns such as *karangan* and *mega mendung*.

Here's a list of tourist attractions in Cirebon:

- *Keraton* (Palace of) Kasepuhan: One of Cultural attractions in Cirebon is *Keraton Kasepuhan*. It is one of the heritage whose story is still well known until today. This palace was founded in 1529 by Prince Mas Mochammad Arifin II (great-grandson of Sunan Gunung Jati) who succeeded the throne of Sunan Gunung Jati in 1506. He dwelt in the house of Dalem Agung Pakungwati Cirebon. *Keraton Kasepuhan* which was formerly called *Keraton Pakungwati*, apparently was the most majestic and luxurious palace in its era of glory.



Figure 4. Kasepuhan Palace



Figure 5. Kanoman Palace



Figure 6. Kacirebonan Palace

- *Keraton* (Palace of) Kanoman: *Kanoman palace* was one of the kingdom that ever triumphed in the 1500s. The palace was built by Sultan Kanoman I (Sultan Badridin), the 7th descendant of Sunan Gunung Jati (Syarif Hidayatullah) in 510 years Saka or 1588 AD. This kingdom had a very long live story.

- *Keraton* (Palace of) Kacirebonan: Kacirebonan Sultanate is one of the palace buildings built in the Dutch colonial era around 1800 in addition to *Keraton Kanoman and Kasepuhan*. There are many historical objects maintained in this palace such as *Keris Wayang*, war equipment, *gamelan* (the traditional ensemble music of Java and Bali) and many others.

- The Great Mosque of *Sang Cipta Rasa* : Sang Cipta Rasa Great Mosque is one of the oldest mosques in Cirebon which was built by *Wali Sanga* on the initiative of Sunan Gunung Jati and designed by a *Majapahit* architect, Raden Sepat, in 1498 AD. At that time, Cirebon residents also named this mosque as the Mosque of *Pakungwati* because it used to be located in the complex of *Keraton Pakungwati*.

- Red Mosque of Panjunan: Red Mosque of Panjunan is one of the oldest mosque that is used as one of the religious tourist attractions in Cirebon. It was built by Prince Panjunan. Tourist can enjoy its beautiful architecture of the mosque built in 1480 which now is about 534 years old.

- *Taman Sari* (park of) Gua Sunyaragi: Sunyaragi Cave is located about 5 km to the west of the heart of Cirebon City. It is precisely in the village of Graksan. Sunyaragi Cave is a natural tourist attraction which formerly was a hermitage that supposedly had many mythical stories. The building of *Taman Sari* of Cave Sunyaragi was built in 1703, on the idea of Prince Arya Cirebon, a governor of *Keraton Kasepuhan*.

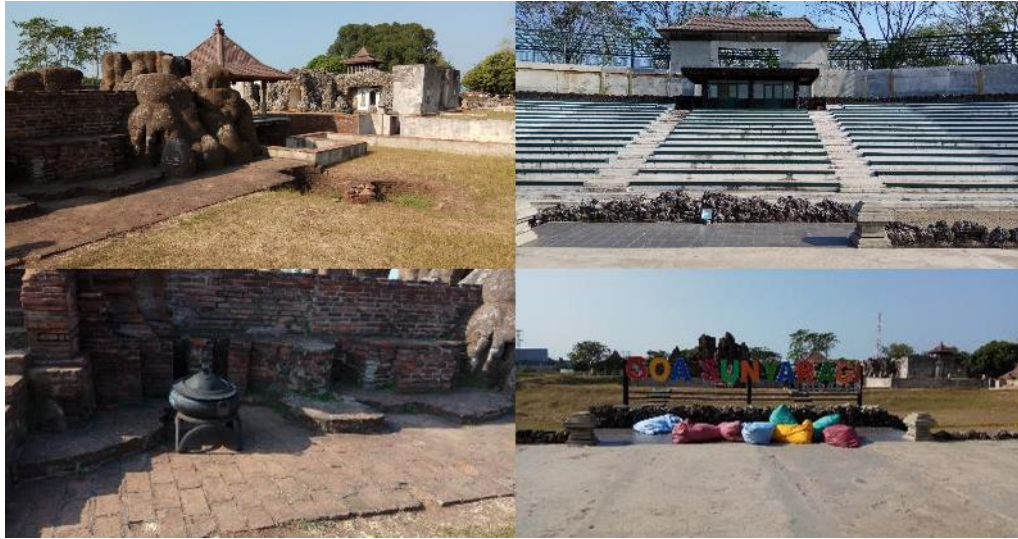


Figure 6. Sunyaragi Park

- Cirebon Waterland of Ade Irma Suryani Park: Cirebon city also has a famous tourist attractions for family that provide entertainment facilities, children's games, zoo, beach tourist attraction and other supporting facilities. It is called Ade Irma Suryani Park which has an area of more than 2.5 hectares. It is located on the northern coast adjoining the port of Cirebon.



Figure 7 Cirebon Waterland Park

D. Tourist route of Cirebon

City tourist route is a tourist route made based on secondary data verified through direct surveys of tourist destinations around the area of Cirebon City. When the route had been made, a primary survey was conducted on this route. The tourist attractions that become the nodes in this City Tour Route are Keraton Kasepuhan, Keraton Kacirebonan, Sunyaragi Cave Park, Cirebon Waterland of Ade Irma Suryani, and Batik Trusmi. The visualization of the City Tourist Route can

be seen in Figure 5. below, while the explanation of each tourist attraction can be seen in the previous discussion on the tourist attractions in Cirebon.

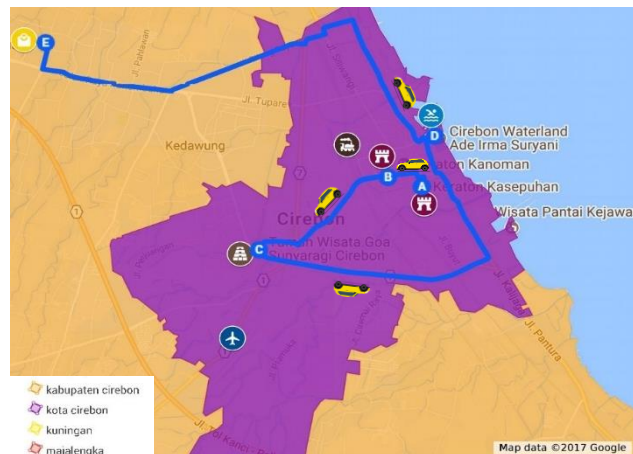


Figure 8. Cirebon Tourist Route

According to the figure, the first destination that is used as the first tourist attraction in the route is Keraton Kasepuhan. The keraton was chosen to be the first node because this place has a very important history of Cirebon. Besides, it also was the early Cirebon government center in the era the sultanate. Furthermore, this place relates closely to the following tourist attractions to be visited in the route. At the second point of tourist attraction, tourists continued visiting Keraton Kacirebonan because the story of the palace still relates historically to Keraton Kasepuhan. By visiting this place the tourist comprehension about the history of Cirebon will be clearer. Furthermore, at the third point the tourists arrive at Taman Sari Goa Sunyaragi whose story relates to the life of the previous palaces. After that the tour continued to the fourth tourist attraction point, Cirebon Waterland of Ade Irma Suryani, which is a swimming pool completing by the existence of restaurants and accommodation. Therefore, while being invited to enjoy Cirebon Waterland tourists are also invited to have dinner at the boat-shaped restaurant under the sunset on the north coast. After having a satisfied meal, tourists end the tour by shopping typical batiks of Cirebon at Batik Trusmi as the fifth point of tourist attraction.

E. Recommendations to Cirebon Tourist Route Implementation

From the results of research that had been done to the existing tourist attractions in Cirebon, there are some suggestions for stakeholders such as local governments, private developers, tour and travel agents and other parties relating to the development of tourist attraction in Cirebon:

- **Provision of Shuttle to Support the Tourist Routes:** By looking at the short distance among the tourist attractions in Cirebon and to support the existence of tourist routes, the provision of shuttles is recommended. The shuttles can be placed in TIC that will function as a Hub. The provision of the shuttles will facilitate people or tourists who want to visit all the tourist attractions in Cirebon City easily by taking shuttles which transports the tourists directly to their tourist attractions.
- **Signage Addition:** By focusing on the tourist routes, it is important to increase the awareness of the route. Signage emphasizing that the road is a tourist route and showing the direction along the tourist routes needs to be added. The signage allows tourists to participate in exploring

the tourist routes, even though they do not know of any tourist routes either through TIC or brochures.

Signage or signposts of tourist attractions are one of the important things helping tourists to look for their tourist attractions. Although there is a digital map now, sometimes the digital map is not accurate and the availability of signals in the highlands towards the mountain is sometimes difficult to get. Furthermore, the addition of signage can also encourage tourists to visit the tourist attractions. The addition of signage can also be a strategy for decoration and beautification in the tourist destinations.

- Website Development: Establishing websites of tourist attractions is one of the benefits gained by tourists in accessing Cirebon Tourist Route. Of course, it should be supported by an interesting user interface and content that is managed regularly.

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The use of gamification in marketing (the case of SMEs in Thailand)

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Abstract

The purpose of this research is to describe the role of gamification in marketing, a strategy that is being adopted by numerous B2C (business-to-customer) companies around the world. The concept of gamification is used in numerous fields from management to education with the purpose of getting more customers by utilizing game elements and mechanics. In marketing, gamification is used by companies to get the attention of their target market by promising different forms of rewards as incentives. This paper contains an analysis, which discusses the results of implementing Gamified Marketing Strategies. Through this research, we establish how gamification contributes to revenue growth. The study is qualitative and based on interviews with managers of 13 B2C companies in Bangkok, however we also conducted a quantitative study of secondary data on 135 Thai listed B2C corporations.

2. Introduction

As the online era continues its rapid growth, companies are looking into new ways to tweak their processes and offerings to fit those of their customers. A wide range of new processes, techniques, and messages are offered to customers every day, leaving them with an overwhelming amount of choices to make as consumers. Thus, marketers are always looking for new ways to reach consumers and retain them. In this paper, we examine one of the latest and most controversial ways marketers choose to reach customers, which is through gamification. Hamari and Huotari (2014) define gamification as a process that improves the service offering through game-like practices to create value for its customers. Simply put, Adam Kleinberg, co-founder and CEO of Traction explains the concept of gamification as the usage of gaming elements in a non-gaming context to engage with customers (as cited by Kleinberg, 2011).

In marketing, gamification can be used in different ways, and different companies have introduced it in their own way. Since marketing is such a broad topic, our research has focused on placing gamification in a company's promotional aspect of the 4 Ps (Product, Price, Place, Promotion). Promotion itself is defined as the actions a company takes to communicate themselves, their products or services, and their brand to end consumers ("Definition of 'Promotions'", 2018). The subject area researched focuses on customer acquisition and retention within the promotional aspect of marketing. To help explain the process and how it is helpful to companies, both primary and secondary data was collected. An example of a company implementing a gamified experience in marketing is Starbucks. In 2008, Starbucks allowed users to "check-in" whenever they entered a Starbucks location, where users were rewarded with badges and store discounts (Hamari and Huotari, 2014). This example helps explain how gamification can aid with customer engagement and retention, as through the gamified experience, consumers would have more incentives to enter the actual store. Another example that can also be considered gamification in marketing would be the offerings of frequent flyer tiers, which give incentives to consumers who fly. Simply the offerings of these tiers would already spur customer acquisition, while the ongoing benefits aid in customer retention as well. This paper will examine past

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and current usages of gamification, while comparing revenue data of companies which have and have not applied gamification.

When considering gamification, it is important to decide whether applying gamification in marketing is positive or negative. In fact, almost every article written on gamified marketing since its rise in popularity around 2012 up to this day only has good things to say about it. Modern marketers recognize the advantages and the importance of gamification and believe that every major brand out there should implement it in some form. What we can find however, are a few of unconventional views that suggest how gamified marketing can go terribly wrong if not applied correctly.

The CEO and co-founder of Traction, Adam Kleinberg (2011) states in an article that although the concept has gained popularity, and is compelling, it isn't a "magic bullet." Examples he used to support his point included Google and Marriot's implementation of gamification, as both resulted in failures. For example, in the case of Marriott Hotel, the goal of the campaign was to boost engagement with their target market through a Facebook game allowing users to run their own hotels. Although the game itself may be interesting to some, Marriott was not able to reach their target market and completely missed the point of gamifying. In the example of Google, in order to increase the amount of people reading their news, the company handed out badges for people as they read each article. This failed because there was nothing rewarding in getting the badges; there weren't enough gaming elements used in the system. Both of these examples showed where gamification has failed, but it can also be argued that in both scenarios, Google and Marriott did not implement gamification effectively.

It can definitely be said that applying gamification to marketing can have negative effects if not done right, but that does not mean it should be avoided all together. Every brand functions in a different way, which means each brand can take different approaches in applying gamification. With that being said, we believe that each company has a use for it, as long as they align it with their goals and objectives. Whether gamification works or not is not definite; it is up to the companies and how each company implements it. In this study we will try to answer the question as to the actual and perceived effect of gamification. The main research objective is to identify the effect of gamification which is perceived by managers and realized financially.

3. Literature Review

3.1 The Concept of Marketing

In a typical business, there are multiple sectors consisting of different processes and jobs. When talking about marketing, it is defined by the American Marketing Association (AMA) as "the set of activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" (American Marketing Association, 2017). In other words, marketing includes the acts of creating value for the company's target market. Marketers try their best to communicate the brand to the end consumers, in order to acquire sales and objectives. Marketing consists of the 4 basic strategies or 4 Ps: Product, Price, Place, and Promotion.

3.2 The Promotional Tool in Marketing

In today's world, the market is highly competitive which forces marketers to use different marketing tools and strategies to attract new customers. For the purpose of this research, we have decided to focus on the promotional aspect of the 4 Ps. Promotion is defined as any type of marketing communication used to communicate or persuade target customers of a product, service, or brand ("Definition of Promotions", 2018). The main purpose of promotion is to increase brand awareness, interest in a product/service, increase revenue, or create brand loyalty. Classic promotional tools are advertising, public relation, sales promotion, direct marketing, and personal selling (Sekula, 2012).

However, with today's ever-evolving market, it is not enough to keep customers engaged, which is why gamification is currently on the rise.

3.3 The Concept of Gamification

In the past few years, gamification has gained popularity as a means to increase level of engagement and enhance experience in a non-game environment. The gamification process arises, almost naturally, as a way to withdraw the game characteristics and incorporate it into other activities (Mora et al., 2015). The first attempt at defining this process was made by Nick Pelling in 2002, who defined it as the application of accelerating user interface design in a game-like manner to enhance electronic transaction experience, making it faster and more enjoyable (Mora et al., 2015). However, the term has been redefined and evolved much since then. Presumably, the most well-known definition in the literature was made by Sebastian Deterding in 2011. He described the gamification process as "the use of game design elements in non-game context" (Mora et al., 2015). Basically, to gamify something is to put game design elements into it and make it fun, it is that simple. However, it is not so simple to incorporate the right game element into a non-game environment. Gamification can also be conceptualized into three main parts, "Motivational Affordance", "Psychological Outcomes", and "Behavioural Outcomes" (Hamari et al., 2014). According to this conceptualization, applied motivational features (gamified elements) lead to psychological changes (more engagement) which then lead to changes in behaviour (spending more time).

3.4 Gamification Elements and Mechanics

The concept of games are easily understandable, but at the same time, all games are played differently as they consist of different elements. Gamification elements refers to creators attempting to build a platform that uses the composition of games (Zuo et al., 2016). Game elements are different for all games and vary depending on the game type and objective of the company. The types of game elements include and are not limited to conflict, collaboration, competition, strategy, chance, aesthetics, time, theme, story, resources, rewards and levels. For example, a leaderboard may be used to update the player names and positioning, while tracking his/her progress in the game (Zicherman & Linder, 2010). On the other hand, badges may be used to track achievements and points may work as motivation (Zicherman & Linder, 2010).

2.5 Why are companies switching to gamification?

In the business world today, multiple companies have adopted and applied some form of gamification into their system and operations. This is because traditional advertising has decreased appeal and consumers are given choices to cancel out distracting noises (Zichermann & Linder, 2010). In an article written by Van Grove (2011), it was discussed that even though Gamified Marketing gained significant popularity around the years 2010 to 2013, there was already a number of companies that had been using this type of marketing previously. A good example of pioneers would be airline companies with frequent flyer programs (Van Grove, 2011). This program rewarded customers with points, also known as "mileage". These mileage points can be collected, and the customers can use them to access numerous privileges such as onboard class upgrades, airport services such as lounges, spas, or even hotels. Burke (2014) states that nowadays only a few companies can successfully reach consumers and even less can do it in a meaningful way; however, the solution lies in gamification. According to author of Game-Based Marketing, Zichermann & Linder (2010), on top of increasing the strength of the company's brand image, well-made games can spur loyalty and result in revenues as well as a high "stickiness" level (time spent on a site per user). Zicherman (2010), also states that consumers nowadays are demanding more rewards and benefits. With that being said, it means that the consumers, now more than ever before, have the ability to decide on how businesses can interact with

them. A simple membership that enables them to collect points can no longer satisfy the needs for fun and rewarding experience due to the simple fact that it can get dull.

3.6 Gamification in promotional sales

Around 2010 was the year when the gamification concept gained its popularity (Hamari & Huotari, 2014). It was due to the fact that a number of giant companies began adopting it as their promotional strategy in their marketing campaigns. Despite initially appearing in 2008 in computer software, the concept of gamification came to light when Starbucks implanted it by giving their consumers rewards in a form of Foursquare badges as well as price cuts whenever the customer checked in using the application frequently (Hamari & Huotari, 2014). After seeing that Starbucks had succeeded, numerous companies followed a similar path. By 2013, around 2000 companies that have been listed on Forbes Global were surveyed, and the result showed that over 70% of those companies claimed to have or planned on using gamification in their marketing campaigns in order to establish engagement with the consumers and to keep their loyalty maintained (Meister, 2012).

3.7 How to Create Better Gamification

In another article written Kleinberg and Adam (2011) called “HOW TO: Gamify Your Marketing”, the authors talk about how to create a more engaging and more dynamic gamification marketing. To do so, a marketer has to have the mindset of a game designer (Kleinberg & Adam, 2011). Understanding the different concepts of game elements is essential for creating effective gamified marketing strategies. It is important to understand that applying game elements is not the same as creating a videogame or a board game, it is more like applying game elements into a non-game-related experience to get customers to carry actions or behave in the way that marketers desire. With that being said, we must first come up with a blueprint that dictates how we can apply game elements such as game rewards, dynamics, and mechanics in our gamified marketing campaign (Kleinberg & Adam, 2011). We must also establish the behaviors that we want our customers to have, and actions that we want our customers to take (Kleinberg & Adam, 2011).

4. Method

To explore our research aims and reach objectives, we have chosen to collect data through a primary data collection method using an interview schedule, as well as acquiring secondary data on sales growth of companies in Thailand that have/have not implemented gamification.

We have two samples to work with, the first sample contains 13 managers of 13 companies represented in Bangkok, the second sample is secondary data, Thai listed corporations in B2C sectors for which we have sufficient data on revenue growth, 135 companies had the necessary data.

Our interview schedule was split into two modes, telephone and face-to-face. This is because the study we are conducting requires collecting information from managers of companies, who may be too busy to answer our questions in person. Data collection was acquired from our in-depth interviews, through which we asked managers from 13 different companies (which have implemented a form of gamification) in Bangkok, Thailand, about their implementation of gamification and its effectiveness. The companies we have chosen are Lazada, Shopee, Eatigo, Grab, LINE, Booking, Gold Curry, DTAC, AIS, Major Cineplex, MongChaTea, Teddy’s Burger, and Siam Commercial Bank. The interview will be semi-structured, meaning that there will be a predetermined set of questions, but the interview itself will go more in-depth. Secondly, we will be collecting data on yearly revenue growth for 135 companies in Thailand, to make a comparison between companies that use and do not use gamification.

For this research, we have the opportunity to implement both quantitative and qualitative research methods. By using the quantitative method, we can collect numerical data by comparing the revenue growth for companies that use and do not use gamification, and the number of managers who reveal gamification is an effective method. While not as measurable as the quantitative method, the

qualitative method can allow us to look at the topic more in-depth. We collected qualitative data from the interviews, where we asked what managers really think about the gamified system, and their reactions or feelings towards it. The data is collected from Bloomberg.

Table 1. Interview Schedule

| Focus Area | Examples of questions (Structured and Semi-Structured) |
|--|--|
| Study and introduction to study | Do you know what is meant by gamification? What is your attitude towards gamification? Why do you think companies are switching to use gamification as a promotional element in their marketing campaign? What are the pros and cons that you have experienced with gamification? |
| Company's Gamified System | What is the goal of your gamified system? What type of gamification do you use in your company? What gamification elements do you use? |
| Effectiveness in Company's Gamification Implementation | Has the usage of gamification been effective in raising sales? Did your company experience a spike of sales once having implemented the gamified system? How big was the spike? |
| Timeline of Gamification Implementation | When was gamification implemented in your company? Has there been any improvements or tweaks in your gamified system? |
| Improvements in Company's Gamification Implementation | How do you think the application of Gamification can be improved in your company? |

We are using a simple content analysis tool to identify the common themes in the interviewee's answers.

As an additional method, we are using quantitative analysis of the revenue growth of 135 Thai listed B2C companies. The dependent variable is revenue growth year-on-year for the recent 5 years. We will divide the sample into 2 groups, one for gamification systems used extensively, and the one where it is not used or used limitedly, and compare the descriptive statistics on both groups.

5. Results

Interview Summaries

Overall, all of the managers from the 13 companies we interviewed came to a conclusion that gamification is a good concept and that it helps in increasing sales. All of them had positive things to say about gamification and their implementation of it. All of the managers also said that their company's implementation of gamification was successful in boosting sales. Out of the managers that we interviewed, 5/13 said that they used the element of time in their gamification implementation. 4 of these companies used the element of competition in their implementation, while 7 used levels, and only

Table 2 – Comparative descriptive statistics

| | Gamification not used | Gamification used |
|--------------------|-----------------------|-------------------|
| Mean | 10.59514 | 14.27125 |
| Standard Error | 3.096119 | 3.502451 |
| Median | 7.25 | 8.405 |
| Standard Deviation | 32.61964 | 17.15844 |
| Sample Variance | 1064.041 | 294.412 |
| Skewness | 3.192392 | 2.167023 |
| Range | 296.3 | 78.89 |
| Minimum | -67.32 | -3.75 |
| Maximum | 228.98 | 75.14 |
| Count | 111 | 24 |

The comparative analysis of the descriptive statistics shows that non-gamified companies have on the average less revenue growth (10.6 against 14.3), higher volatility of growth (32.6 against 17.2), less normally distributed growth (skewness 3.2 against 2.2), wider range of revenue growth with a significantly lower minimum (-67.3% against -3.8 %).

6. Discussion and conclusions

Based on the data obtained from Bloomberg on revenue growth for Thai companies, we can say that the results of the study support the point that gamification does indeed have an effect on the sales of a company. Out of 135 companies, 24 companies used gamification in one way or another. From these 24 companies, the group statistics table shows a mean of 14.272, while for non-gamified companies, it shows a mean of 10.595. This means that the 24 companies using gamification had a higher average of revenue growth by 3.677 million.

Most companies that have implemented gamification have a positive value of revenue growth. This means that companies using gamification overall record a higher value of revenue growth than companies that do not use gamification.

The quantitative data analysis results support the results of the qualitative analysis, most interviewed managers believe gamification increases sales and it happens to be true.

Although the results show that Gamification makes a difference, there were also some limitations to our analysis. After all, Gamification isn't the only source contributing to sales. This means that it may not have been the only factor that lead to sales growth. For future reference, we may need to compare the usage of gamification with other factors and find a direct relationship between the two.

Our recommendation for companies considering on the use of gamified strategies is to implement a gradual application of the practice while monitoring the cost – benefit ratio. Furthermore, SMEs should not consider this as an initial step to their marketing strategies as factors such as pioneering costs, and unproven market share will greatly impact their results. Market forces dictate that only SMEs with established presence, in a growth stage of their business cycle should adopt such gamification processes.

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How does Customer Orientation affect Job Burnout

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Abstract

The hospitality industry has witnessed an increased emphasis, more than ever before, on delivering superior products and service to customers. How service employees act and speak with customers is an important part of service quality, so customer orientation has become critical issues in the hospitality industry. Customer orientation will reduce employee job burnout, remarkably little is known about how these relationships are established. This study applies the emotional labor concept to illustrate about the relationship between customer orientation and job burnout, further demonstrating how the relationship is established in hospitality industry.

Keywords: Emotional labor, Customer orientation, Job burnout.

1. Introduction

As an important part of the service industry, the hospitality industry fuels economic growth in many countries by providing a large number of employment positions Sipe (2013). As hospitality industry faces greater competitive pressure from globalization and customization, it needs to meet customer demand and gain customer loyalty, through giving them unique and memorable experiences (Chathoth *et al.*, 2013). Hospitality management with positive customer satisfaction ratings achieve sustainable competitive advantage through increased customer loyalty (Hanzaee & Mirvaisi, 2011; Zablah *et al.*, 2012). Excessive pursuing a philosophy of “customer is God” remains a key priority for hospitality industry (Rafaeli *et al.*, 2012). The philosophy is called customer orientation, which refers to enduring employee attitude and behavior that are indicative of ardent concern toward the needs, wants, and demands of an organization’s customers (Babakus *et al.*, 2010; Zablah *et al.*, 2012).

Customer orientation (CO) is an important personality trait that enables employees to carry out their tasks in the workplace. Specifically, customer oriented employees are able to deal with customer requests and problems promptly, treat customers with politeness and kindness and maintain a consistent level of emotionality during their interactions with customers (Babakus *et al.*, 2009). Customer oriented employees are likely to be satisfied with their jobs and have lower turnover intentions because they have plenty resources of self-control strength (Babakus *et al.*, 2009), moreover, there is a natural fit between employees high in customer orientation and the requirements of frontline service jobs (Karatepe & Douri, 2012). Because CO is increasingly important to success, which has gained a significant amount of attention from academia (Lee & Hwang, 2016). CO is correlated positively to organizational success, build customer loyalty, increase job satisfaction, while decrease burnout and turnover intention (Akbar *et al.*, 2010; Hanzaee & Mirvaisi, 2011; Kim & Jogaratnam, 2010; Lee & Hwang, 2016; Zablah *et al.*, 2012).

After reviewing of relevant literature, two research gaps are found. First of all, despite the amount of research showing a negative relationship between CO and job burnout, remarkably little

is known about how these relationships are established. In consideration of the importance of customer orientation, the directives for frontline hospitality employees who deliver customer orientation programs and high job burnout, greater understanding by hospitality management for reducing employee job burnout could be achieved by an examination of the interplay of these factors. Thus, this study intends to explore the lived experiences of the frontline employees in hospitality industry to explain the role of customer orientation directives on employee job burnout.

A second, more important gap lies in overlooking the emotional nature of hospitality service work. CO and job burnout and their connection with emotional labor have not been researched sufficiently. As a result, the frontline employees' reactive behaviors to the emotional demands of their jobs are related with CO and job burnout in the hospitality, its context is still somewhat limited. Thus, this study intends to find a mediator that explains how the relationship between CO and job burnout is established from the perspective of emotional labor.

The study adopted conservation of resources theory (COR theory) to address the research question and develop a research model of the links between CO, the three dimensions of emotional labor, job burnout and turnover intention. Based on COR theory, the frontline employees with high emotional intelligence can save emotional resources to meet the organization demands by using the appropriate emotional labor. This study proposed the moderating effect of emotional intelligence between customer orientation and emotional labor.

2. Literatures review

Conservation of Resources Theory

Conservation of resources theory (COR) theory rests on the basic principle that individuals strive to minimize the net loss of their resources. This theory's central concept is resource loss, which simply refers to individuals with high resources will most likely avoid stress than those who have fewer resources (Alarcon *et al.*, 2011). Consequently, their actions focus on obtaining, maintaining, fostering, and protecting resources to avoid a state of actual or potential loss of valuable resources. Furthermore, resources are value-added elements that may institute change and aid in the acquisition of supplementary resources (Alvaro *et al.*, 2010). COR theory consists of two overarching principles. The first principle concentrates on the motivational power of resource loss as compared to resource gain. More specifically, individuals who experience resource loss can either motivate themselves to improve resource gain, or simply focus on their weaknesses, exhibit negative behavior, and suffer further loss (Woo, 2014). The second principle concentrates on investing in resources to help guard against resource losses, restore resources lost, and push forth to gather additional resources to prevent future deficits. In this sense, low resource investment may result in further loss (Alarcon *et al.*, 2011).

COR theory has become one of the most commonly mentioned theoretical or conceptual frameworks (Halbesleben *et al.*, 2014). Researchers tend to use COR theory to analyze the human behavior. The COR theory offers a theoretical explanation for the finding that personal resources are protective factors in coping with employee job burnout among paramilitary personnel. It is recommended that paramilitary and related organizations pay attention to the psychological resources examined in their study when planning interventions to reduce job burnout (Ojedokun & Idemudia, 2014). Lee and Ok (2014a) used COR theory to explain the direct relationship between emotional labor and service sabotage and how employee job burnout mediates that relationship and emotional intelligence moderates it.

Customer orientation

CO refers to enduring employee attitude and behavior that are indicative of ardent concern toward the needs, wants, and demands of an organization's customers (Zablah *et al.*, 2012)). The research on CO is divided into corporate level and individual level. Corporate level of CO has been conceptualized as a culture (Brockman *et al.*, 2012; Hanzae & Mirvaisi, 2011), an active organization-wide process, which is positively correlated to organizational success (Hanzae & Mirvaisi, 2011), and drives an organization to continuously identify and meet their customer's needs to gain sufficient knowledge, thus, generate superior value to their customers (Kam Sing Wong & Tong, 2012). Individual level CO has been conceptualized as a learned behavior (Saxe & Weitz, 1982), an attitude (Kelley, 1992), a combination of attitude and behavior (Stock & Hoyer, 2005), and a personality trait (Brown *et al.*, 2002; Donovan *et al.*, 2004; Moore, 2000). In this study, the subject is the frontline employee, thus, we treat CO as a personality trait.

The frontline employees exhibiting customer orientation enthusiastically and voluntarily strive to meet or exceed customer expectations (Chan & Wan, 2012). CO can be viewed as a bridging strategy to gain access to critical information about customer needs (Kam Sing Wong & Tong, 2012). CO of the frontline service employees is positively correlated to organizational success (Hanzae & Mirvaisi, 2011). The frontline employees who exhibit CO spontaneously, enthusiastically, and voluntarily respond to meet or exceed customer expectations (Chan & Wan, 2012). Chuang and Lin (2013) and Roberts and Grover (2012) state that CO is the core of business success in an organization's needs to understand and know about its importance. Consistent with the COR theory, CO is a psychological resource that leads to desirable job outcomes because it helps shape employees' perceptions of and attitudes toward their jobs.

Emotional labor

Emotional labor refers to processes of managing emotional expressions and gestures in public to compromise customers' emotions and to convey values requested by the company, emotional labor has three main emotion regulation strategies, namely surface acting, deep acting, genuine emotion (McCauley & Gardner, 2016). Surface acting involves a "faking" process through which outward expressions are altered, yet internal feelings are left intact. Surface acting can be performed in "good faith" (Gabriel, 2013). Under good faith circumstances, employees engage in surface acting for the betterment of the organization or the service recipient, such as when employees smile because they know they have to for the success of the encounter (and ultimately the organization) even though they do not feel positive internally. Under bad faith circumstances, there is little regard for the service recipient; rather, surface acting is done out of obligation for organizational norms. Because the discrepancy between feelings and expressions remains for those who engage in surface acting, levels of emotion-display dissonance (Gabriel, 2013; Grandey *et al.*, 2013a; Grandey *et al.*, 2013b) should be high. Conversely, deep acting is an effortful process through which employees change their internal feelings to align with organizational expectations, producing more natural and genuine emotional displays (Grandey *et al.*, 2013a; Grandey *et al.*, 2013b). Surface acting is the faking of emotions, by contrast, deep acting involves an attempt to actually display the desired emotion (Burch *et al.*, 2013). While surface acting occurs at the expression-level, deep acting occurs at the experiential level. The internal emotional state is altered, eliciting an external expression that is congruent with display rules (Woo, 2014). The third emotional labor strategy is genuine emotion, individuals do not always have to modify their emotions or emotional expression in order to meet display rules; sometimes they genuinely feel the desired emotion and naturally express it. The effortless conformity to display rules indicates minimal resource cost for this

strategy. While the term genuine acting may seem like an oxymoron in given the common understanding of its component words, the term is used to designate its relationship to the other forms of acting recognized within the emotional labor literature. In this way, acting is not interpreted in a dramaturgical sense, but in the sense of doing something, e.g., action versus inaction in the face of danger (Woo, 2014).

When dealing with a rude customer, the frontline employee might plaster on a fake smile. The frontline employee harbored a lot of negative thoughts towards the customer to meet the appropriate emotional regulation. Incongruence between felt emotions and display rules result in surface acting, surface acting may serve the purpose of meeting display rules, but does not resolve the discrepancy between felt and expressed emotions. The frontline employee's internal emotions are suppressed. According to JD-R theory, emotional suppression is a resource intensive process, which results in emotional dissonance. Emotional dissonance is another type of emotional job demand, and it consumes many resources. Thus, the strategy of surface acting requires the investment of resources to meet display rules and manage emotional dissonance (Woo, 2014). Surface acting occurs in the following conditions: when a person experiences a negative emotion and expresses a positive emotion (i.e., suppression, faking); when a person experiences a negative emotion and expresses nothing (i.e., suppression), or when a person experiences a neutral emotion but expresses a positive emotion (i.e., faking). When dealing with a rude customer, the frontline employee might be taken aback and disturbed by the customer's behavior at first, but then offers the customer a sympathetic smile. The frontline employee may have "figured out" that the customer is having a bad day, and thus feel sorry for her. That is deep acting. The frontline employees' initial negative feelings were replaced with positive feelings of sympathy and compassion. Deep acting is unlike surface acting, resources only need to be invested to meet display rules, there is no longer any emotional dissonance that needs management. To meet the demand of display rules of the organization, the frontline employees have to display their emotions using surface acting or deep acting, both of which are considered effortful and difficult. Therefore, emotional labor may cause negative outcomes such as job stress or emotional exhaustion (Lee, 2014). Many studies consistently show that surface acting more likely results in harmful well-being and health outcomes than deep acting (Lee *et al.*, 2015). Ko (2013) found flight attendants have to manage their actual emotions and display deep acting, if they can't manage and regulate their emotions, they suffer more emotional exhaustion.

Job burnout

Job burnout is a work-related chronic affective state, developing gradually over time as a consequence of prolonged stress at work (Sokka *et al.*, 2016). On the basis of COR theory, job burnout occurs when resources are lost in the process of managing both work role and family obligations (Mansour & Tremblay, 2016). The frontline employees invest their limited resources in the activities where they anticipate positive outcomes. As they allocate their resources with this intention, it is challenging for them to face stressors. Consequently, when they do, the frontline employees deplete their limited resources and experience job burnout (Karatepe *et al.*, 2009).

According to Maslach's model (Maslach & Goldberg, 1999), job burnout can be defined by three components: feelings of emotional exhaustion, development of depersonalization, reduced sense of personal accomplishment (Aghaz & Sheikh, 2016). Emotional exhaustion is at the core of job burnout. This refers to when a person's emotions are consumed during interaction with others or the environment while on the job, leaving him/her feeling exhausted afterwards. Depersonalization refers to the case in which a person views his/her counterparts, be it a customer or a co-worker, as

an item rather than a human being. Diminished personal accomplishment focuses on a person's self-evaluation. Negative self-evaluation leads to lack of self-efficacy and self-determination to do the job and, subsequently, imminent job burnout (Hsu, 2013). Job burnout is indicated by high scores on the exhaustion and cynicism (Bria *et al.*, 2014). The frontline employees who suffer from job burnout are less innovative (Stock, 2015) rather than seeking the best solution for customers.

Relationship between CO and job burnout

Applying the COR theory, CO is a psychological resource that leads to desirable job outcomes. As an individual resource, CO plays a more critical role in reducing job demand, this means that the frontline employees with high CO can read the needs of customers and enjoy solving their problems, this gives them the ability to cope effectively with stressors to neutralize or reduce the detrimental effects of job demands (Babakus *et al.*, 2009). The frontline employees with high CO will expect the future job environment to be more positive, Because of their job resourcefulness, service mind, confidence in their abilities, openness to experience, optimism, learning agility, or desire to increase their competence by developing new skills and mastering new situations, conscientiousness, and feelings of enjoyment they receive from serving customers, meeting customer demands, and solving customer problems (Schlosser & McNaughton, 2009). Zablah *et al.* (2012) proposed that CO represents an individual resource that helps alleviate role stress perceptions of role ambiguity, because it offers frontline employees strong guidance regarding the purpose or objective of their roles.

The frontline employees with high CO perceive resource loss caused by job demand as external, temporary, and controllable, and to engage in actions to replenish the resources. When their appraisals point to a lack of organizational resources, the frontline employees with high CO, because of their resourcefulness, will seek and garner the necessary resources to overcome the obstacles (Harris *et al.*, 2006) as they have a stronger need to serve customers. The resource loss is temporary and under their control, due to their optimistic nature and because of their beliefs that through their efforts the cause of resource loss will decrease (Babakus & Yavas, 2012). Meanwhile, the frontline employees with low CO who have weaker interest in serving and satisfying customer needs have to force themselves to comply with the display rules, because of their passive and pessimistic nature, such efforts consume emotional and cognitive resources, and ultimately lead directly to burnout (Babakus *et al.*, 2010).

Taken together, this study argues that frontline employees in hospitality industry with high CO were more likely to perceive their jobs as significant and meaningful than employees with low CO, therefore, show low levels of job burnout, this study thus proposes the following hypotheses:

Hypothesis 1. CO is negatively associated with job burnout.

Relationship between CO and emotional labor

Employees with high levels of CO are more committed to customer service and work to foster meaningful interpersonal relationships through warmth, empathy and consideration (Smith *et al.*, 2012). Brach *et al.* (2015) found that the frontline employees' higher customer orientation combined with more elaborate service scripts is expected to exert a synergistic effect on authentic emotional displays. Thus, customer-oriented employees display the required emotions to a greater extent than less customer-oriented employees, who may not agree that customer needs must be met. The frontline employees with low customer orientation follow rigorous service scripts to engage actively in behavior that is designed solely to meet customer needs. In contrast, the frontline employees with high levels of CO, are more likely to display the emotions demanded by more

elaborate service scripts.

In the hospitality industry, the management set the strict emotional demands, the frontline employees have to engage in surface acting (faking positive emotions or suppressing negative emotions) or deep acting (modifying felt emotions to produce genuine positive emotional display) in an effort to express the desired displays and please customers (Grandey *et al.*, 2005). Such emotional labor to produce the expected positive displays depletes employees' limited resources for self-regulation, and results in stress and strain (Muraven *et al.*, 2006). Gabriel *et al.* (2015) demonstrated that CO can play a critical role as an enduring reservoir of emotional and cognitive resources to deal with the strict emotional demands. Yoo and Arnold (2015) found that the frontline employees with high CO have a natural internal drive to engage in customer-satisfying behaviors due to their propensity to be helpful and cooperative when dealing with customers. Lee and Hwang (2016) revealed that hospitality employees with high CO tend to have higher levels of satisfaction with their job as they feel affective need satisfaction through engaging in deep acting, from the Need-Supplies fit approach. Babakus *et al.* (2009) argued that the frontline employees with high CO are natural for the job, as they automatically display desired emotions and behaviors in an authentic manner that is conducive to highly satisfying service encounters. They are more likely to show attitudes and behavior in their job that require effort and are less likely act superficially during service interactions (Smith *et al.*, 2012). The frontline employees with high CO will naturally express their genuine emotions or do effort to adjust their internal feelings to align with the desired emotions. Combined with the above-mentioned literatures, this study thus proposes following hypotheses:

Hypothesis 2. CO is negatively associated with surface acting

Hypothesis 3. CO is positively associated with genuine emotion

Hypothesis 4. CO is positively associated with deep acting

Relationship between emotional labor and job burnout

The frontline employees accumulate personal resources such as motivation and energy. When the net outcomes of the service role are positive, the frontline employees experience a surplus in their resources and are motivated to take part in similar transactions in the future. When resources cannot be regained, the frontline employees experience stress and job burnout (Lings *et al.*, 2014). Resource demands consist of the effort required to modify one's displays of emotions to conform to service norms. In the context of operational demands; role stressors (resource demands) comprise three separate but related constructs; role overload, role ambiguity and role conflict (Choi *et al.*, 2013; Siddiqi, 2014). Grandey *et al.* (2013b) found that relationship between surface acting and job stress was significantly positive. Cheung and Lun (2015) showed that employees who express more naturally felt emotion in combination with other strategies, especially deep acting, tend to report higher job satisfaction and lower stress. Lee *et al.* (2015) indicated that deep acting plays a positive role in mitigating job stress of employees, while surface acting increase job stress by exhausting employees' emotional resources during service.

The frontline employees are motivated to comply with organizational display rules, and have the ability to understand and regulate emotions, have a resulting reduction in job burnout. Both surface acting and attempts to deeply experience required positive emotions actually serve to decrease stress (Schaible & Six, 2016). The results of the correlation analysis by Bayram *et al.* (2012) showed a positive relationship to have been determined between faking emotions from emotional labor dimensions and hiding emotions from job burnout dimensions. In addition, a positive relationship was determined between emotional exhaustion and hiding emotions from the

job burnout dimensions. The need to express contrived positive emotions suggests a negative or, at best, a neutral interaction, and requires the employee to modify his/her emotional display to conform to service norms. This emotional dissonance requires effort and draws on employees' emotional resources. Suppression of genuine negative emotions in the service interaction also indicates a negative interaction, and in turn requires effort, draining emotional resources (Lings *et al.*, 2014). In summary, based on COR theory and prior evidence, this study predict the following hypotheses:

Hypothesis 5. Surface acting is positively associated with job burnout

Hypothesis 6. Genuine emotion is negatively associated with job burnout

Hypothesis 7. Deep acting is negatively associated with job burnout

The proposed model is shown in Fig.1.

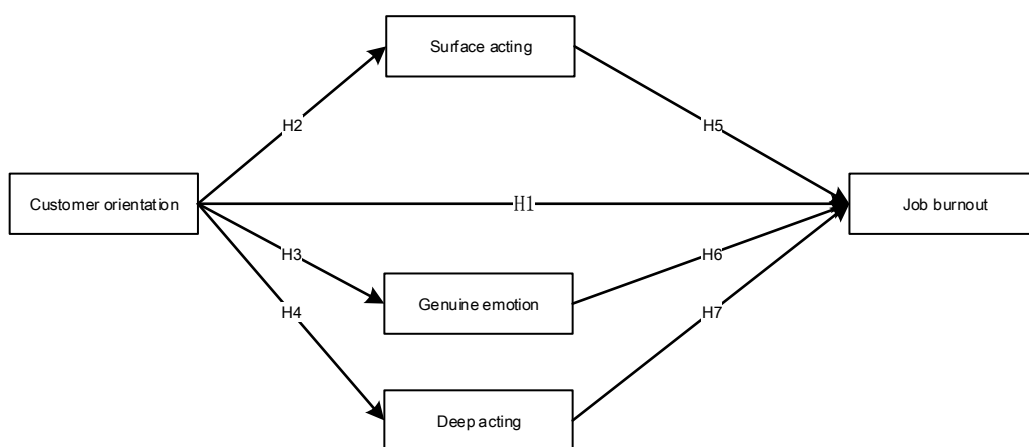


Fig. 1 Conceptual model proposed

3. Methods

Sample and data collection

The study conducted convenience sampling of customer-contact frontline employees of 5-star hotels in Beijing, China's capital city. These employees are from five departments of hotel operations, including front office department, housekeeping department, food and beverage department, fitness and entertainment center, sales and marketing department.

To collect data, the study contacted 612 five-star hotels managers by phone-call or personally go to their offices to communicate about the questionnaire field study. Hotel managers who agreed to participate were requested to participate forwarded our survey purpose to their frontline employees, then scheduled the time and place for the questionnaire survey. The frontline employees who agreed to participate in the survey were informed to voluntarily access the survey at the dating place and time. Investigators stayed at the dating room waiting for the participants with sufficient printed questionnaires and a lot of small gifts. The participants came to the dating room to fill out the questionnaires in their spare time. When they finished filling in, we gave them small gifts to express our thanks. Screening questions would be included to strictly control the eligibility of the participants, only the frontline employees who contacted with customers were effective, thus increase the validity of responses. 600 questionnaires were sent out. For the final analysis, 525 responses were used.

Measurement

All items in this study were measured on a 5-point Likert-type scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”). Employee CO was measured with 6 items drawn from (Susskind *et al.*, 2007; Susskind *et al.*, 2003). Surface acting and deep acting were measured with 15 items drawn from (Chu & Murrmann, 2006). Genuine emotion was measured with 3 items drawn from (Diefendorff *et al.*, 2005). Job burnout was assessed using 22 items drawn from (Bakker *et al.*, 2002).

Data analysis

The study used descriptive statistical analysis and reliability analysis. Then, using confirmatory factor analyses (CFA) to ensure the model fit and discriminant validity of the measures. Lastly, the hypothesized relationship model was tested and analyzed via regression analysis.

4. Findings

Sample characteristics and reliability analysis

The detailed sample characteristics were summarized in Table 1. Of the 525 respondents in the sample, 24.6% were male ($n = 129$), and 75.4% were female ($n = 369$). Approximately 31.2% of the respondents ($n = 164$) were within the range of 22 to 25 years old, and 52.6% ($n = 276$) were within the range of 26 to 29 years old, and 13.9% ($n = 73$) were within the range of 30 to 39 years old, and 2.3% ($n = 12$) were within the range of 40 years old and above. In terms of the education level of respondents, 75.6% ($n = 396$) had a junior college degree, and 24.0% ($n = 126$) had a bachelor degree, and 0.4% ($n = 3$) had a master degree and above. In terms of the job department of respondents, 19.6% ($n = 103$) were in front office department, and 22.3% ($n = 117$) were in housekeeping department, and 19.0% ($n = 100$) were in food and beverage department, and 17.7% ($n = 93$) were in fitness and entertainment center, and 21.4% ($n = 112$) were in sales and marketing department. Of the respondents, 68.5% ($n = 360$) had an experience in hospitality with the range of 0-2 years, and 28.1% ($n = 148$) had an experience in hospitality with the range of 3 to 4 years, and 3.4% ($n = 17$) had an experience in hospitality with the range of 5 years and above. The Cronbach's Alpha of the proposed model was 0.81 ($N = 61$).

Table 1 Characteristics of the sample

| Demographic information | Category | Numbers (N=525) | Percentage (%) |
|-------------------------|------------------------------|--------------------|-------------------|
| Gender | Male | 129 | 24.6 |
| | Female | 396 | 75.4 |
| age | 22-25 | 164 | 31.2 |
| | 26-29 | 276 | 52.6 |
| | 30-39 | 73 | 13.9 |
| | ≥40 | 12 | 2.3 |
| Education qualification | Junior college degree | 396 | 75.6 |
| | Bachelor degree | 126 | 24.0 |
| | Master degree or above | 3 | 0.4 |
| Job department | Front office department | 103 | 19.6 |
| | Housekeeping department | 117 | 22.3 |
| | Food and beverage department | 100 | 19.0 |

| | | | |
|---------------------------|----------------------------------|-----|------|
| | Fitness and entertainment center | 93 | 17.7 |
| | Sales and marketing department | 112 | 21.4 |
| Experience in hospitality | 0-2 | 360 | 68.5 |
| | 3-4 | 148 | 28.1 |
| | ≥5 | 17 | 3.4 |

Confirmatory factor analysis

We used several fit criteria adopted by previous studies (Hair *et al.*, 2006), such as χ^2/df (the matching standard was less than 3.00), SRMR (the matching standard is less than 0.08), GFI (the matching standard is more than 0.90), AGFI (the matching standard was more than 0.90), NFI (the matching standard is more than 0.90), IFI (the matching standard was more than 0.90), CFI (the matching standard is more than 0.90), and RMSEA (the matching standard is less than 0.08). The results of the validity analysis were presented in Table 2. The χ^2/df of the proposed model was 1.29 ($1.29 < 3.00$), which met the matching standard. The SRMR of the proposed model was 0.06 ($0.06 < 0.08$), which met the matching standard. The GFI of the proposed model was 0.91, ($0.91 > 0.90$), which met the matching standard. The AGFI of the proposed model was 0.90, which was close to the matching standard. The NFI of the proposed model was 0.90, which was close to the matching standard. The IFI of the proposed model was 0.98 ($0.98 > 0.90$), which met the matching standard. The CFI of the proposed model was 0.97 ($0.97 > 0.90$), which met the matching standard. While the RMSEA of the proposed model was 0.02 ($0.02 < 0.08$), which met the matching standard. The proposed model fit the matching standard very well. As a result, it could be concluded that the proposed model had the goodness-of-fit.

Table 2 Model fit

| Index | χ^2/df | SRMR | GFI | AGFI | NFI | IFI | CFI | RMSEA |
|-------------------|-------------|-------|-------|-------|-------|-------|-------|-------|
| Standard criteria | <3.00 | <0.08 | >0.90 | >0.90 | >0.90 | >0.90 | >0.90 | <0.08 |
| Proposed model | 1.29 | 0.06 | 0.91 | 0.90 | 0.90 | 0.98 | 0.97 | 0.02 |

The CFA results were shown in Table 3. The average variance extracted (AVE) for all constructs

was higher than 0.50, suggesting that convergent validity of the measurement scales was well established (Fornell & Larcker, 1981). The composite reliabilities (CR) of constructs were greater than 0.70. These values indicated that all constructs in the model have adequate internal consistency (Hair *et al.*, 2010).

Table 3 CFA results

| Variable | AVE | CR |
|----------------------|------|------|
| Customer orientation | 0.54 | 0.86 |
| Surface acting | 0.60 | 0.93 |
| Genuine emotion | 0.63 | 0.84 |
| Deep acting | 0.58 | 0.89 |
| Job burnout | 0.53 | 0.77 |

Discriminant validity

Table 4 showed the results of the discriminant validity. Correlation of each variable was analyzed to secure the discriminant validity and avoid multicollinearity (Jeon, 2015). The discriminant validity was evaluated by comparing the AVE values and squared correlations between the two constructs of interest (Fornell & Larcker, 1981). The square root of AVE for each construct was higher than all of the correlations (R) between any pair of constructs, suggesting that discriminant validity was statistically supported.

Table 4 Discriminant validity

| Variable | M | SD | 1 | 2 | 3 | 4 | 5 |
|----------|-------|-------|----------|----------|----------|---------|-------|
| 1.CO | 3.342 | 0.933 | 0.736 | | | | |
| 2.SA | 3.211 | 1.038 | -.269*** | 0.774 | | | |
| 3.GE | 2.957 | 1.176 | .187*** | -.440*** | 0.794 | | |
| 4.DA | 3.337 | 1.001 | .447*** | -.078 | .106* | 0.763 | |
| 5.JB | 2.992 | 0.806 | -.444*** | .499*** | -.394*** | -.378** | 0.729 |
| 6.AVE | | | .542 | .599 | .630 | .582 | .531 |

Testing mediating effects

The study executed the regression analysis adopting Baron and Kenny (1986) testing approach to investigate how the three dimensions of the emotional labor (surface acting, genuine emotion and deep acting) affected the relationship between CO and job burnout respectively. Education qualification, experience in hospitality were taken as control variables. Because maybe the higher the level of the employees' education, the easier it is for them to adjust their emotions, while maybe the longer the employees' experience in hospitality, the more experienced they are to control their emotions. Table 5 showed the mediated regression analysis of surface acting between CO and job burnout, CO was found to significantly negatively predict surface acting ($F = 13.933$, $P < 0.001$; $\beta = -0.270$, $P < 0.001$), therefore, supporting hypothesis 2. CO was negatively associated with surface acting. CO accounted for significant variance in job burnout ($AdjR^2 = 0.194$, $F = 34.909$, $P < 0.001$) and the coefficient was significant ($\beta = -0.446$, $P < 0.001$), therefore, supporting hypothesis 1. CO was negatively associated with job burnout. Surface acting was found to significantly positively predict job burnout ($F = 70.807$, $P < 0.001$; $\beta = 0.410$, $P < 0.001$), therefore, supporting hypothesis 5. Surface acting was positively associated with job burnout.

Surface acting added significant variance to job burnout ($AdjR^2 = 0.348$, $F = 70.807$, $P < 0.001$) and its inclusion in the model resulted in a drop in the coefficient of CO ($\beta = -0.332$, $P < 0.001$), therefore, Surface acting partially mediated the relationship between CO and job burnout.

Table 5 Mediated regression analysis of surface acting between CO and job burnout

| Independent variable | Dependent variable Job burnout | | | Dependent variable Surface acting | |
|---------------------------|-----------------------------------|-----------|-----------|--------------------------------------|-----------|
| | M1 | M2 | M3 | M1 | M2 |
| Education qualification | -0.022 | -0.003 | 0.012 | -0.046 | -0.036 |
| Experience in hospitality | -0.052 | -0.007 | -0.018 | -0.002 | 0.025 |
| CO | | -0.443*** | -0.332*** | | -0.270*** |
| Surface acting | | | 0.410*** | | |
| $AdjR^2$ | -0.001 | 0.193 | 0.348 | -0.002 | 0.069 |
| ΔR^2 | 0.003 | 0.197 | 0.353 | 0.002 | 0.074 |
| F | 0.803 | 42.649*** | 70.807*** | 0.560 | 13.933*** |

Notes: β = standardized coefficients; * $P < 0.05$, ** $P < 0.01$, *** $P < 0.001$; CO = customer orientation

Table 6 showed the mediated regression analysis of genuine emotion between CO and job burnout. CO was found to significantly positively predict genuine emotion ($F = 7.390$, $P < 0.001$; $\beta = 0.182$, $P < 0.001$), therefore, supporting hypothesis 3. CO was positively associated with genuine emotion. Genuine emotion was found to significantly negatively predict job burnout ($F = 55.188$, $P < 0.001$; $\beta = -0.324$, $P < 0.001$), therefore, supporting hypothesis 6. Genuine emotion was negatively associated with job burnout. Genuine emotion added significant variance to job burnout ($AdjR^2 = 0.292$, $F = 55.188$, $P < 0.001$) and its inclusion in the model resulted in a drop in the coefficient of CO ($\beta = -0.384$, $P < 0.001$), therefore, genuine emotion partially mediated the relationship between CO and job burnout.

Table 6 Mediated regression analysis of genuine emotion between CO and job burnout

| Independent variable | Dependent variable Job burnout | | | Dependent variable Genuine emotion | |
|---------------------------|-----------------------------------|-----------|-----------|---------------------------------------|----------|
| | M1 | M2 | M3 | M1 | M2 |
| Education qualification | -0.020 | -0.003 | 0.020 | 0.079 | 0.073 |
| Experience in hospitality | -0.052 | -0.007 | 0.001 | 0.045 | 0.026 |
| CO | | -0.443*** | -0.384*** | | 0.182*** |
| Genuine emotion | | | -0.324*** | | |
| $AdjR^2$ | -0.001 | 0.193 | 0.292 | 0.004 | 0.035 |
| ΔR^2 | 0.003 | 0.197 | 0.298 | 0.008 | 0.041 |
| F | 0.803 | 42.649*** | 55.188*** | 2.145 | 7.390*** |

Notes: β = standardized coefficients; * $P < 0.05$, ** $P < 0.01$, *** $P < 0.001$; CO = customer orientation

Table 7 showed the mediated regression analysis of deep acting between CO and job burnout. CO was found to significantly positively predict deep acting ($F = 45.603$, $P < 0.001$; $\beta = 0.455$, $P < 0.001$), therefore, supporting hypothesis 4. CO was positively associated with deep acting. Deep acting was found to significantly negatively predict job burnout ($F = 40.594$, $P < 0.001$; $\beta = -0.227$, $P < 0.001$), therefore, supporting hypothesis 7. Deep acting was negatively associated with job burnout. Deep acting added significant variance to job burnout ($AdjR^2 = 0.232$, $F = 40.594$, $P < 0.001$) and its inclusion in the model resulted in a drop in the coefficient of CO ($\beta = -0.340$, $P < 0.001$), therefore, deep acting partially mediated the relationship between CO and job burnout.

Table 7 Mediated regression analysis of deep acting between CO and job burnout

| Independent variable | Dependent variable Job burnout | | | Dependent variable Deep acting | |
|---------------------------|-----------------------------------|-----------|-----------|-----------------------------------|-----------|
| | M1 | M2 | M3 | M1 | M2 |
| Education qualification | -0.020 | -0.003 | -0.020 | -0.057 | -0.074 |
| Experience in hospitality | -0.052 | -0.007 | -0.019 | -0.006 | -0.052 |
| CO | | -0.443*** | -0.340*** | | 0.455*** |
| Deep acting | | | -0.227*** | | |
| $AdjR^2$ | -0.001 | 0.193 | 0.232 | -0.001 | 0.203 |
| ΔR^2 | 0.003 | 0.197 | 0.238 | 0.003 | 0.208 |
| F | 0.803 | 42.649*** | 40.594*** | 0.854 | 45.603*** |

Notes: β = standardized coefficients; * $P < 0.05$, ** $P < 0.01$, *** $P < 0.001$; CO = customer orientation

Hypothesis results

Comprehensive of the results of the regression analysis above, the hypothesis of the conceptual model proposed were all supported.

5. Discussions

Management implications

The findings of this study suggested a variety of significant practical implications. First, the recruitment and selection of frontline employees should incorporate an assessment of the level of CO. The results of this study show that the frontline employees with high CO are more likely to use deep acting and genuine emotion and consequently less likely to have higher levels of job burnout. The results of this study strongly suggest that hotels can greatly benefit from hiring individuals with a higher CO for frontline positions because CO signals a better job resource. As an individual resource, CO plays a critical role in reducing emotional labor, according to COR theory, employee with high CO may increase the level of more beneficial deep acting and genuine emotion, while diminish detrimental surface acting toward customers (Yoo & Arnold, 2014). This means that the frontline employees with high CO can understand the needs of customers and enjoy solving their problems, this gives them the ability to cope effectively with stressors to neutralize or reduce the detrimental effects of job demands (Babakus *et al.*, 2009). Hospitality managers should consider screening customer-oriented behaviors when hiring new employees. Those who have more positive attitudes would obviously be more attractive as employees, and these attitudes could be reinforced during training and through motivational incentives (Yoo & Yoo, 2016).

Second, hospitality management should teach and train the employees about the proper control of emotional labor. The results of the study show surface acting will strengthen job burnout, genuine emotion and deep acting will decrease job burnout. Thus, programs should be developed to train employees who perform emotional labor to understand the point of view of the customer, in order to improve their ability to express emotion. Programs that aid employees in experiencing positive emotions through understanding of and sympathizing with customers and programs that help employees appropriately change negative emotions are necessary. Rather than learning by rote to perform customer-oriented behavior, employees should experience role-playing to understand customers (Jung & Yoon, 2014b).

6. Recommendations

There are some limitations in this study that need careful consideration. First, the respondents in this study come from 5-star hotels in Beijing, China. Since the results of this study are based on a sample of Chinese 5-star hotel employees, the selection of a single service setting and a single country may raise concerns for the issue of generalizability. Thus, the findings of this study may not generalize to other hospitality contexts, other cultures, or other times; research in other settings, geographical areas, or times might yield different results (Trochim & Donnelly, 2008). The results of this study should be validated in different service settings, various star-rated hotels, and in other countries. Future research needs to replicate this study in different settings or use a cross-cultural data to establish the generalizability of our findings.

Second, the cross-sectional design of the study did not allow us to test causal relationships among the variables. Future research tracking changes in variables over time would strengthen the ability to make causal inferences. Also, although directions of the relationships investigated in our study were proposed based on the theoretical basis, other opposite directions may be plausible as well. This possibility, however, does not negate the contribution of this study to the literature. More

investigation in future studies would verify causal relationships among the variables. Longitudinal study designs are needed to examine the proposed processes.

Third, this study used perceptual self-reported measures, which may generate exaggerated relationships among variables. Because data for this study were collected using a self-report questionnaire, respondents of the survey may “fake good” under the influence of social desirability, and the data could contain SDRB and CMV in statistical analysis (Podsakoff *et al.*, 2003). Harman’s one-factor test and a confirmatory factor analysis were performed to assess the possible existence of CMV, and the results suggested that CMV was not of great concern and was unlikely to confound the interpretation of results. Confirmatory factor analyses also showed that the variables were distinct. Nevertheless, to alleviate this bias, future research needs to obtain more objective and potentially less biased measures of variables like surveying respondents’ superiors or coworkers (Beal & Weiss, 2003).

7. Reference

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Industry 4.0 Readiness: The Evidence from Graduate Students in Thailand

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Abstract

In order to overcome the middle income trap and enhance Thailand's economy from efficiency driven to an innovation driven economy, Thailand currently is implementing the "Thailand 4.0" policy as main tool involving the integration of new core elements such as innovation, knowledge, technology and creativity into all our core policies both economic and social. The purpose of this study is to investigate the readiness levels of Thai people for adopting the Thailand 4.0 concept. Based on 132 samples of graduate students in MBA programs in Thailand, the survey research was used to gather the data. Descriptive statistics and one way Anova technique were used to analyze the data.

The result shows that the lowest skill set for Thailand 4.0 is the digital and information skill ($M = 2.59$) which can be interpreted as the poor level following by learning and innovation skill ($M = 3.03$), and life and career skill ($M = 3.66$). The results also reveal that males have significantly higher level of digital and information skill than females. And, Science based education background samples have significantly higher level of digital and information skill than social science and business background. The discussion and implication are discussed through the paper.

Keywords: Industry 4.0, Thailand 4.0 policy, Readiness, Graduate students

1. Introduction

In Thailand, the concept of Industry 4.0 firstly came up in 20 year national strategy (2017-2036) plan. Thailand has expected to enhance from the stage of developing to developed country and target to increase GDP per capital from 4,121 to 15,000 dollars in the next 20 years.

In order to overcome an economic downturn and aging society situation, the present Thai Government has announced a new national development policy, called Thailand 4.0 policy. The concept of Thailand 4.0 also currently has been proposed and emphasized with closely related to the concept of Industry 4.0. Innovation, digital economy based, high technological industries are the driven tool for Thailand in the next era. Thailand 4.0 is the vision to transform Thai economy into an innovation-driven. The Thailand 4.0 policy has been introduced with an emphasis on innovation and consists of three objectives. Firstly, Thailand becomes a high-income nation through developing it as a knowledge-based economy, with an emphasis on R&D, science and technology, creative thinking, and innovation. Secondly, Thailand will moves toward a society with equitable access to the fruits of prosperity and development. Thirdly, Thailand will emphasis on achieving sustainable growth and development, with environment friendly mindset (Luanguepin, 2016)

The concept of Thailand 4.0 classified the stages of economic development into 4 phrases. The summary of economic development is as the table 1.

Table 1: The summary of Thai economic development

| Stage | Description |
|---|---|
| Thailand 1.0 is about agriculture. | During this stage, Thais had made a living out of farmland and livestock. They had grown rice and various other plants to support themselves. They had also raised pigs, ducks and chicken to generate income. |
| Thailand 2.0 is about light industries. | In this stage, Thais started using tools in their economic activities. The country started manufacturing clothes, bags, beverages, stationery, ornaments, etc. On the overall, Thailand's potential had soared. |

| | |
|--|--|
| Thailand 3.0 (the today's Thailand) is about heavy industries. | At present, Thailand has manufactured and exported steel, automobiles, natural gases and more. The country, so far, has still relied on foreign technologies in driving its exports. |
| Thailand 4.0 is about innovation, technology, and creativity driven economy. | Thailand 4.0 is an economic model that aims to unlock the country from several economic challenges resulting from past economic development models which place emphasis on agriculture (Thailand 1.0), light industry (Thailand 2.0), and advanced industry (Thailand 3.0). These challenges include “a middle income trap”, “an inequality trap”, and “an imbalanced trap”. |

Source: Luanguepin (2016)

Although the concept of Thailand 4.0 has been emphasized by Thai government, the readiness and existing situation in Thai society still need more empirical researches. In order to implement effectively to achieve Thailand 4.0 goals, policy makers need to realize the real situation. This study attempts to investigate the readiness levels of Thai people for adopting the Thailand 4.0 concept.

2. Literature

2.1 Industry 4.0

The concept of industry 4.0 originally came from Germany in 2011. Industry 4.0 defines a methodology to generate a transformation from machine dominant manufacturing to digital manufacturing. The promotion of the industrial change and the acquisition of a leadership position in manufacturing sector in the world, were the main objectives of the country (Bartodziej, 2017). At the same time, USA developed the Advanced Manufactured Partnership, a re-industrialization plan, aimed at innovating manufacturing through the adoption of intelligent production systems and improving the occupational level of the country. In 2011, the United States launched the “Advanced Manufacturing Partnership” plan, in order to innovate the manufacturing system of the country, increasing productivity and reducing costs. With a greater delay, in 2015, France launched the “Alliance for the Future” program, to implement the digitization process for support innovation, and in 2016, Italy, approved the “Industry 4.0” plan (Baldassarre, Ricciardi, & Campo, 2017).

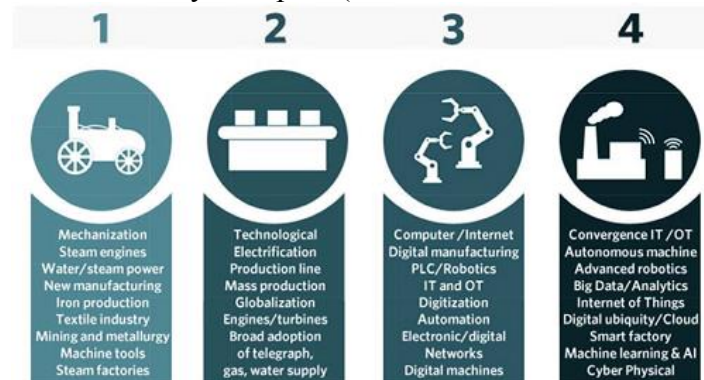


Figure 1: The stage of industrial revolution
Source: Baldassarre, Ricciardi, & Campo (2017)

According to Rojko (2017), stages in the development of industrial manufacturing systems from manual work towards Industry 4.0 concept can be presented as a path through the four industrial revolutions. The development is depicted in Figure 1.

The first industrial revolution began with the mechanization and mechanical power generation in 1800s. It brought the transition from manual work to the first manufacturing processes; mostly in textile industry. An improved quality of life was a main driver of the change.

The second industrial revolution was triggered by electrification that enabled industrialization and mass production. Often mentioned in this context is a quote of Henry Ford,

who said about the Ford T-Model car ‘You can have any color as long as it is black.’ The quote captures well the introduction of mass production but without the possibility of products’ customization.

The third industrial revolution is characterized by the digitalization with introduction of microelectronics and automation. In manufacturing this facilitates flexible production, where a variety of products is manufactured on flexible production lines with programmable machines. Such production systems however still do not have flexibility concerning production quantity.



Figure 2: Nine technologies for industry 4.0

Source: Boston Consulting Group (2015) cited in Baldassarre, Ricciardi, & Campo (2017)

The fourth industrial revolution that was triggered by the development of Information and Communications Technologies (ICT). Its technological basis is smart automation of cyber physical systems with decentralized control and advanced connectivity. The consequence of this new technology for industrial production systems is reorganization of classical hierarchical automation systems to self-organizing cyber physical production system that allows flexible mass custom production and flexibility in production quantity.

2.2 The Fourth Industrial Revolution (4IR) and Thailand 4.0

Thailand 4.0 is the vision to transform Thai economy into an innovation-driven economic. The new approach to “work a little but make big gains” rather than “working hard for just a little gain”. In order to achieve this approach, Thai economy must transform itself from being industry-driven to the innovation-driven or technology-driven. The concept of Thailand 4.0 is to explore the usage of science, technology and innovation to boost the country's economy, focusing on industrial and agricultural sectors, medical technology and public health, together with the global trend for a robotics industry (Wipatayotin, 2017). Further challenges however will be overcoming “a middle-income trap”, “an inequality trap”, and “an imbalanced trap” (Thai Embassy- Washington, D.C., 2017).

In order to overcome three traps, Thailand will use the new growth engines; namely, (1) Building economic prosperity through innovation, knowledge, technology, and creativity. This creates a “competitive growth engine” to unlock individuals from the middle-income trap. (2) Building social security through equitable distribution of income, opportunity, and wealth, operating under a principle of “moving forward together without leaving anyone behind” to unlock Thai citizens from the inequality trap. (3) Creating sustainability through environmentally friendly development (Green Growth Engine), to unlock Thai citizens from an imbalance trap (Jones, & Pimdee, 2017).

The Thailand 4.0 development plan is focused on 10 targeted industries divided into two broad categories: (1) First 5 S-Curve industries (existing industries): Next-Generation Automotive,

Intelligent Electronics, Advance Agriculture and Biotechnology, Food Processing and Tourism aims to enhance the competitiveness of the country current strengths through technology innovation. (2) 5 New S-Curve industries (new industries): Digital, Robotics and Automation, Aviation and Logistics, Biofuels and Biochemicals and Medical Hub aims to develop five additional industries to accelerate on the new industrial base growth (Thailand Investment Review, 2017; Tantivorawong, 2015).

According to the Thai Embassy web site in Washington, D.C., the four stated objectives of Thailand 4.0 are as follows: (1) Economic Prosperity: to create a value-based economy that is driven by innovation, technology and creativity. The model aims to increase Research and Development (“R&D”) expenditure to 4% of GDP, increase economic growth rate to full capacity rate of 5-6% within 5 years, and increase national income per capita from 5,470 USD in 2014 to 15,000 USD by 2032. (2) Social Well-being: to create a society that moves forward without leaving anyone behind (inclusive society) through realization of the full potential of all members of society. The goals are to reduce social disparity from 0.465 in 2013 to 0.36 in 2032, completely transform to social welfare system within 20 years and develop at least 20,000 households into “Smart Farmers” within 5 years. (3) Raising Human Values: to transform Thais into “Competent human beings in the 21st Century” and “Thais 4.0 in the first world. Measures under Thailand 4.0 will raise Thailand HDI from 0.722 to 0.8 or the top 50 countries within 10 years; ensure that at least 5 Thai universities are ranked amongst the world’s top 100 higher education institution within 20 years. (4) Environmental Protection: to become a livable society that possesses an economic system capable of adjusting to climate change and low carbon society. The targets are to develop at least 10 cities into the world’s most livable cities, reduce terrorism risk, and increase the proportion.

The purpose of this study is to investigate the readiness of youth for Thailand 4.0. Since human capital seems to be one of the vital key success factors in order to achieve the concept of Thailand 4.0, this study objective is to represent the current situation of understanding of Thailand 4.0 and Industry 4.0. Industry 4.0 requires not only just workforce, but also human capital nurtured in competitive education systems that is well prepared for creative work environments. Therefore, as humans embrace to usher in Industry 4.0, it has become imperative for nations as well as organizations to embark on education systems that are more focused on knowledge beyond what the world currently preach. This may require teaching creativity to children at an early age right up to university levels. A move away from traditional education systems of writing, reading, cramming and memorizing as mode of passing an examination that never produce thinkers, creators and ingenuity should be a thing of the past. Therefore, nations need to revolutionize their education systems that produce super humans capable of surviving in Industry 4.0 revolution. Education revolutions require a national culture that is supportive to such initiatives from government, where the citizens feel they have something to contribute towards achieving Industry 4.0 revolution goals (Agolla, 2018).

3. Research Methodology

The author adopted the concept of the essential skills of Thailand 4.0 and the 21st century by The Office of the Higher Education Commission (OHEC), Ministry of Education, and Thailand. According to Bamrungsin (2017), the necessary skills for Thailand 4.0 can be classified into 3 main groups. The empirical survey research was used for this study. The purposive sampling method was used to collect the data from MBA students at National Institute of Development Administration (NIDA), Thailand. A questionnaire instrument was developed to investigate the level of readiness of essential skills for Thailand 4.0. Based on previous works of Bamrungsin (2017) and Hartmann & Bovenschulte (2013), the author adopted and modified questionnaire items to assess a readiness level of those 3 groups of skills; namely, learning and innovation (LIS), digital and information (DIS), and life and career skill set (LCS). 3 items were used to find out the average of LIS, 10 items for DIS, and 4 items for LCS. Participants were asked to use a self-assessment approach to evaluate his or her level of understanding and readiness in those 3 groups of skills. The research items are summarized as the table 2.

Table 2: The Thailand 4.0 essential skill dimensions and items

| Dimensions | Question |
|-------------------------------------|--|
| Thailand 4.0 literacy | How would you describe your ability to define/implement Industry 4.0 strategy? |
| Digital and information skill (DIS) | What is the level of your understanding of IT Knowledge and technology with respect to Industry 4.0? (DIS2) |
| | What is the level of your understanding of Computer programming/coding abilities with respect to Industry 4.0 (DIS3) |
| | What is the level of your understanding of Data and information processing and analytics with respect to Industry 4.0 (DIS4) |
| | What is the level of your understanding of Data Analytic/Statistical knowledge with respect to Industry 4.0 (DIS5) |
| | What is the level of your understanding of IT security and data protection with respect to Industry 4.0 (DIS6) |
| | What is the level of your understanding of Smart Work & Ergonomics with respect to Industry 4.0 (DIS7) |
| | What is the level of your understanding of Smart Product with respect to Industry 4.0 (DIS8) |
| | What is the level of your understanding of Co-created Design with respect to Industry 4.0 (DIS9) |
| | What is the level of your understanding of Smart Digital Factory with respect to Industry 4.0 (DIS10) |
| Learning and innovation skill (LIS) | What is the level of innovative thinking skill with respect to Industry 4.0 (LIS1) |
| | What is the level of creative thinking skill with respect to Industry 4.0 (LIS2) |
| | What is the level of critical thinking and problem solving skill with respect to Industry 4.0 (LIS3) |
| Life and career skill (LCS) | What is the level of adaptability, flexibility and collaboration skills with respect to Industry 4.0 (LCS1) |
| | What is the level of social skill with respect to Industry 4.0 (LCS2) |
| | What is the level of self and time management skill with respect to Industry 4.0 (LCS3) |
| | What is the level of English skill with respect to Industry 4.0 (LCS4) |

4. Analysis and Result

Overall, 132 samples was collected by an online questionnaire. The summaries of descriptive statistics are shown in the table 3.

Table 3: Sample profiles of this study

| | | N | % |
|--------|----------|----|------|
| Gender | Males | 43 | 32.6 |
| | Females | 89 | 67.4 |
| Ages | Below 20 | 0 | 0 |
| | 20-25 | 12 | 9.1 |
| | 26-30 | 82 | 62.1 |
| | 31-35 | 29 | 22.0 |
| | 36-40 | 6 | 4.5 |
| | 41-45 | 2 | 1.5 |
| | Above 45 | 1 | 0.8 |

| | | | |
|----------------------|--|----|------|
| Occupation | Business owner | 10 | 7.6 |
| | Specialist (e.g. doctor, architecture, and lawyer) | 10 | 7.6 |
| | Freelance | 0 | 0 |
| | Full time employee | 92 | 69.7 |
| | Government officer | 19 | 14.4 |
| | Full time student | 1 | 0.8 |
| Working experience | None | 0 | 0 |
| | 1-2 years | 4 | 3.0 |
| | 3-4 years | 30 | 22.7 |
| | 5-7 years | 59 | 44.7 |
| | 8-10 years | 25 | 18.9 |
| | 11-15 years | 9 | 6.8 |
| | More than 15 years | 5 | 3.8 |
| Monthly income | None | 0 | 0 |
| | Less than 15,000 Baht | 0 | 0 |
| | 15,001 - 20,000 Baht | 12 | 9.1 |
| | 20,001 - 30,000 Baht | 28 | 21.2 |
| | 30,001 - 50,000 Baht | 45 | 34.1 |
| | 50,001 - 75,000 Baht | 32 | 24.2 |
| | 75,001 - 100,000 Baht | 5 | 3.8 |
| | 100,001 - 150,000 Baht | 5 | 3.8 |
| | More than 150,000 Baht | 5 | 3.8 |
| Education Background | Science field (e.g. Engineering, and Medicine) | 69 | 52.3 |
| | Business and administration | 39 | 29.5 |
| | Social science (e.g. Law, and Communication Arts) | 24 | 18.2 |
| Domicile | Bangkok and greater | 78 | 59.1 |
| | Central | 25 | 18.9 |
| | Northeast | 10 | 7.6 |
| | North | 10 | 7.6 |
| | South | 9 | 7.6 |

The results are reported by using one sample t test to represent the values of mean (M) and standard deviation (S.D.) details are as follows

Table 4: The analysis results of samples

| | | Mean | S.D. | Interpretation |
|---|--|------|-------|----------------|
| 1 | Learning and innovation skill (LIS) | 3.03 | 0.773 | Fair |
| | 1.1 Innovative thinking | 2.91 | 0.992 | Fair |
| | 1.2 Creative thinking | 3.16 | 0.931 | Fair |
| | 1.3 Critical thinking and problem solving | 3.03 | 0.873 | Fair |
| 2 | Digital and information skill (DIS) | 2.59 | 0.819 | Poor |
| 3 | Life and career skill (LCS) | 3.66 | 0.590 | Good |
| | 3.1 Adaptability, flexibility and collaborative skills | 3.89 | 0.816 | Good |
| | 3.2 Self-direction for the desirable value skills | 3.83 | 0.793 | Good |
| | 3.3 Civic and global citizen | 3.67 | 0.796 | Good |
| | 3.4 English skills | 3.23 | 0.872 | Fair |
| 4 | Industry 4.0 literacy | 3.10 | 0.828 | Fair |

Note: The interpretation of Likert scale: 1.00-1.80 = Very poor; 1.81-2.60 = Poor; 2.61-3.40 = Fair; 3.41-4.20 = Good; 4.21-5.00 = Excellent

According to the table 4, Digital and information skill of samples are lowest comparing with the other skills, and digital and information skill can be interpreted “poor” from the average ($M=2.59$, $S.D. = 0.819$).

In order to test the hypotheses H2, One-Way Anova technique was used to the level of learning and innovation, digital and information, and life and career skills in different demographic variables. Authors initially calculated and created the overall of learning and innovation, digital and information, and life and career skill. 3 items were used to find out the average of LIS, 10 items for DIS, and 4 items for LCS. The result of One-Way Anova analysis can be summarized in the table 5.

Table 5: One-Way Anova and hypothesis testing results

| | | Sig. | Results |
|-----|---|-------|---------------|
| H2a | The level of LIS is significantly difference between males and females. | 0.348 | Not supported |
| H2b | The level of LIS is significantly difference among ages. | 0.031 | Supported |
| H2c | The level of LIS is significantly difference among occupations. | 0.795 | Not supported |
| H2d | The level of LIS is significantly difference among working experiences. | 0.029 | Supported |
| H2e | The level of LIS is significantly difference among level of income. | 0.407 | Not supported |
| H2f | The level of LIS is significantly difference among education backgrounds. | 0.210 | Not supported |
| H2g | The level of LIS is significantly difference among different students' region of domicile | 0.825 | Not supported |
| H2 | The level of LIS significantly differs among different demographic groups. | - | Supported |
| H3a | The level of DIS is significantly difference between males and females. | 0.033 | Supported |
| H3b | The level of DIS is significantly difference among ages. | 0.426 | Not supported |
| H3c | The level of DIS is significantly difference among occupations. | 0.845 | Not supported |
| H3d | The level of DIS is significantly difference among working experiences. | 0.696 | Not supported |
| H3e | The level of DIS is significantly difference among level of income. | 0.756 | Not supported |
| H3f | The level of DIS is significantly difference among education backgrounds. | 0.005 | Supported |
| H3g | The level of DIS is significantly difference among different students' region of domicile | 0.193 | Not supported |
| H3 | The level of DIS significantly differs among different demographic groups. | - | Supported |
| H4a | The level of LCS is significantly difference between males and females. | 0.935 | Not supported |
| H4b | The level of LCS is significantly difference among ages. | 0.842 | Not supported |
| H4c | The level of LCS is significantly difference among occupations. | 0.684 | Not supported |
| H4d | The level of LCS is significantly difference among working experiences. | 0.613 | Not supported |
| H4e | The level of LCS is significantly difference among level of income. | 0.100 | Not supported |

| | | | |
|-----|---|-------|---------------|
| H4f | The level of LCS is significantly difference among education backgrounds. | 0.135 | Not supported |
| H4g | The level of LCS is significantly difference among different students' region of domicile | 0.095 | Not supported |
| H4 | The level of LCS significantly differs among different demographic groups. | - | Not supported |

The results of a range of Anova analysis showed that an education background has a significant impact on digital and information skill (DIS). In other words, graduate students with a science background seem to have a higher level of digital and information skill set than a social science and business background. Additionally, in accordance to the result of Anova analysis, males also have a higher level of digital and information skill than females.

5. Discussion and Implications

The purposes of this study are to investigate the readiness of Thai peoples on Industry 4.0 and Thailand 4.0 policy, and examine any difference level of Thailand 4.0 essential skills among demographic groups. The results from the analysis also reveal that the lowest skill set for Thailand 4.0 is the digital and information skill ($M = 2.59$) which can be interpreted as the poor level following by learning and innovation skill ($M = 3.03$), and life and career skill ($M = 3.66$). The results also reveal that males have significantly higher level of digital and information skill than females. And, Science based education background samples have significantly higher level of digital and information skill than social science and business background.

In order to achieve the Thailand 4.0 goals, digital and information skill seems to be the vital skill for Thai people that need to possess. However, our result showed that digital and information skill ranked lowest readiness compared to other skill. This dilemma challenges Thai government and need to rethink about strategies to overcome it. Reforming Thailand's education towards 4.0 is inevitable. Education reform must be expedited in order to access Thailand 4.0 substantially via the following actions (1) the development of English language skills (2) the promotion of the teaching and learning of mathematics and science (3) the development of analytical skill (4) the adjustment of the teaching and learning curriculum (5) the development and improvement of textbooks to meet global standards.

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Hospitality for E-sport tourism in Thailand

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Abstract

E-Sports or Electronic game is a competition by using games or technologies to compete and the game for the contest is assigned. The E-sport is widespread because of the current technology. The team division is clearly equal moreover the match will be based on the rules of the game that may be based on the leading points also complied with the faster game rules according to.

Thailand has been established the Thailand E-Sports Federation officially approved by the minister of the Ministry of Tourism and Sports on 17 October 2017, and took the opportunity to participate in the 18th Asian Games in 2018. National Tourism Development Plan, 2nd edition, 2017-2021 also supporting the Active Sport Tourism, accessing to sports activities or joining sports contests. In accordance with the trend of sports tourism, in the form of sports tourism has more different types of sports that create new sports and E-sport are also in this theme. This article is written for the purpose of: 1) to bring knowledge, theory, concept, and related research of the tourism refer to E-sports, 2) to promote the concept of encouraging the guidelines for related businesses and agencies to support and attract E-sports tourists.

This is a great opportunity for Thailand that has the potential of tourism. The benefits of sports tourism are manifold; participants in sporting events are likely to arrive in the country a few days before a given event and stay after the event to recover. Sporting events are also increasingly seen as social events so it is not uncommon for an entire family or a group of friends planning a holiday around a particular event. However, providing E-sports tourism services in Thailand will be well accepted by E-sports tourist depends on the collaboration of various sectors both state and private.

Keywords: *e-sport, sport tourism, game business,*

1. Introduction

A traveling for tourists who are interested in e-Sports (Esport: Electronic sports) is a new form of tourism that occurs in the present era. The electronic game competition developed from the entertainment game that teams are defined to compete. There are rules in the competition which is a new form of playing techniques using players in the form of computer, mobile, and various types of game players. Unlike normal sports, in general there are sport equipment and use the body to move during a competition. An e-sports or electronic sport is one of the types competing via electronic devices for more than two players, both in the types of individual and team. This is the development of the traditional online games to the competitive game for finding the winner officially. (Thataratha Jirunpong,2018) Sport - "a physical recreational activity, done simultaneously against an opponent, that includes animated movement and positional movement that involves physical exertion." E-Sport- "'Electronic Sports', abbreviated e-Sports is used as a general term to describe the play of video games competitively." (Thammasart Bussiness School,2015) E-Sports or Electronic game is a competition by using games or technologies to compete and the game for the contest is assigned. The E-sport is widespread because of the current technology. The team division is clearly equal moreover the match will be based on the rules of the game that may be based on the leading points also complied with the faster game rules according to the conditions of the game. (Santi Lhothong,2017) Wagner (2006, p. 3) has defined e-Sports as "an area of sport activities in which people develop and train mental or physical abilities in the use of information and communication technologies. e-Sports represents a kind of a merge between electronic games, sports, business and media. It is necessary to point out the ongoing debate about whether it is possible to regard e-Sports as a kind of

sport or not. Competitive gaming has some similarities with sports, such as regular training, team work or the perfect execution of tactics planned in advance (Hutchins, 2006).

Advantages of E-Sport in Society

Because E-Sport is still not acceptable in all societies. This activity may have people who see the benefits and disadvantages of having a different perspective. The competition or sport that is affected by this different perspective has come up with a variety of sports or activities such as high speed racing. There're supporters and opponents involved in the accident that will occur during the race. Or horse racing; there are support groups and see them as entertaining activities. Disagreements show concern for freedom and see the torture of animals. It is not only sports. This is an anti-competitive E-Sport. However, we can point out the advantages and disadvantages of E-Sports in our societies here.

1. More than anything else, E-Sport games have brought players together, forging people with a shared interest into a community. Whether cooperative or competitive, online gaming makes it much easier for gamers to play with their friends or make new ones.

2. It is another new career in the digital age. It is suitable for those who have the ability and flair for playing games. Kuro Salehi Takhasomi, the highest paid athlete. At present his income is \$4,098,926.95. This is a high income trend from this new sport. In addition to the income of the players, there are also various ways to make money. Streaming is a form of gaming display. There are a few techniques to playing the game for others to watch or follow to the gamer. The gamer has many followers or very competitive visitors. The streamer will receive an amount from the total number of visitors.

3. The creation of professionals and personnel in the E-Sports business or business about E-Sporting requires personnel and human resources in many competitions. The sport of aggression may have to create new jobs or occupations that are different from other types of sporting events.

4. Another way to generate revenue for the country. According to a Super Data Research report, the global data warehousing industry revealed that this year, E-Sport had a high turnover of \$892 million with 74% of its main revenue coming from brand and advertising support more than \$661 million. What's interesting is Coca-Cola has been supporting Riot Games in the past. It is clear that in the industry. In the future there will be more money in the future.

Disadvantages of E-Sport in Society

Impact on society and legal issues; when players become addicted to the game. The importance of the game world is more than anything else in the world. These can be called game addicts. Gaming behavior is consistent with neurological symptoms. There are symptoms such as loneliness, anti-social sadness and cannot get along in society except social games. (Daria J Kuss, Internet gaming addiction: current perspectives, Published online 2013 Nov 14. doi: 10.2147/PRBM.S39476, Psychol Res Behavior Management 2013; 6: 125–137.) These consequences lead to other social problems such as:

1. The use of drugs and dependence on drugs. When players cannot socialize with the public. Fellowship with drug users is another way that drug addicts are recognized.

2. Stealing and/or Robbery to spend money to shop in the game to make the character better and getting accepted in the society of the game world. The only society that the game featured.

3. Electronic offenses in the gaming industry. There are many people who have suffered a loss of property within the game. Or use the program to rob or steal property within the game. In the game industry call this process hacking. Nowadays in many products, characters, items, costumes and even the currency exchanged within the game world can be traded real money. It is considered that in the game everything is valuable. By hacking information of other players to damage or trade is considered a computer crime. (Computer Crime or Cyber Crime) However, there has been debate over the separation of the behavior between both game addicts and E-Sports which are very common, both of which may take an amount of time playing games. The objective of the game is very different, because some addicts may not accept or know that they are addicted to the game, often using e-sports to engage in the obsession with the game. This is one of the main reasons why e-Sports have not been accepted in our society. From an article Jackie Shelton [E-Sport Professionals and Video Game Addiction By: Jackie Shelton published on April 12, 2018], discusses addicts and gamers that by watching video of streamer or gaming video means that the player cannot stop playing the game unlike gaming experts. These people will play the game to find the techniques, tactics, and skills to play that game more for the competition.

Thailand has been established the Thailand E-Sports Federation officially approved by the minister of the Ministry of Tourism and Sports on 17 October 2017, and took the opportunity to participate in the 18th Asian Games in 2018 and Thailand got the 5th place in Southeast Asia which showed that Thailand is ready to respond the E-Sports competition.

The target group of tourism management for those interested in E-sports can be divided into two major groups; the followers of E-sports, and the competitors of E-sports, in accordance with the format of the second national tourism development plan which conformed to the 4th strategy to balance the Thai tourism through niche markets, and to promote the Thai way and tourists' confidence for promoting the niche marketing to attract tourists and stimulating the expenditure of tourists groups (National Tourism Development Plan, 2nd edition, 2017-2021) also supporting the Active Sport Tourism, accessing to sports activities or joining sports contests. In accordance with the trend of sports tourism, in the form of sports tourism has more different types of sports that create new sports. (Exaggerated Segmentation of Sports Disciplines) According to the information of the growing popularity of E-sports in Southeast Asia demonstrated that the growth potential of E-sports in Thailand and Southeast Asia is the world's highest growth trend in reference to New Zoo researcher for E-sport game and mobile show. The total E-sports audience in the region, also taking into account Occasional Viewers, will reach 19.9 million this year and exceed 40 million in 2019. These numbers are the result of an extensive study performed in emerging regions, including primary consumer research in the major counties of Southeast Asia, live event attendance analysis, and validation by local partners.

By the above information showed the opportunity to attract tourists interested in E-sports. This article is written for the purpose of: 1) to bring knowledge, theory, concept, and related research of the tourism refer to E-sports, 2) to promote the concept of encouraging the guidelines for related businesses and agencies to support and attract E-sports tourists.

2. Main concept

E-sports in Thailand related to the tourism

Gamers in Thailand are increasing due to the growth of technology causes the increasing number of players. Currently, the rate of increase of the gamers has risen significantly as well. Southeast Asia is the region where the mobile gaming industry grows the most and the value of mobile games reached 70.3 billion US dollars. (Newzoo, 2018)

How did eSports become so popular?

Due to the smartphone is another device that people can buy easily today with the various prices cheaper than the game player or computer in the past moreover it can connect the world boundlessly anytime and anywhere. As a result, the number of players increased rapidly and not

specifically teens or childhood. It is clear that all ages can access the smartphone also can access the content of the game at any age, anywhere, at all times that showed the opportunity of this sport to easily approach the people using the smartphone in the present also include computer users as well. This reason is another factor that cause E-sports becomes interesting and more popular rapidly. Technology has changed our lives, increasing the speed of time. We, as humans, have invented and developed technologies to make the best of our lives. Now technology is changing our lives every second. (Jawaaz Ahmed) E-sport is a technology that has been developed that we cannot deny the development of technology which comes into our lives today. The acceptance and improvement is an alternative for Thai society to live together with the technology. Technology has created many changes for humans and society therefore the human beings need to know how to improve and develop themselves in order to survive and live under the current globalization (Aree Naipinij, 2014). It is certain that E-sports have many impacts on Thai society including social life, a way of life, economy, administration, culture, and behavior which is a big impact in society. However, when the technology has both advantages and disadvantages, the understanding and adapting with the technology that we cannot avoid is the reduction of problems which occur in the society to be better. Once we understand and know the technology, then the disadvantage protection will be arisen. Improve and develop for bringing the benefits to themselves and society without causing trouble to others. It can be considered that the technology is used correctly.

E-sport is like other popular sports that have a competition to rank and compete for money also organize the competition for entertainment. This is a new form of sport that E-sports competition is took place at the Madison Square Garden. There are more audiences of the competition than NBA basketball game which is a popular sport in the United States. The famous research company; PwC makes the predication of the E-sports' popularity in the next 3-5 years that will be the second most popular in the world follows the soccer. The mentioned trend can stimulate the tourism if the competition is organized to promote business related to the tourism as well.

E-sport is a sport that will attract more sports tourists to meet the demand in the sports tourism market including; 1.) tourists who play and do not play sports. 2.) senior athletes 3.) mass sports groups 4.) occasional sports group 5.) sports audiences at sporting fair or events. 6.) trainers or broadcasters and mass media. (Sports Tourism, Tourism and Sports Economy Division) Athletes show an easy and rapid increase in the number of the popularity and affection in this sport. (Export-Import Bank of Thailand, 2018)

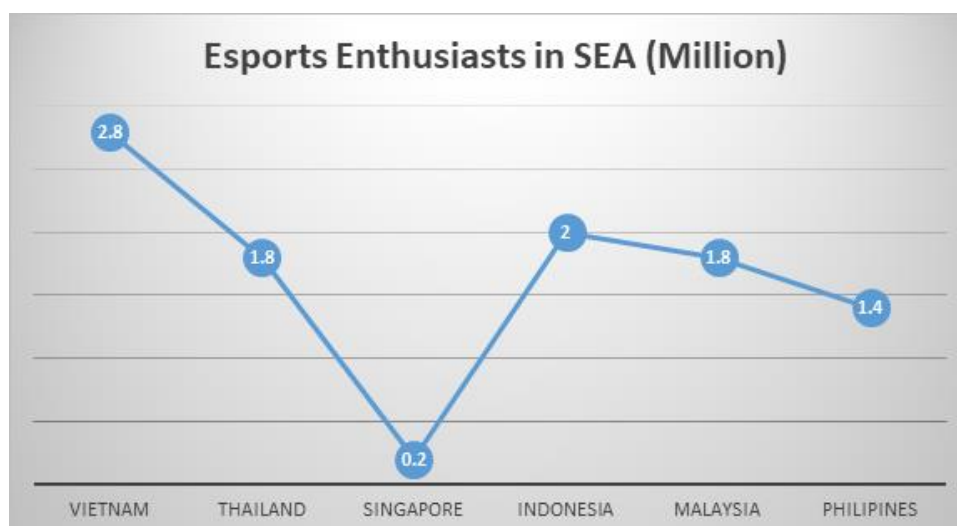


Figure 1: Table shows the number of E-sports players of each country in Southeast Asia

Southeast Asia has become the fastest growing E-sport, Chance and opportunity for Thailand in E-sport bussiness.

The number of Southeast Asian Esports Enthusiasts will grow with a Compound Annual Growth Rate (CAGR) of +36.1% between 2015 and 2019, reaching 19.8 million. This is the fastest growth in that period globally. In comparison, the number of Latin American Esports Enthusiasts will grow with a CAGR of +24.7% between 2015 and 2019, while the global average is +19.1% for the same period. Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam also known as the Big 6, account for more than 98% of Esports Enthusiasts in the region. (New zoo,2015) Allen Sue, a game business partner senior manager of Garena Online (Thailand) Co.,Ltd. which is the game market leader in Thailand, said that the growth value of the game market in Thailand is 8.7 billion baht in the year 2016 divided into 5.6 billion baht of PC games grew up 10% from the previous year, and 3.1 billion baht of mobile games which grew 30% from the previous year and the year 2017 by 13% of PC games equal to 6.3 billion baht and mobile games grew 30% to 4 billion baht. This presented the growth and opportunities increased from the value of this business growth. It relates to the relationship in the business of E-sports tourists especially in Thailand. The competition and business of E-sports in Thailand are increasing every year. In 2017, there are 18.3 million mobile games players in Thailand, generating revenue of 597.2 million baht which is the world top 20. There are 47% of women in the age groups; 12% of 10-12 years old, 25% of 21-35 years old, 12% of 36-50 years old due to more support from the public and private sectors with the attendance of the competition participants, organizers, and sponsors. In the E-sports competition, you can watch through various channels including live through the social media and on-field viewing which is more exciting and fun because there is a creation of competitive atmosphere consists of many elements likes light, color, sound, and location that all are a charm of E-sports competition which makes most of the participants are fascinated. According to a survey by the Digital Economy Promotion Bureau (Public Organization) or DEPA found that the market value of the gaming industry in Thailand is worth more than 10,000 billion baht and grows more than 12% per year which relates to the tourism growth in Thailand. Reference from the Market Report Asia Pacific : Regional Tourism Trends, Minh Ho ,Horwath HTL Asia Pacific, Singapore) Asian Pacific Destinations LeadGlobal Visitor Arrivals According to Mastercard Global Destination Cities Index (GDCI) 2017, Asia Pacific destinations made up half of the world's top 10 most visited cities. Popular Destination Cities in Asia Pacific Bangkok is the most popular destination in the region as well as in the world which creates good results in helping Thailand attracts more tourists when there is the E-sports competition event with the government policy that emphasizes on the technology especially bringing technology to be a part of everyday life. Thailand 4.0 policy is outlined that indicates the future of E-sport which can go further in the future. According to E-sport is a sport related with the technology which always changes or develops. We cannot deny that the information technology is necessary in human life especially computer and telecommunications technology. Future trends may have a large amount of information and the information technology is still likely to develop. (Chiraphorn Chomyim,2015)

Hospitality related with E-sport.

The tourism businesses related to E-sports are promoted more after the E-sports became more popular, the competition has increased in many countries including Thailand. According to the case study of E-sports competition in Hong Kong that has supported E-sports more today. The competition was held in August 2018 by getting 35 million HK dollar for a subsidy from Hong Kong government. It can attract up to 50,000 visitors in the competition that the government of Hong Kong has earned more revenue from E-sports and electronic games business. It has a growth rate of 6.6% per year, generating 1 billion HK dollar in revenue by the year 2021. The government perceives the benefits of supporting sports in the right format which is the result of the competition. E-sports generate the income for the country especially the countries that are E-sports business leaders in Asia as China and South Korea.

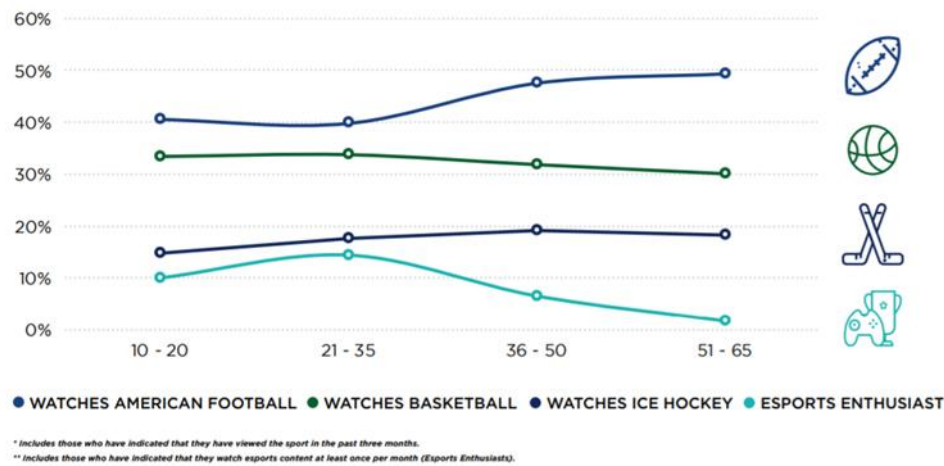


Figure 2: Popularity of team sport VS. e-sport ** by age among the online population, north America , 2016

From the figure 2 shows the people who prefer E-sports in the age range of 21-35 years old that is the most popular over all age ranges. This presents the target age range of audiences who interested in E-sports and the information from the study of the age range of tourists. The number of travelers older than age 30 showed the biggest percentage increase from 2007, rising from 10% of the market to 17%, while younger travelers, aged 23 to 30, have seen a decrease of a similar percentage. (Skift and Student Universe) The information is related that the age range of those who are interested in E-sports is 21-35 years old which is related to the most popular age range of tourists is 23-35 years old. The 2 information are related in age range.

E-sports competition is particularly held indoors because the equipment and components used in the competition are electronic instruments. For proving the instruments and supporting the audiences, the event is usually organized in the form of indoor. This creates opportunities for revenue generation in the organized business sector whether the hotel venue, conference room, exhibition hall or even a stadium. The event is similar to other indoor concerts or shows with the components of the competition as follows;

- 1.Organizer
- 2.Contestants
- 3.Sponsors
- 4.Tournament Visitors
- 5.Income and Expenses
- 6.Advertising and Public Relations
- 7.Ticket distribution channel
- 8.Production - Art, Stage, Light and Sound

In the process of competition management, the resources and human resource from different sectors are used in the competition event that is related in the form of the supply chain of sports tourism. The relationship is as follows;

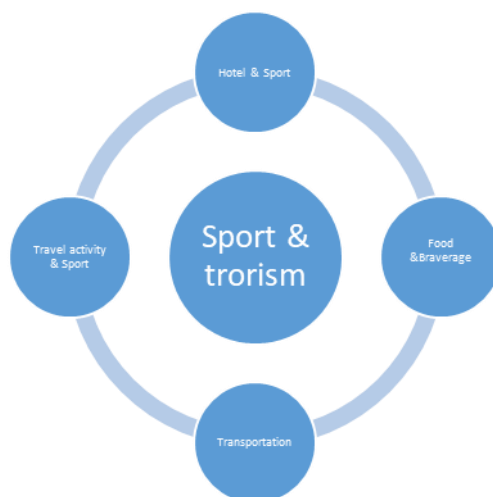


Figure 3: shows the link of the sports tourism operators with the sports tourism services providers.

In each E-sports competition events, there are many personnel used in the other involved processes both in front and behind. Those all involved personnel in the E-sports event need the services in many aspects from the operator who provides the services during the pre-event period, during the event period, and after the event. “The tourists of Sport Tourism will hold the money at least 20,000-30,000 baht and stay not less than 3 days for the body adaptation and ready to compete. After the competition, most will choose to stay for 1-2 days to relax the body. Most of them will come in large groups and choose to stay in the hotel which gets at least 3-star standard. These reflect the group of Sport Tourism has the potential to spend a lot.” (Ruth Jirojwanichakorn, 2018) Today sport and tourism are among the “developed” world’s most sought-after leisure experiences and are becoming very important economic activities.

This is a great opportunity for Thailand that has the potential of tourism. The benefits of sports tourism are manifold; participants in sporting events are likely to arrive in the country a few days before a given event and stay after the event to recover. Sporting events are also increasingly seen as social events so it is not uncommon for an entire family or a group of friends planning a holiday around a particular event. Authorities in Thailand are well aware of the benefits of a thriving sports tourism sector and authorities like the Tourism Authority of Thailand (TAT) under the Ministry of Tourism and Sports (MOTS) have for several years seen the growth and support of the sector as one of its core objectives.

(<http://www.paulpoole.co.th/edm/feb18/sports-tourism-bangkok.html>) It shows that the service and tourism sectors are highly related to E-sports which is a new sport in this modern era.

The development of tourism services to respond and to suit the people who interested in E-sports activities.

By using the elements of sports tourism services provider. The demand-side component in the sports tourism market is managed by the services provider. It can be divided as follows;

1.) Hotels and accommodations for those interested in E-sports: in Thailand especially in Bangkok, there are more competition events and the number of participants is increasing. To create a ready of hotel business for persons who interested in E-sports has attracted a large number of these customers. There is the guideline and management of Glenn Haussman provides the guideline of the hotel business sector for activities organizing for persons who interested in E-sports as follows;

I.) Host Weekly E-sport Night

Live the competition event. Hold the competition in the room or area of the hotel for E-sports players to be a meeting event of people with the same attention. It may be held in the bar area, private meeting room, meeting room or the proper place. Sufficient foods and drinks are provided to the participants.

II.) Partner with E-sports Events

E-sports competition activities in the hotel is an activity that promotes small competition to create a group of people who are interested in the same thing or may create a competition in a network of local hotels that are not very large. A place for competition may be a meeting room or a private area that can absorb sounds. This could be the starting point for a bigger event if the arrangement is successful.

III.) Create an E-sports-Focused Lounge

Use of an unused space or an area that competition can be taken place or a room for small competition to be the venue of the competition, including E-sports training site suitable for players. It can also be used as a room for playing games or relaxing for general customers. It can also be used as a games room or relaxing room for general customers that will be another highlight of the hotel which is also a small number in the country.

IV.) Sponsor an E-sports Champion

Sponsorship of E-sports in the leagues held by supporting accommodation and services in the competition event is easier to recognize and remember by the group. Beyond the participants' accommodation, it can be offered as a place of the competition event if the hotel has the potential of hosting venues such as the auditorium.

2.) E-sports tourism activities: apart from travel to follow sports events, travel to participate in a certain sporting activity (intentionally or as a secondary activity) becomes even more important. In some of those activities tourists can participate only seasonally, in particular environments, or without any limitations if necessary infrastructure exists. (Mato Bartoluci,2016) E-sports are the indoor sport competition that can organize activities throughout the year and the organizers are growing every year. Tour operators can collaborate with the local competition agencies such as the Thailand E-Sports Federation (TESA) which is responsible for the management of domestic E-sports competition under the Sports Authority of Thailand as well as the game company which is a popular service and management in Thailand such as Garena re-invented the business model for online games in Southeast Asia and created a true platform with strong network effects. Since its launch, many premium micro-transaction based online games have been exclusively available on Garena+ including three of the most popular titles in Southeast Asia: League of Legends, Heroes of Newerth, and FIFA Online 3. This E-sports competition will be organized on several levels. The latest biggest competition in Thailand is Garena Word Tournament, Southeast Asia's greatest sports event. More than 180,000 people attended the event.

3.) Food and Beverage management: Thai food emphasizes on the preparation with strong aroma and tastes. In each dish, it combines at least three out of fundamental tastes: sweet, sour, salty, bitter and spicy. Apart from the tastes, Thai cuisine is prepared with ingredients that provide medical benefits from fresh herbs and spices. Its common flavors come from garlic, galangal, coriander, shallots, pepper, kaffir lime, chilies, palm sugar, lime, tamarind and coconut milk. (Pipaboon Kururaytchaikul,2014) Thailand is another country with a wide variety of foods and desserts that are popular around the world today or even a combination of Thai and foreign dishes by providing food and beverage services in many types such as during the stay, during the travel, during the match for visitors, and during other activities depending on the type of activity and the suitability. Thai food, especially one with mixed herbs, is a popular trend among tourists. (Termsak Singsomboon, 2014)

4.) Travel and transportation of E-sports competition event: as mentioned, the venue is mostly indoor area. The competition in Thailand is currently popularly taken place in Bangkok. The venue is usually an exhibition space, a big auditorium or a specific venue for example, in Thailand where Garena World tournament was held; at the Impact Arena Muang Thong Thani where the transportation is available by car, and Thailand E-Sports Arena is located in The Street shopping mall where is accessible by car and the MRT at the Thailand Cultural Centre station. According to the traffic jam in Bangkok and the big city, transportation plan, how to travel, and the venue for participants are very important for the services to the participants.

3. Conclusion

This article needs to present a sport tourism model which is a new sport type that is a new interesting market because this sport is a combination of the competition and technology to access people easily in any sex, age that is understandable together with it is a sport that does not use the equipment, playing space or other factors that control difficulty. Moreover, the value of this sport has increased steadily in many countries and likely to improve the playing and model variously that makes E-sports activities more interesting.

At present, there is a small number of E-sports tourism operators compared to the continuous increase in the number of participants of this activity that are sponsored by the governmental organizations supporting sports tourism which is a policy that the government pushes and supports the related technology business that advances the country. This sports tourism is another business that can drive an economy related to various aspects that enables careers, circulating fund in country, and many other benefits from this business.

However, providing E-sports tourism services in Thailand will be well accepted by E-sports tourist depends on the collaboration of various sectors both state and private. A study of the behavior of the E-sports athletes is quite different from others by using the service potential and the service identity that Thai tourists accept to adopt with a new tourists group and increasing the potential in the lack of promotion that allows Thailand to develop into another E-sports destination easily.

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A Survey of the Need and Knowledge of Entrepreneurs Spa and Health Care Businesses in Ranong Province about the Potential of Wellness Business in Thailand

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Abstract

The objective of this study was to explore the need and knowledge of entrepreneurs' spa and health care businesses in Ranong province. The population in this survey is the entrepreneurs in spa and health care businesses in Ranong province. Purposive sampling was used to identify a sample group of 30 entrepreneurs. Questionnaire was used for data collection. Descriptive statistics were used for data analysis. The results showed that the top three topics that entrepreneurs needed to develop the potential of wellness business are 1) knowledge about health care 2) creating concepts for wellness center and 3) knowledge about alternative medicine and water therapy and knowledge about healthy cooking and nutrition. Wellness service Thailand 4.0, which the entrepreneurs consider the first three essential wellness services are. 1) body and mind connect and educational programs in the field of health 2) massage – manual treatments and procedure and 3) nutrition-detox diet and educational programs in the field of health. Moreover, the respondents were asked to answer 9 questions about Spa and Wellness. More than 80% of the respondents can make all correct answers. However, there are some questions that the respondents are unsure.

Keywords: wellness, entrepreneurs, spa, health care, Ranong

1. Background

The business of happiness has been a huge market for some time now. It includes sectors such as wellness tourism, the spa industry and healthcare provision.

Wellness is about making healthy lifestyle choices and maintaining one's well-being both physically and mentally. Now people around the world are more interested in wellness and recognize the importance of wellness. The value of wellness industry increase year-on-year. The wellness industry contains such segments as beauty care, nutrition, body and mind health and spa visits, among others. Overall, the wellness industry can be classified into 2 groups of health services: internal and external care. Internal care includes advice on nutrition, fitness and mind-body, personalized preventive care, food supplements and alternative medicine. External care is commonly seen in beauty and anti-aging businesses, spa services as well as wellness tourism. (Pullawat Pitigraisorn,2018).

In 2015, the market size of the global wellness industry amounted to more than 3.7 trillion U.S. dollars. The beauty and anti-aging segment was by far the largest, constituting around one trillion U.S. dollars. The various segments making up the wellness industry are diverse and include, among others, healthy eating and weight loss, fitness, alternative medicine and the spa industry. (Pullawat Pitigraisorn,2018).

Wellness tourism is up and coming according to the world's recent tourism trend. As consumers nowadays look for new experiences, businesses in wellness tourism must develop further to offer unique services.

Thailand has always been a strong market for medical tourism in Asia. The relatively low cost of treatment, high standard of care, and idyllic environments to rest and recover in. In a growing trend, people are now looking towards this country as a place for wellness and wellbeing retreats. Wellness tourism in Thailand is a star in tourism businesses with over 7% annual growth during 2013-2015. Its market is valued at 320 billion baht and ranked 13th in the world and 4th in Asia after China, Japan and India. Thailand's strength lies on its own resources that are perfectly fit with the trend on wellness tourism. These include nature, food, herbs, Thai traditional medicine, local sports, religions and tourism-friendly environment. In particular, high standard and quality in services give Thailand an important edge over other countries.

For Thailand, there are many provinces that have the potential to develop tourism. Ranong is one of the provinces that can develop into a wellness tourism province. Ranong is the first province of the South of Thailand, located on the Andaman Coast which is 568 km. from Bangkok. The city's most geographic features are mountain and forests. Ranong is the best known for its mangrove forests, hot springs, a mountainous and heavily forested province. However, this is a spa town with hot springs accessible to the public for free. In fact, hotel, resort, spa and health care businesses prove to be one of potential players to get into wellness tourism.

Moreover, Ranong province has a plan to develop to be wellness tourism province which comply with the government's national strategy policy "Thailand 4.0". Therefore, we are interested in studying the opinions of entrepreneurs about the potential of spa and health care business in the development of wellness business. By exploring the needs and knowledge about the potential expansion to Wellness Thailand 4.0.

2. Literature

2.1 Health and Wellness Trend and Market

Health and Wellness in Thailand (June,2018) report that health and wellness recorded similar growth in 2017 to 2016. With increasingly hectic lifestyles, consumers are seeking convenient ways to maintain their health, boost their wellbeing and/or manage their weight. With a higher level of education and the rise of the internet and social media, consumers are increasingly more conscious of their nutrition. More consumers are moving away from high sugar or fat packaged food and beverages and are instead opting for sugar or fat free options. Health and wellness is expected to continue witnessing positive retail value growth in the forecast period. With increasingly hectic and stressful lifestyles, consumers are expected to spend more time at work and school, so they will look for convenient ways to maintain their health and wellness.

Global wellness market (2018) noted that global wellness market is three times larger than worldwide pharmaceutical industry that conducted by the independent, non-profit research firm SRI International, the study confirms wellness as one of the world's largest and fastest-growing industries. To assess the size of the industry, SRI identified and evaluated ten major wellness sectors: alternative and complementary medicine; beauty and anti-aging; fitness and mind-body; healthy eating, nutrition and weight loss; preventative and personalized health; spa; thermal and mineral springs; wellness real estate; wellness tourism; and workplace wellness.

Wellness sectors seeing the most significant growth since 2010 are:

- Healthy eating, nutrition and weight loss (108 percent increase to \$276.5 billion)
- Preventative and personalized health (78 percent increase to \$243 billion)

- Complementary and alternative medicine (65 percent increase to \$113 billion)
- Beauty and anti-aging (51 percent increase to \$679 billion)

Wellness and spa industry - Statistics & Facts (2018) report that U.S. spa industry overview report that the spa industry in the United States generated 16.3 billion U.S. dollars in revenue from more than 21 thousand locations in 2015. Reasons for seeking spa treatments ranged from medical reasons and pain relief to relaxation and stress relief, or even just to indulge and pamper. During a national survey by market research company Nielsen Scarborough in spring 2016, 13.71 million people said that they had used day spa services within the past 12 months. Another segment of the wellness industry is corporate wellness services, which generate 7.3 billion U.S. dollars in revenue in 2015, this was forecasted to reach 11.3 billion U.S. dollars by 2021. The industry is comprised of companies which provide workplace programs to improve or support the health and wellbeing of their employees. The majority of these programs are company funded, although some are carrier funded or paid for by employee contributions. In 2016, the most common services in the United States were health risk assessments, nutrition and weight management and smoking cessation services.

David Bosshart, Karin Frick, Marta Kwiatkowski, Leonie Thalmann (2018) said that The wellness industry will become an extension of the data economy The wellness industry must make itself fit for a data-driven future. It will become an extension of the data economy, have to decipher the wishes of its customers and create offers that match them. In this world, only those service providers who speak most directly to our own individual prospects for happiness will prevail.

Five trends for the future of wellness

Trend 1: technology is leading towards convergence between humans and nature

Trend 2: biohacking – the shortcut to well-being

Trend 3: data selfies

Trend 4: wellness is social – make people happier and healthier together

Trend 5: biofeedback replaces surveys and likes

Bhavna Vohra said that “6 Things To Consider While You Are Setting Up a Spa & Salon Business”, gives us insights on what to keep in mind while setting up a salon & spa business seamlessly. Here, are a few key aspects to consider while you’re thinking of starting your own salon or spa business: The first and the most important attribute you need have is *passion and experience*. In the pursuit of making you spa & salon a successful money making business you must balance your wellness quotient as well. Once you are ready to open your salon and spa the biggest question you need to answer is “who is your spa & salon for?” i.e. *identifying and defining your target audience*. The next most important is the *location*. The spa has to be located centrally, should be well connected with all the areas in the locality. The location should be attractive, popular, a well-lit and safe area. **Services:** after you have done the base, now comes the detailing. While setting up a spa & salon its necessary that to decide on the services you are going to offer. There are a few basic services (reflexology, aromatherapy, deep tissue, body wraps, facials, mani-pedi) that all have or you can target a niche market by offering only the special, exotic and more premium services (like hot stone, ayoma, thai yoga, marma, red rice) also, while deciding your service range you must keep in mind skilled staff,

training, consumables that will all be required to deliver the services. A *marketing and promotions plan* is also essential to achieve those numbers. Communicating with your prospective clients clearly and frequently helps achieve your brand's recognition, recall and loyalty. Therefore you must have a robust marketing plan ready during the first stages of setup.

Sarah Schmidt (2017) report that you can find spas in strip malls, high-end resorts, and fitness centers. Some spas are simple facilities with not much more than a massage table, while others are luxurious destinations that draw travelers from around the world. Spas have also become a popular alternative for bachelorettes who want to relax and be pampered rather than go clubbing. Others seek out spas in order to attend retreats that focus on mindfulness, or to receive anti-aging skincare treatments. What Is a Spa? A spa provides a range of services for health management and body relaxation; these may include massages, body scrubs, steam baths, facials, waxing, and nail care. The word "spa" is often used to describe a resort located by mineral springs that are thought to have health-promoting properties, but the term is also associated with a wider array of commercial facilities offering wellness treatments. The International Spa Association simply defines spas as places "devoted to well-being through a variety of professional services that encourage the renewal of the mind, body, and spirit."

Jon Fernquest (2011) said that relaxation, detoxification, herbal medicine, beauty, massage, exports of cosmetics, soaps, skin care products, so many sides of a growing industry. The Thai spa and healthcare business has a promising outlook, with a projection of 7-10% growth to generate up to 15 billion baht of revenue this year. Thai exports of cosmetics, soaps and skin care products in 2011 are forecast to reach US\$2.39 billion, up 25% from 2010. Thai spa has been recognised as one of the top five services in the world, while Thai hermit yoga postures at Phra Chetupon Wimolmangkhalaram temple and Wat Pho in Bangkok have been registered in Unesco's Memory of the World. A major problem in the development of the spa business in Thailand is rising standards for treatment and personnel, increasing demand for certified Thai spa and massage therapists domestically and internationally.

2.2 Hot Spring Tourism

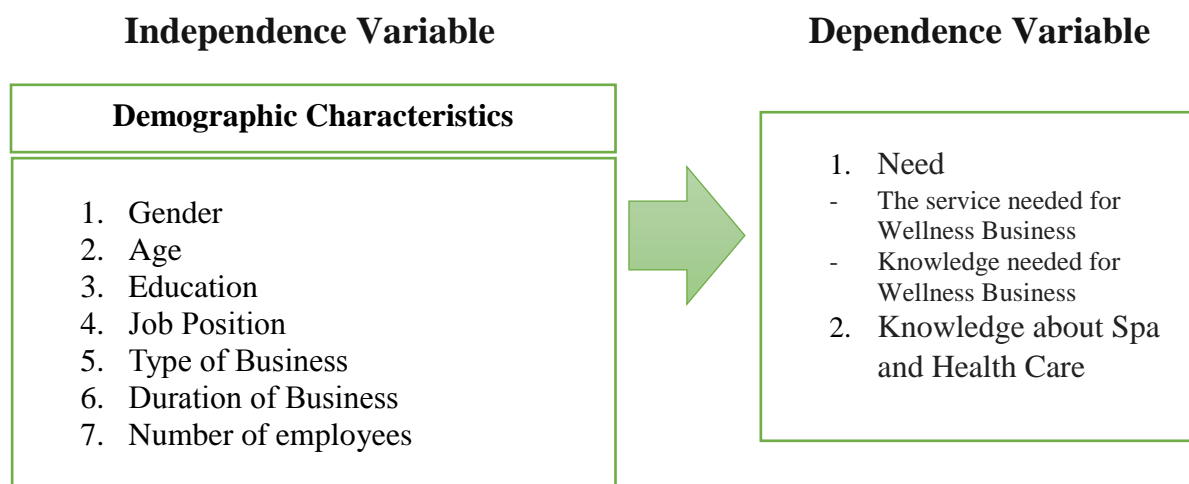
Pawanrat Saengsiroj (2011) note that most of the respondents pay much attention to the health benefits of the hot spring. The two most popular benefits sought after are health benefits, specifically, 'relieving muscle pain' and 'improving blood circulation'. The third and the fourth are relaxation benefits of the hot spring, namely 'bathing can be enjoyed along with mountains, a canal and green trees' and 'my body feels lighter'. The fifth was a rejuvenation benefit: 'feeling refreshed'.

Aumthip Srithong. (2016) said that there two types of hot springs with potentiality and no potentiality to be tourist places designed to promote health tourism in Thailand, the forms of health tourism management and therapy give more importance in good atmospheric and pleasant hot springs which are suitable for leisure and recreation, cleanness and pureness, availabilities of Spa and Thai massages for tourists. The potentialities of health tourism management and therapy are categorized into five groups, namely, i) data of hot springs were firstly collected, then its heat was gradually disappeared and became normally places; ii) its data were firstly gathered, but there is no potentiality to develop into tourist place, no services for outsiders and no administration and management for being a tourist place; iii) it was firstly collected, there is some administration and management for its tourist

development, but facing problems of its administration and management; iv) there is preparation of administration and management for its development and then initiated services for hot spring health tourist activities and there potentialities in developing as health tourist places; and v) there are administration and management for its development, tourism activities, potentialities to develop into health tourist places, this group is the most popular in terms of qualified hot springs.

Cheng-Fei Lee, Wei-Ming Ou & Husn-I Huang. (2009). said that the findings of this study suggest that hot springs proprietors should work closely with the government sector to ensure tourist safety and security and to extend the appeal of the hot springs tourism experience into health protection and medical treatment. Hot springs proprietors might want to focus on older males less concerned about the provision of accommodation in their promotional efforts.

Conceptual Frame Work



3. Methods

The research methods employed in this study can be divided as follows.

3.1 Population and Sample

The population has been identified of the entrepreneurs' spa and health care businesses in Ranong province. Purposive sampling technique was used to identify a sample group of 30 entrepreneurs.

3.2 Questionnaire Design

The questionnaire was designed to analyze the needs and knowledge about the potential of wellness. The structure of the questionnaire has 3 components. The first part of the questionnaire consisted of certain demographic information like age, gender, education level, position type of business, duration of business and number of employees, the second part was about the demand for the expansion of the Wellness Thailand 4.0. The third part consisted of the knowledge of Introduction to Spa Management.

3.3 Data Collection

This study conducted random interview of entrepreneurs' spa and health care businesses in Ranong province. The method used for the data collection was a face- to- face interview, using a structured questionnaire, with closed- ended questions.

3.4 Data Analysis

The data was analyzed using descriptive statistics; percentage, mean and standard deviation. The statistical analysis was run with SPSS 17.0 package for Windows.

4. Findings

A. Demographic Distribution

There are total of 30 entrepreneurs' spa and health care businesses in Ranong province. According to table I, the sample comprised of 56% female and 44% male. The age of the respondents varied from less than 20 to more than 60 years old. More than half of them had the age between 26 to 50 years old. More than 60% got bachelor degree. More than half of them were entrepreneurs. About 50% of the respondents were in hotel and resort business, 25% in spa business. More than 60% of the respondents work in spa and health care businesses less than 4 years. About 44% of the respondents work in spa and health care businesses that employ fewer than 5 employees.

TABLE I
DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS (n = 30)

| | | |
|--------------|-----------------------------|-------|
| Gender | Male | 44.0% |
| | Female | 56.0% |
| Age | 21 – 25 years | 7.0% |
| | 26 - 35 years | 33.0% |
| | 36 - 40 years | 20.0% |
| | 41 – 50 years | 27.0% |
| | 51 – 59 years | 13.0% |
| | More than 60 years | 0.0% |
| Education | Lower than bachelor degree | 13.0% |
| | Bachelor degree | 60.0% |
| | Higher than bachelor degree | 8.6% |
| Job Position | Entrepreneurs | 53.0% |
| | Executive Level | 15.2% |
| | Others | 40.0% |

| | | |
|----------------------|---------------------|-------|
| Type of Business | Hotel/ Resort | 50.0% |
| | Spa | 25.0% |
| | Health care service | 6.3% |
| | Hospital/Clinic | 6.3% |
| | Travel business | 6.3% |
| | Others | 6.3% |
| Duration of Business | Less than 2 years | 37.5% |
| | 2 - 4 years | 31.3% |
| | 4 - 6 years | 18.8% |
| | More than 6 years | 12.5% |
| Number of employees | Less than 5 | 43.8% |
| | 5 - 10 | 18.8% |
| | 11 - 15 | 12.5% |
| | 16 – 20 | 25.0% |
| | More than 20 | 0.0% |

B. The need for the expansion of the Wellness Thailand 4.0

The respondents were asked about their knowledge needed to expand into Wellness Business Thailand 4.0. According to table II, found that the most need topic is “knowledge about health care” (mean = 4.38, SD = 0.957). Second topic is “creating concepts for wellness center” (mean = 4.20, SD = 0.941). And third topic is “knowledge about alternative medicine/ natural therapy” and “water therapy and knowledge about healthy cooking and nutrition”.

TABLE II

DEMANDING TOPICS FOR EXPANSION OF THE WELLNESS THAILAND 4.0

| Topic | mean | SD | Demand Level |
|--|------|-------|-----------------|
| Knowledge about health business | 4.06 | 0.929 | Moderately high |
| Creating Concepts for Wellness Center② | 4.20 | 0.941 | Moderately high |
| Knowledge about health care① | 4.38 | 0.957 | Very high |
| Knowledge about beauty business | 3.38 | 0.957 | Indifferent |
| Knowledge about anti - aging | 3.94 | 1.181 | Moderately high |
| Knowledge about healthy cooking and nutrition③ | 4.13 | 1.147 | Moderately high |
| Knowledge about alternative medicine/ natural therapy③ | 4.13 | 1.088 | Moderately high |
| Knowledge of physical therapy | 4.00 | 1.309 | Moderately high |
| Knowledge of health promotion with meditation | 3.87 | 1.302 | Moderately high |
| Knowledge of Yoga | 3.33 | 1.113 | Indifferent |
| English for Services | 3.43 | 1.089 | Moderately high |

C. The opinion about the essential service for Wellness Thailand 4.0

To expand into wellness business, entrepreneurs in hotel, spa and health care agree that their business should have the necessary services for wellness. Therefore, according to table III, in terms of entrepreneurs' opinion about the essential services for Wellness Thailand 4.0 showed that the top three essential services were “Body & Mind connect” and “Educational programs in the field of health” (25%). And the second was “Massage – Manual treatments and procedure” (16.7%).

TABLE III

THE OPINION ABOUT THE SERVICE REQUIRED FOR WELLNESS THAILAND 4.0

| Service | Percentage |
|--|------------|
| 1. Physical Improving | 8.3 |
| 2. Beauty | 8.3 |
| 3. Nutrition-Detox diet | 8.3 |
| 4. Body & Mind connect | 25.0 |
| 5. Massage – Manual treatments and procedure | 16.7 |
| 6. Educational Programs in the field of health | 25.0 |
| 7. Physical Consulting | 8.3 |
| 8. Nutrition diet | 0.0 |

According to table VI, the respondents were asked to answer 9 questions about spa and health care. More than 80.0% of the them can make the correct answers. But there are two statements that all respondents can answer correctly, which are “Dine-in or bake services can be used for as long as required” and “Healthy food is a diet that focuses on eating fruits and vegetables, regardless of the amount or proportion”. However, there are some statements that less than 70% of respondents can answer correctly, which are “Steam and sauna services are provided before the treatment.”, “Hydrotherapy services can provide services to customers with skin problems, infections and diabetes.” and “In Spa Management, the Spa Therapist is the most important person.”

TABLE VI
KNOWLEDGE ABOUT SPA AND HEALTH CARE

| Statement | Agree | Disagree |
|---|-------|----------|
| The word "spa" is defined as a massage for the treatment of pain. | 6.3% | 93.7% |
| History of Spa starting from a small town one city in Belgium. | 80.0% | 20.0% |
| Steam and sauna services are provided before the treatment. (Pre Treatment) | 66.7% | 33.3% |
| Body Scrub is a useful one that increases blood circulation. | 93.8% | 6.3% |
| Hydrotherapy services can provide services to | | |

| | | |
|--|-------|--------|
| customers with skin problems, infections and diabetes. | 31.3% | 68.7% |
| Dine-in or take services can be used for as long as required. | 0.0% | 100.0% |
| Healthy food is a diet that focuses on eating fruits and vegetables, regardless of the amount or proportion. | 0.0% | 100.0% |
| In Spa Management, the Spa Therapist is the most important person. | 68.8% | 31.2% |
| The word Spa and Wellness does not differ at all, both service and target customers. | 6.3% | 93.7% |

5. Discussions

According to a survey of entrepreneurs in spa and health care business found that the important knowledge to develop into wellness business are knowledge about health care, about creating concepts for wellness center, about alternative medicine/ natural therapy and water therapy and knowledge about healthy cooking and nutrition. Therefore, it should be promoted to spa and health care businesses related these topics. According to the research of Janet R. Bezner.(2015) said that the basic knowledge and skills physical therapists need to promote health and wellness in the patients and clients. Therefore, knowledge about health care is necessary for entrepreneurs to increase their potential to Wellness.

Beside, in this growing movement for health and wellness, entrepreneurs should learn more about creating concepts for wellness center. Jane Barry. (2018) said that a wellness space (or spaces) offers information, advice and services. This is a central place where event participants can meet with healers and health practitioners to discuss their concerns receive treatments and basic trainings. This is also a space where talks on specific subjects could be offered. Note that while some services can be offered on-site in this space, others may be better in an off-site space (for example, it may be possible to arrange for hotel rooms to be set up for massage, etc).

In addition, knowledge about alternative medicine/ natural therapy is one that entrepreneurs need. According to Alicia Hoisington. (2013) note that wellness travelers pursue diverse services, including physical fitness and sports, beauty treatments, healthy diet and weight management, relaxation and stress relief, meditation, yoga, and health-related education. Wellness travelers may seek procedures or treatments using conventional, alternative, complementary, herbal, or homeopathic medicine. For example, InterContinental Hotels Group has gone one step further and created its own brand focused on health and wellness. The Even Hotels brand was developed in response to results from customer research that found both business and leisure guests were frustrated with hotels that did not meet their lifestyle and wellness needs, according to Adam Glickman, head of Even Hotels.

Nowadays, the world we work in is rapidly changing, bringing additional stress and pressure into our lives, and our minds can affect how healthy our bodies are. Therefore, the service of wellness is a necessity. And it is the need of the people of today. Thus, these services are increasingly demanding. Based on the survey of entrepreneurs' opinion about the essential services for wellness found that the most essential services were “body and mind connect”, educational programs in the field of health” and “Massage – Manual treatments and procedure”.

6. Recommendations

The results of this research are the preliminary information that the government and relevant sectors should adopt as a guideline to push forward for wellness Thailand 4.0. The results showed that the entrepreneurs needed the knowledge such as health care, creating concepts for wellness center, alternative medicine/ natural therapy, water therapy and healthy cooking and nutrition for expanding into wellness business. In addition, the study found that most entrepreneurs are quite knowledgeable about spa and health care. However, in entering the Wellness business, the enterprises have to adapt themselves by providing staff training about knowledge and services that are essential to Wellness business. From the survey, found that the essential services for Wellness Thailand 4.0 were “Body & Mind connect” and “Educational programs in the field of health” , “Massage – Manual treatments and procedure”. Because of this finding, we then suggest that relevant agencies such as the Ministry of Public Health, Department of Health Service Support, Department of Skill Development, Ministry of Tourism and Sports and other related agencies should cooperate in support and training. In addition, depth interviews should be conducted for each type of entrepreneur. In order to get clearer development guidelines for preparation of administration and management for wellness development, Ranong province should be educated and trained to handle such items to related wellness businesses. Then, Ranong province should start its service for hot spring tourism so that it has the potential to develop as a health tourism destination.

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The Readiness Exploration of Koh Mak Tourism Industry to Become a Muslim-friendly Destination.

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Abstract

Koh Mak attracts people from all over the world with its attractions, natural resources, customs, and undisturbed beaches. Travellers with some limitations and restrictions are looking for destinations where proper services and facilities are provided. Muslims are one of those faith-based travellers who are seeking for Muslim-friendly destinations. This research aims to explore the readiness of Koh-Mak tourism industry in order to become a Muslim-friendly destination. This study adopted qualitative research method and employ research of related studies. Administrators from local businesses in Koh-Mak were interviewed. The outcomes of this study include the lack of understanding of basic Islamic regulations and practices of tourism entrepreneurs in order to create greater service to Muslim travellers and the needs of tourism personnel development to assist Muslim travellers. The opportunities and development plan for Koh-Mak tourism industry are also discussed.

Keywords: Koh-Mak, Muslim-friendly tourism, tourism, Halal tourism, Muslim travellers

Background

In the year 2015, Thailand joined ASEAN Economic Community (AEC) with the principle purpose of strengthening the region in order to create opportunity to compete with other regions. Thailand has potential in tourism industry and transportation among AEC members. Thailand is now famous for a long-stay destination, a medical tourism, and an education hub. It is rich in culture and traditions and claims several tourist attractions for both local and international visitors. Thailand also contains the abundant of natural resources and cultural diversities, especially for Muslim tourists who search for destinations where proper facilities are provided. There are historic mosques and Muslim villages where people still dress in traditional attires and preserve traditional ways of life.

In 2008, Minister of Tourism and Sports with the collaboration of Central Islamic Council of Thailand launched a campaign of Thailand's Halal food standard for tourism with the first focus area of restaurants, canteens, hotels' restaurants, and travel destinations. (Office of Tourism Development, 2008)

In 2020, over 1,600 million visitors are expected to travel around the world. ASEAN countries will have a chance to welcome 200 million visitors. (World Tourism Organization, 2010) This creates opportunity for Thailand to enhance its readiness to assist the upcoming amount of travelers. Besides tourism and service facilities, the government is seeking for new markets to fill

tourism gaps in Thailand in low season of travel. Muslim travelers, especially from Middle-east countries, are considered as having high purchasing capacity. However, they are also considered as faith-based travelers who are looking for destination where proper religious facilities are provided. Muslim travelers like to visit natural destinations like sea, waterfall, beach, etc. West coast of southern Thailand is usually chosen by Muslim tourists to visit because the area has Muslim communities, halal food and restaurants, and Muslim-friendly accommodation.

Trat province is one of the favorite destinations in Thailand. It has abundance of natural resources and colorful multi-cultural communities. Baan Nam Chiao demonstrates sustainable tourism with a combination of Thai-Chinese and Muslim-Cham people migrated from Cambodia. It has the over 100-year old mosque since the reign of King Rama III. This community is considered as halal food supplier of Trat province. Besides its beauty of culture, Koh Mak is one of the famous tourist attractions in Trat province. The island has potential in tourism industry and becomes famous destination for tourists who are searching for non-touristic place. However, Koh Mak is not yet ready to become Muslim-friendly destination in order to welcome or assist Muslim travelers. This research aims to explore the readiness of Koh-Mak tourism industry in order to become a Muslim-friendly destination. This study adopted qualitative research method and employ research of related studies.

Please note that this research project is part of students' learning in a course of Seminar in Tourism Industry, Department of Tourism Management, Dhurakij Pundit University.

Objectives

1. To explore the readiness of Koh-Mak tourism industry
2. To study problems and limitations of Koh-Mak tourism industry to become Muslim-friendly destination
3. To find solution to problems and limitations of Koh-Mak tourism industry stakeholders to become Muslim-friendly destination

Literature

Islam and Tourism

Halal is an action or object permissible under Islamic law. It is not just forbidding pork or alcoholic drinks. According to respected Islamic scholar, Sheikh Yussuf al-Qaradawi, defines Halal as "That which is permitted, with respect to which no restriction exists, and doing of which the law-giver, Allah, is allowed" (Al-Qaradawi, 2013)

There are many times that the Qur'an refers to travel. Surah Al-Ankaboot: 20, explains one purpose of tourism which the quote is "Travel through the earth and see how Allah did originate creation; so will Allah produce a later creation: for Allah has power over all things" Likewise, Surah Al-An'am: 11, urges people to wander about the earth to study the destiny of those who led them as the quote says "Travel through the earth and see what was the end of those who rejected Truth". Another reference stressed in Surah Mohammed: 10, "Do they not travel through the earth, and see what the end of those before them was?"

Muslims in Tourism Industry

Safdar Khan, Division President, Indonesia, Malaysia & Brunei, Mastercard pointed out that “Technology, for example, is improving the experiences of Muslim travelers every step of the way from the planning phase to the experience phase and the sharing phase. There is a huge opportunity for service providers to innovate and adapt their offerings to cater to the unique needs of this segment at each of these phases across multiple touch points. At Mastercard, we’re committed to supporting the growth of this segment and are working with our partners to constantly develop new and innovative programs and offerings for Muslim consumers.”

Muslims are currently accounted for 23% of the world’s population; there is expectancy for an increase from 1.6 billion to 2.2 billion by 2030. The market for the followers of the Muslim faith is rapidly becoming an important consumer market for the entire world (Thomson Reuters and Dinar Standard, 2015). According to Mastercard-CrescentRating 2017, Thailand holds GMTI (Global Muslim Travel Index) score of 61.8 which comes to the second place after Singapore. This indicates the opportunities for Thailand tourism industry to empower and enhance the quality of Muslim-friendly facilities and services.

Fazal Bahardeen, CEO of CrescentRating & HalalTrip mentioned that Thailand is one of the attractive destinations for new generation of travellers who rely on technology together with following the religious principles. However, Thailand needs to recognize the basic requirements and behaviors of such the travellers in order to maintain or to be in a higher position. The new generation of Muslim travellers requires an alternative, authentic experience, and a proper linkage to Muslim ways of life like, Halal food and trendy fashion. Muslim travellers are getting larger in numbers comparing with the others according to GMTI. This creates a great opportunity for travel planners or agencies to find proper solution for this growing market. (Global Muslim Travel Index, 2017)

Global Muslim Travel Index, 2017 focused on four important factors including the entry to the country (Access), communication stream (Communication), travel environment (Environment), and facilitating (Services), which are divided into 11 important issues for the countries which aim to be Muslim-friendly destination. In order to facilitate Muslim travellers properly, correct understanding about basic rules and regulations of Islam must be informed or educated to all personnel in the four factors.

Muslim Travellers in Media

The media understanding of Muslim friendly tourism such as Wall Street Journal’s 2014 reference to Muslim tourism is based on the term “Halal Travel”. They tend to indicate that if Halal food is available then a destination is Muslim friendly. These publications’ views are formed on discussions with selected organizations in the travel and hospitality industry. In addition, there is no uniformity of the terminology used across the publications.

Reuters (2015) mentioned in their article that Thailand launched Muslim-friendly tourist application and defined Muslim-friendly destination as providing hotels and shopping centers with prayer rooms and halal restaurants.

The Guardian (2014) claimed in their article that Indonesia's Lombok promoted itself as 'Muslim-friendly' tourism destination and defined Muslim tourism as “sharia” tourism. It further stated that Muslim friendly destinations were a place with many mosques. Indonesia has 600,000 mosques it wrote.

Consistent with the above excerpts from media articles, they indicate that their understandings of Muslim friendly tourism do not cover all the faith-based needs of Muslim travellers. Their requirements are not only food, place to pray, or shopping places, but the behavior, culture, general lifestyle, personal limitations and practices, or even levels of restrictions are also included to the understanding. This leads to this paper to find solution to the matter of misunderstanding of tourism personnel in order to provide proper service to Muslim travellers.

Related Research

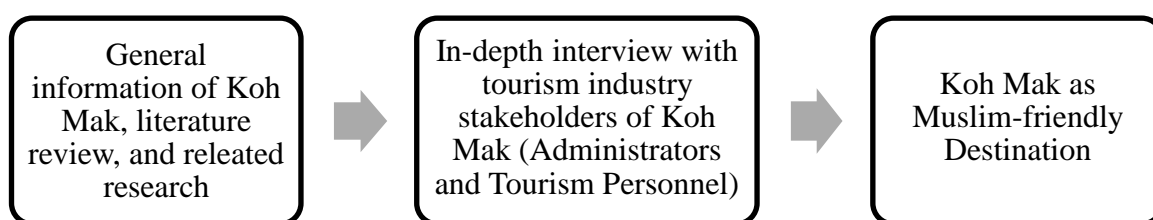
Jaffari and Scott (2014) stated in their study about Islam and its relation to and effects on tourism as an individual belief and as a source of socioeconomic development that the effect of tourism on Muslims as both hosts and guests should be pushed to the center stage. Understanding the socio-religious principles in Islam and the increasing movement of its 1.6 billion populations, research on the structured and structuring influence of the Muslim world and tourism on each other would advance the boundaries of knowledge in this inherently multidisciplinary field of investigation.

Arun Binlee (2015) suggested in his study of a proposed model for tourism service management for Muslim tourists in Chiang Mai that the city appropriately managed to support Muslim tourists by considering Islamic principles and 3As of tourism which are attractions, amenities, and accessibilities.

Suwaluck Uansa-ard and Aree Binprathan (2017) pointed out from their study of creating the awareness of Halal MICE entrepreneurs that government and private sections should work together to enhance the effectiveness of Halal MICE and standardize the religious-based facilities for Muslim visitors from inside and outside ASEAN countries. Besides, the findings also emphasize the determination to set administrative standard for a sustainable Halal MICE tourism business using the framework of facilities, excursions and men (F.E.M).

Methods

Figure 1: Research framework



The methodology of this study was primarily designed through an in-depth interview with the key informants using purposeful sampling including eight administrators and 10 personnel from tourism industry in Koh Mak. Quiz to explore their understanding of general practices of Muslim tourists are included. The secondary documents are articles related to Halal tourism in Thailand and related area.

Terminology

‘Halal’ means lawful, permitted, and the doing of which the creator has allowed. (Al-Qaradawi, 2013)

‘Muslim Friendly Tourism’ or ‘Halal Tourism’ “Muslim means travelers who do not wish to compromise their basic faith-based needs while traveling for a purpose, which is permissible” or it can also be defined as “Halal conscious travelers, traveling for any purpose, which is Halal (permissible)” (COMCEC, 2016)

‘Muslim’ means anyone who is living and practicing according to the creator’s wills and behaving like Mohammad the prophet. (Al-Qaradawi, 2013)

‘Sharia’ is the religious law forming part of the Islamic tradition. It is derived from the religious precepts of Islam, particularly the Quran and the Hadith. (Al-Qaradawi, 2013)

Findings

Within the in-depth interview, the managerial Muslim representatives from hotel, travel agency, and restaurant business shared their perspectives and problems occurred in assisting Muslim travellers as in Table 1.

Table 1: Scores tested to explore the understanding about basic principle of Islam from tourism industry stakeholders in Koh Mak

| Interviewee | Age | Business | Score |
|--------------------|------------|-----------------|--------------|
| Mr. A | 55 | Restaurant | 3 |
| Mr. B | 47 | Accommodation | 5 |
| Mr. C | 25 | Accommodation | 1 |
| Mr. D | 45 | Travel Agency | 2 |
| Mr. E | 58 | Accommodation | 7 |
| Ms. F | 47 | Restaurant | 5 |
| Ms. G | 33 | Restaurant | 1 |
| Mr. H | 52 | Accommodation | 10 |

Score out of 10 questions, mean = 4.25, S.D. =3.15

According to table 1, the administrators have the average score of 4 out of ten with the lowest score of 1 and highest score of 10. This indicates that they do not understand the basic principle and practice of Muslims. However, one of them can answer all questions correctly because he is a Muslim.

Table 2: Summary of managerial interview from tourism industry stakeholders in Koh Mak

| Interviewee | Age | Summary |
|-------------|-----|---|
| Mr. A | 55 | He showed his ambition to welcome Muslim travellers. However, he doesn't understand about basic principles of Islam and Muslim tourists. |
| Mr. B | 47 | He used to have experience with Muslim tourists, so he understands basic need of Muslim and has connection with suppliers in Nam Chiao Muslim community. |
| Mr. C | 25 | He was not interested in welcoming Muslim travellers because he receives only traveller from Europe especially Germany. |
| Mr. D | 45 | He suggested that Koh Mak seems not to be the destination for Muslim travellers because it lacks of religious-based facilities. He added that numbers of Muslim tourists are not many comparing to the non-Muslim ones. |
| Mr. E | 58 | He had experiences living in Muslim countries, so he understands the behavior of Muslim travellers and their basic needs. He showed an intention to welcome Muslim clients and be ready to readjust his business to facilitate Muslim tourists. |
| Ms. F | 47 | She used to experience Muslim travellers and mentioned that some Muslim traveller had no problems with food because they brought their own food along. |
| Ms. G | 33 | She was not so interested in welcoming Muslim traveller because her restaurant is open at night time and serves alcoholic drinks. |
| Mr. H | 52 | He is the only Muslim business owner in Koh Mak and said that he can supply food for Muslim travellers in Koh Mak but they should call and order 1-2 days in advance because he has to contact Nam Chiao community to supply him with meat or some ingredients. |

From the results on administrative side indicates that Koh Mak is ready to be Muslim-friendly destination because some business owners understand the basic principle of Muslim travellers. Moreover, there is Muslim accommodation business operating in Koh Mak which enhances its potential to welcome Muslim travellers.

Like the business owners and managers, 10 tourism personnel were interviewed and tested to find their understanding of Muslim practices as in table 3. The test combines with 10 questions of basic principles and practices of Islam.

Table 3: Respondents' scores of their understanding about basic practices of Muslim

| Interviewee | Gender | Age | Education | Job | Score (10) |
|-------------|--------|-----|-------------|--------------|------------|
| R1 | F | 40 | High school | Masseuse | 3 |
| R2 | M | 28 | Primary | Waiter | 5 |
| R3 | M | 25 | Primary | Reception | 1 |
| R4 | M | 25 | High school | Waiter | 6 |
| R5 | F | 30 | High school | Reception | 4 |
| R6 | F | 30 | Primary | Shopkeeper | 1 |
| R7 | F | 37 | college | Waiter | 2 |
| R8 | M | 42 | High school | Driver | 4 |
| R9 | M | 35 | High school | Diving staff | 5 |
| R10 | F | 30 | Primary | Sale person | 1 |

Score out of 10 questions, mean = 3.20, S.D. =1.87

The challenge in tourism industry in assisting Muslim travellers is that they have to maintain the quality of customer services especially to those faith-based travellers. In addition to the knowledge of customer service in tourism industry, the clear understanding of basic restrictions and limitations of Muslim travellers is the key to the customers' satisfaction. Ten personnel who are not Muslims, then, interviewed in both fundamental questions related to their regular tasks and 10 questions about the general practices of Muslims in order to determine their understanding of basic principles of Islam. The results show that they have less understanding of basic practices of Islam as shown in table 2. For example, 8 out of 10 cannot tell the praying direction of Muslims. They mostly do not know the approximate local Muslim praying time. Most of the respondents say that Muslims are allowed to eat in the restaurant where the alcoholic drinks are served. Moreover, they respondents understand that Muslims are allowed to use massage service by the masseuses who have different gender. The tourism personnel typically agreed that Muslim travellers cannot visit monasteries or attractions of the other religions.

Consistent with the results, the personnel are lack of knowledge about the basic practices of Islam. With reference to the Shariah, Muslims must perform prayer five times a day facing towards the Mecca direction. This practice seems to be the important factor for personnel in tourism industry in order to improve their service to Muslim travellers. During Ramadan, Islamic fasting-month, tourism personnel must be able to tell the time of the sunrise and sunset to Muslim travellers. These are examples of basic principle of Islam that tourism personnel need to understand to enhance the efficiency of their services.

Discussion

Although on the administrative side shows that Koh Mak is quite ready to welcome Muslim traveller. However, it is not yet mature for tourism personnel in understanding the requirements of Muslim travellers. Most people and tourism personnel understand that 'Halal' is the food with no pork and Muslims eat 'Halal' food. These can be risky to provide services to the clients with religious restriction without right understanding. Therefore, tourism business and personnel should provide facilities and service under the following faith-based needs:

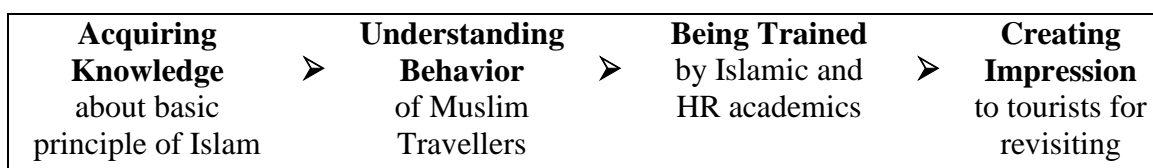
- 1) Halal food should be provided at the hotel or accessible during the trip.
- 2) There are Muslim communities in Trat province, especially Nam Chiao area where is close to Koh Mak. Tourism personnel should find information in case of Muslims travellers need. Tourism business should facilitate Muslim travellers with private or public prayer area with clean and proper ablution place.
- 3) Tourism business and personnel should understand the activities and recreations that Muslim travellers are allowed or not allowed to do according to the Sharia. For example, some excursions or tour packages containing the nudity or religion-based activities should not be suggested to Muslim travellers.

Recommendation

According to the result from the interview, the only Muslim business owner can be a good source of information of Islam for other businesses in Koh Mak. Instead of investing budget on making Halal kitchen, non-Muslim business owners can inquire the Muslim one to supply them with food and religious-based needs for their Muslim customers.

In order to create greater opportunity to welcome Muslim tourists and to become a Muslim-friendly destination, government and private section should consider their personnel development plan to enhance their potential to assist Muslim travellers.

Figure 2: tourism personnel development plan to assist Muslim travellers



As in figure 2, tourism business and personnel should acquire knowledge about basic principle of Islam. After clear understanding about practices and principles of Islam, tourism personnel should follow the trends of Muslim travellers in order to understand their behaviors. That provincial Islamic committee or Muslim communities nearby are the best resources to request for training or asking questions about assisting Muslim travellers. Tourism personnel should aim for a revisiting of the customer. Muslim travellers are considered one of the biggest networks in tourism business. Not only their revisiting to the destinations they feel impressed, but it also means the recommendation in their network about the place.

In order to create the Muslim-friendly environment, all supplies in tourism industry should be consistence in offering services. Guidelines for assisting Muslim travellers should be done to standardize the services. Tourism personnel which are the keys of tourism industry need to be trained by the Islamic academics to assist Muslim travellers in order to improve their services. The research, therefore, is expected to provide the tourism personnel development plan to make Koh Mak ready for welcoming Muslim travellers as in figure 2. Educational institutes and tourism personnel training organizations should include Muslim travellers' behavior and basic principles of Islam in their courses. Additionally, government and private sections are able to bring this plan to action in order to achieve excellence of service that would lead to the satisfactory and revisit of Muslim travellers. Tourism Authority of Thailand should also help promoting the readiness of Koh Mak as one of the Muslim-friendly destination where they can be well facilitated and serviced.

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Perception and Interest of Foreign Tourists about Low Carbon Tourism: A Case Study of Ko Mak, Trat, Thailand

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Abstract

This research has the following objectives 1) to explore the perception of foreign tourists about low carbon tourism at Ko Mak, Trat, Thailand and 2) to survey the interests of foreign tourists about low carbon tourism at Ko Mak, Trat, Thailand. Descriptive statistics were used to analyze the data in terms of percentage. The results showed that most respondents are aware of low carbon tourism at a high level. Most of them recognize that tourism causes carbon dioxide emissions, and also regard low carbon tourism as a new form of tourism that promote more interesting tourism experience and environmental responsibility. Many tourists are interested in low carbon cooking with local ingredients. Recommendations are provided to develop low carbon tourism and low carbon activities at Ko Mak, Trat, Thailand.

Keywords: Low carbon tourism, low carbon destination, Perception of low carbon tourism, Interesting of low carbon tourism, Ko Mak

1. Introduction

Tourism is, therefore, an industry of central importance to Thailand and one which provides employment to a significant proportion of the workforce. The exact number of people involved is difficult to specify because so many are involved in the informal economy. Nowadays, tourism sector is growing at a rate that potentially makes it a significant source of carbon emissions and environmental degradation due to its high demand on energy and other natural resources. Tourism is often criticized for being an economic sector that is particularly damaging to the environment (e.g. Brown et al., 1997).

Low-carbon tourism is a new mode for sustainable development of tourism which applies low-carbon technologies, adopts the mechanism of carbon sink and advocates low-carbon tourism consumption so as to achieve a higher quality of tourism experience and greater benefits of tourism economy and social environment. The core concept of low-carbon tourism development is to achieve greater benefits of tourism economy, society and environment with less carbon emission. The concept of low-carbon tourism was proposed recently, which is a new way of travel to acquire higher value and travel experience for tourists and more social, economic and environmental benefits for our society by reducing carbon emissions occurred in tourists' activities. For more than a decade, Thailand has been one of the more prominent tourist destinations aiming to promote environmentally-sensitive tourism, with mixed results (e.g. He, Jiang & Zhu, 2002; Kontogeorgopoulos, 2005; Duffy & Moore, 2010).

Ko Mak is one of more than 50 islands in the Gulf of Thailand and is the third largest with an area of 16 km² and a coastline of 27 km. It has been a tourist destination since the late 1980s. Much of the land is owned by a small number of families, who are all related to each other. This has helped

to maintain the permanent population at a comparatively low level, at around 800 people. Many of the hoteliers and tourism business operators signed an agreement to treat Ko Mak as a low carbon tourist destination and to continue to limit beach facilities and restrict completely jet skis, banana boats, night clubs and similar disruptive activities. The island markets itself as a laid-back, peaceful location where it is possible to relax in the bosom of nature (Karnjanatawee, 2015).

For the reasons mentioned above, the researcher interested to study about **Perception and Interesting of Foreign about Low Carbon Tourism Case Study: Ko Mak, Trat, Thailand**. The purpose are 1) to study the perception of international tourists about low carbon tourism at Ko Mak, Trat, Thailand and 2) To study the interests of international tourists about low carbon tourism at Ko Mak, Trat, Thailand. This is a collection of information from foreign tourists. This is to learn about awareness and understanding about meaning and activities of low carbon. This is a guideline to develop tourism destinations for sustainable tourism management.

2. Literature

Theory of Perception

Perception is the sequence of consumer exposure and attention (Evans et al., 2009) which is stimulated and interpreted individually in marketing process (Hawkins, & Mothersbaugh, 2010). Meanwhile, perception is “the process by which people select, organize and interpret information to form a meaningful picture of the world” as defined in Adnan and Khan (2010, p.5) by Kotler and Armstrong (2001). As a result, perception is the first and the most practical step in consumer buying decision processes to select stimuli from their atmosphere. Stimuli are any units of inputs from objects that are perceived by any one of the five senses-vision, sound, touch, taste and smell (Wells & Prensky, 1996). These five senses of human will be unique to each individual depending on the quality of human’s sensory receptors (e.g. eyesight or hearing) and the intensity of the stimuli to which ones are exposed (Schiffman & Kanuk, 2000).

Theory of Interest

Individual interest refers to the ongoing and deepening relation of a person to particular content (Renninger, 2000). It is defined as a relatively stable orientation towards certain domains and it can be used to describe students’ individual differences. Individual interest also serves to explain and predict academic achievement in particular content areas. This is based on the assumption that individual interest lasts for a longer period of time (Krapp et al., 1992).

Hidi and Renninger (2006) have divided situational and individual interest into four separate phases:

1. Triggered situational interest describes and explains how particular conditions or objects in the environment trigger individuals’ attention. It is an affective reaction which may or may not last;
2. Maintained situational interest involves focused attention and persistence over an extended period of time. It is sustained through meaningful tasks and personal involvement;
3. Emerging individual interest refers to a relatively enduring predisposition to seek repeated engagement with a content of interest over time. It is also characterized by positive feelings, stored knowledge, and value for a particular content;
4. Well-developed individual interest includes the same characteristics as emerging individual interest but in an intensified form. In addition, well- developed individual interest means

that an individual prefers working with the content of interest over other individually interesting activities.

Theory of low-carbon tourism

Low-carbon tourism is a new way of consumption which is developed following the low-carbon economy. The concept of low-carbon economy was first proposed in our future energy to create a low-carbon economy by the British in 2003. It is said in the Energy White Paper that low-carbon economy is trying to create higher standards of living by less consumption of natural resources, less environmental pollution and more economic output.

The concept of low-carbon tourism was formally proposed in the report of going to low-carbon travel and tourism industry on World Economic Forum in May 2009. Theoretical studies on low-carbon tourism are few. Stefan Gössling discussed the food management of tourism development from the perspective of tourists' carbon footprint, making the conclusion that the effective food management will reduce the tourists' carbon footprint. Richard S., J Tol discussed the impact on international tourism by carbon emissions taxation, and then put forward that the different amount of taxations on carbon emissions would change the tourists' behavior in the transport of air travel. Paul Peeters forecasted the data of 2035 and 2050 about carbon emissions based on the data of 2005, trying to find the way to reduce carbon dioxide emissions. Cai Meng, Wang Yuming proposed the concept of low-carbon tourism, and gave a model of low-carbon tourism response to the low-carbon economy. Zheng Qi distinguished the concept of low-carbon tourism from broad and narrow perspectives.

5. Methods

The measures of this study were a questionnaire which perception and interests for foreign with 50 respondents who had stayed at various accommodations on Ko Mak, Trad, Thailand. The questionnaire consists of 5 parts. Part 1 is General Information, part 2 is Low Carbon Tourism Perception, part 3 is Low Carbon Activities Perception, part 4 is Low Carbon Activities Interesting and part 5 is Low Carbon Activities Suggestion.

6. Findings

Profile of respondents

| socio-demographic characteristics | Percent (%) |
|-----------------------------------|-------------|
| Gender | |
| Male | 44 |
| Female | 56 |
| Age | |
| 20-30 years | 46 |
| 31-40 years | 22 |
| 41-50 years | 24 |
| 51-60 years | 8 |
| Marital status | 54 |
| Single | |
| Married | 46 |
| Nationality | |
| Europe | 95 |
| Asia | 3 |
| United State | 2 |
| Educational level | 46 |

| | |
|-------------------------|----|
| Master degree or higher | |
| other | 54 |
| Occupation | 44 |
| business owner | |
| other | 54 |

Table 1: socio-demographic characteristics

Table 1 shows the 50 effective samples collected. The proportion of females respondents (56.0%) was higher than that of males (44.0%). About 46% were in the age group between 20 - 30 years, while 24% were between 41-50 years, and 8% were between 51-60 years. The majority of the respondents had education at mater degree level and over (46%).

| | Percentage of numbers of respondents to number of low carbon tourism perception | | | | |
|---|---|---------------|----------------|----------------|----------------|
| | 1 | 2 | 3 | 4 | 5 |
| 1. Tourism is responsible of about 8% of global CO ₂ emissions. | - | 1 (2.00%) | 2 (4.00%) | 44 (88.00%) | 3 (6.00%) |
| 2. The transport sector, including air, car and rail, generates the largest proportion emissions. | 1 (2.00%) | 2 (4.00%) | - | 40 (80.00%) | 7 (14.00%) |
| 3. The accommodation sector accounts for approximately 20% of emissions from tourism. This involves heating, air-conditioning and the maintenance of bars, restaurants, pools and so on. | 1 (2.00%) | 4 (8.00%) | 10 (20.00%) | 26 (52.00%) | 9 (18.00%) |
| 4. Low carbon tourism is a new way of travel to acquire higher value and travel experience for tourists and more social, economic and environmental benefits for our society by reducing carbon emissions occurring in tourists'. | - | 3 (6.00%) | 10 (20.00%) | 30 (60.00%) | 7 (14.00%) |
| 5. Low carbon tourism is reducing the carbon footprint by creating low-carbon tourist attractions, allocating low-carbon tourist facilities, promoting a low-carbon way of tourism consumption, ... | - | 3 (6.00%) | 2 (4.00%) | 36 (72.00%) | 9 (18.00%) |
| 6. You choose to travel to the low carbon destination instead of regular tourist destination. | - | 9 (18.00%) | 11 (22.00%) | 25 (50.00%) | 5 (10.00%) |
| 7. You can pay more if the destination is low carbon tourism | - | 4 (8.16) | 7 (14.29) | 34 (69.39) | 4 (8.16) |
| 8. Ko Mak, Trat, Thailand is a low carbon destination | 2 (4.00%) | 9 (18.00%) | 8 (16.00%) | 27 (54.00%) | 4 (8.00%) |
| 9. You are interested in low carbon activity on Ko Mak. | - | 2 (4.08%) | 4 (8.16%) | 32 (65.31%) | 11 (22.45%) |

Table 2: Low Carbon Tourism Perception

Low Carbon Tourism Perception

Table 2 reveals that in relation to the low carbon tourism perception, 94% agree that tourism is responsible of about 8% of global CO₂ emissions and agree that the transport sector, including air, car and rail, generates the largest proportion emissions. 74% perceive that the low carbon tourism is a new way of travel to acquire higher value and travel experience for tourists and more social, economic and environmental benefits for our society by reducing carbon emissions occurring in tourists'. 90% recognized that Low carbon tourism is reducing the carbon footprint by creating low-carbon tourist attractions, allocating low-carbon tourist facilities, promoting a low-carbon way of

tourism consumption. However, more than 50% choose to travel to the low carbon destination instead of regular tourist destination.

| | Percentage of numbers of respondents to number of low carbon activities interesting | | | |
|---|---|----------------|----------------|---------------|
| | interesting | simple | uncaring | boring |
| 1. You are interested in cooking by local ingredients | 43 (86.00%) | 6 (12.00%) | 1 (2.00%) | - |
| 2. You are interested in riding bicycles | 37 (74.00%) | 12 (24.00%) | - | 1 (2.00%) |
| 3. You are interested in kayaking | 35 (70.00%) | 14 (28.00%) | 1 (2.00%) | - |
| 4. You are interested in playing disc golf | 1 (17.00%) | 13 (26.00%) | 17 (34.00%) | 3 (6.00%) |
| 5. You are interested in traveling cast away style | 16 (32.00%) | 27 (54.00%) | 6 (12.00%) | 1 (2.00%) |
| 6. You are interested in going to an organic agriculture | 28 (56.00%) | 12 (24.00%) | 9 (18.00%) | 1 (2.00%) |
| 7. You are interested in playing yoga on the beach | 19 (38.00%) | 14 (28.00%) | 8 (16.00%) | 9 (18.00%) |
| 8. You are interested in making tie – dye | 1 (14.00%) | 2 (26.00%) | 16 (32.00%) | 7 (14.00%) |
| 9. You are interested in making virgin cold pressed coconut oil | 27 (54.00%) | 8 (16.00%) | 9 (18.00%) | 6 (12.00%) |
| 10. You are interested in joying ‘Trash Hero’ | 39 (78.00%) | 7 (14.00%) | 3 (6.00%) | 1 (2.00%) |

Table 3: Low Carbon Activities Interesting

Low Carbon Activities Interesting

The result of the low carbon activities interesting that the most four low carbon activities at Ko Mak that respondents are interested are cooking with local ingredients (86%), joying ‘Trash Hero’ (78%), riding a bicycle (74%), and kayaking (70%). However, low carbon activities that the respondents are not interested are traveling cast away style (68%), and playing dise golf (66%).

5. Discussions

The results of the research **Perceptions and Interests of Foreign Tourists regarding Low Carbon Tourism: A Case Study of Ko Mak, Trat, Thailand** from the 50 effective samples collected showed that It is more female than male. The age range is 20-30 years, most of them are single. Have a Master's degree. Level of knowledge about low carbon tourism, 94% of travelers understood the meaning and accepted it. In addition, they agree that tourism contributes to carbon dioxide emissions, and low carbon tourism is a new form of tourism that results in increased tourism experience and environmental responsibility. Low Carbon Cognition about low carbon activity that tourists are known and interested in is cooking with local ingredients is 86%

6. Recommendations

This study shows the result that low carbon tourism It is known in foreign tourists up to 94%. The recommend of the study are

1. The public and private sectors involved in tourism should organize public relations for Thai and foreign tourists to gain insights into the importance of low carbon tourism in other tourist destinations. It contributes to the creation of sustainable tourism.
2. There should be a push from the government to adopt a low-carbon tourism model for use in other tourism destinations. Especially tourist spots are experiencing problems with deterioration.
3. There should be legislative control over the activities held by the establishment. It is a law or regulation to control the activities of the sea and land that will not affect the environment in the long term, such as control the amount of tourists to go diving. Controlling the speed of a boat or jet ski. Including limiting tourist arrivals.

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TOURIST OPINIONS TOWARDS SLOW TOURISM AT KOH MAK, TRAT PROVINCE

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Abstract

The objective of this study is to explore tourist opinion towards slow tourism at Koh Mak, Trat Province, Thailand. Data were collected from independent tourists visiting Koh Mak, and convenience sampling were used to select the samples through the questionnaire survey. Descriptive statistics were used to analyze the data in terms of frequency and percentage.

The study found that most respondents agreed with “Definition of Slow Tourism at Koh Mak” as well as “Slow life of Koh Mak is peaceful and natural environment” while only some indicated that “Koh Mak has slow energy for the operation of energy-saving tourism”. The result from this study can be used by local administration to promote slow tourism at Koh Mak.

Keywords: Tourist, Opinion, Slow Tourism, Koh Mak

1. INTRODUCTION

Slow Tourism is the one of the important tourism in Thailand. It is become to issues and talking a lot in Thailand and foreign country until now according to the plan for tourism development No.2 (2017-2021) Focus on quality of tourism for increase the efficacy for contend including tourism management also for providing quality to sustainable in the future.

Mr. Pipat Luengnaruemitchai (Tourism and Thai Economy in 2018) explaining and writing the editorial about the important of tourism influence to the Thai economy “4-5 years ago the tourism industry is the part of the process of moving the important economy in Thailand. Some years has growing rate is half of the growth rate of the country economy. For now, the tourist accounting to GDP of 12% (Gross Domestic Product). It’s cause currency turnover and makes a lot of money for the country for each years.”

Researchers have recognized the importance of this kind of tourism and select the area for research in KohMak for studying the behavior of foreign tourists for Slow Tourism because this is the place where is unknown for big group. It’s make this island is very peaceful. There is traveler come and spent a lot of time to visit here for travel during peaceful in the natural and lifestyle in the local area and KohMak has the activities of tourism to promoted the Slow Tourism in this area and quality tourism management to make the sustainability for this destination and people in area by the same with the famous destination in Trat province such as Koh Chang, KohKood there are Thai tourists and foreign tourists come with big group, family. It’s cause the mass tourism and make hastiness in tourism and destruction of natural resources by land and sea.

Therefore, Slow Tourism is important tourism in Thailand that is the fundamental of Tourism Trend in the future to be encourage Sustainable Tourism in Thailand.

Please note that this research project is a part of students' learning in a course of Seminar in Tourism Industry, Department of Tourism Management, Dhurakij Pundit University.

Objective of the Study

1. To explore the opinion of tourists towards Slow Tourism at KohMak, Trat Province
2. To analyze the opinion of tourists towards Slow Tourism at KohMak, Trat Province

2. LITERATURE REVIEW

Tourist (traveler) means a person traveling from residence to stay overnight to another place. At least 1 night but not more than 90 days for activities. However, it must not give rise to compensation from their place of visit (Office of Tourism and Sports, Chi-Nat Province)

Meaning of the Opinion, Dictionary of sociology, Royal Institute (2003, p. 249) has given meaning of the opinion, it is considered that. It is true that the use of intelligent thinking, although not always proof of evidence.

Sri Somboon Kamol (1995, p. 47). Summary of the opinions express your feelings or belief what are you going to do, this may be due to an evaluation of the event or the happening by the emotions, experience and environment are the basis of expression. It may be accepted or unaccepted by others, the opinions change over time to time. Opinion may be on speech or writing.

Bass (Best, 1977, p. 42, cited in Sri Somchai Yumkamol, 1995, p. 47). Opinion is expressing the feelings of the person towards anything by speaking writing with the knowledge base. Experience gained by the person and the environment of the person. It is in the opinions.

Siriporn Boonnaman (1996, p. 7) concludes that opinion is a way of expressing feelings or events, this may be due to the evaluation of events or emotional experience. And the environment at the moment is the basis of expression. It may be acceptable or unaccepted from other people, opinion may change due to the timing, the opinion may express by speaking or writing.

Noppamas Theerawakin (1996, p. 99) describes the opinion is a part of human that emerges by speak or write that is based on the heart, speaks in society or speaks for compassion, it is effective. Most people will assume what the human expression is a reflection of the mind; by the way, it is very popular to poll something called polling, it can be said referendum It is an important academic tool that studies and explores current expressions of opinion.

Slow tourism concept derived from Slow Food Italy as pioneered by Carlo Petrini in the 1980s. As a non-profit, member-supported, eco-gastronomic organization. The Slow Food movement established in 1989 aimed to decrease the eating trend of fast food and fast life as well as bringing back the local food traditions and people's interest in the food they eat, its origins and how our food options affect the rest of the world

Slow City (CittaSlow) movement is a non-profit organization that appear from the principles of Slow Food movement which further emphasized the need to adopt the slowness of life against the fast people of 21st, century. Principles of the Cittaslow movement includes to maintain a calm and less polluted physical environments, conserve local aesthetic traditions and foster the crafts, cuisine and produce of the local.

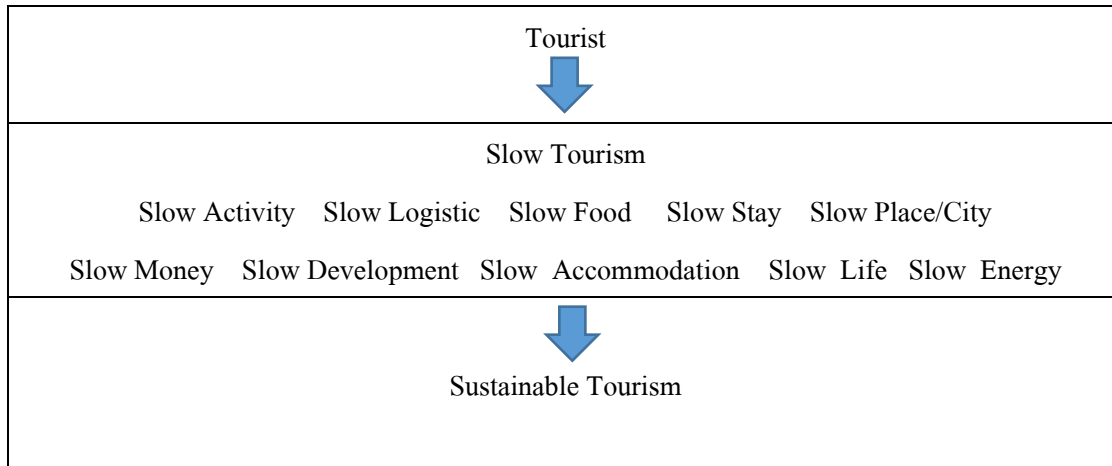
The slow concept has been further strengthened by Carl Honore and his hugely successful book, *In Praise of Slowness* where he talked about the current generation obsession with everything fast and trying to encourage the return to the original idea of slowness in life. Using technology to create healthier environments, making citizens aware of the value of more leisurely life rhythms and sharing their experience to seek administrative solutions for better living are also the pledges of Slow City movement.

Through both Slow Food and Slow City movement, the birth of a new type of tourism called slow tourism has slowly encapsulated the belief that domestic, regional and international tourism could adopt to the approach of slow travel through transportation used, cuisine experienced and changing perception of travel values. Slow tourism puts itself in alternative tourism genre by adopting “soft growth” concept where advancing development (Quality) instead of promoting physical growth (Quantity) is emphasized.

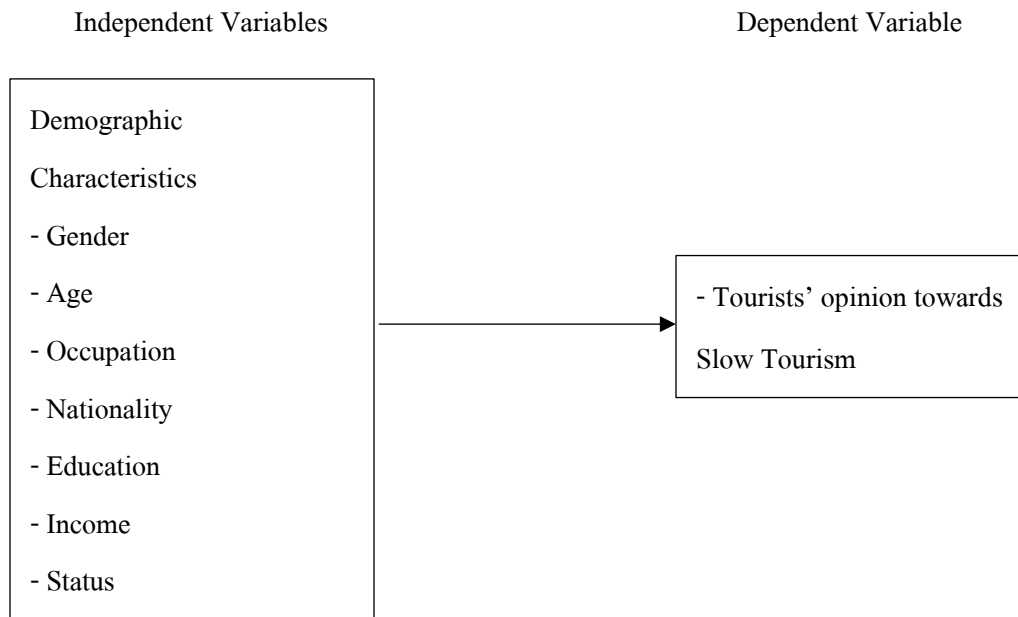
Therefore, slow tourism is a type of tourism promoting equitable socioeconomics benefits to local communities, curbs environmental pressures, and fulfils the rising responsible tourism demand favored by a name consciously motivated group of travelers. Articles on slow tourism has been contributed by other authors such as authors of *Slow Travel and Tourism*, as well as Conway and Timms whom studied slow tourism and applying it as the alternative tourism activity in Caribbean Islands.

Concepts of Slow tourism Wuttichai Krisanaprakobkit (2015) mentions Slow Travel in Thailand that it is a popular tourist destination as new attractions come with retro concepts, fast food, environmentally friendly health and create peace within the mind. This statement is in line with the concept of Rane Ischaikul and Chatchapon Songsunthornwong (2012) which stated that slow tourism has the basic idea that travel behavior of tourists going slowly will help tourists discriminate on the way since there are many beautiful things to watch. However, such things may be overlooked or invisible if the travel is too hastily. The attractions should be managed, presented, solicited, organized programs and activities, such as walking nature, cycling in the countryside, walking in old urban communities still maintains identity, interacting with people in the community or participating in community activities, etc. The slow and peaceful of travel is a new target market for travelers who want a new experience. It may be concluded that the slow tourism is a slow and peaceful, travel-focused and time-consuming travel experience that focus on touching the local way of life and interacting with the owner of the attraction.

Concept for Developing Slow Tourism in Thailand



THEORETICAL FRAMEWORK



3. METHODOLOGY

3.1 Population is the tourists at KohMak, total is 35 persons.

3.2 Questionnaires are used in this study can be divided into three parts. The first part is personal information, the second part is opinion of tourists in the definition towards slow tourism at KohMak, and the third part is opinion of tourists towards slow tourism pattern at KohMak.

3.3 The duration of collecting data was between 1-4 November 2018.

3.4 Chi-Square Test, T-Test (Independent Sample) and F-Test (One-Way ANOVA) are used in this study.

4. FINDINGS

4.1 There are total of 35 respondents from KohMak. The details of respondents are shown in Table 1. Most of the respondents are female with 51.40%, age group of 18-37 are the most with 54.10%, self-employed /owner 28.60%, foreigner 62.90%, bachelor degree 60%, income less than 33,000 baht 37%, and married status 48.60%

Table 1: Description of Respondents

| Respondent Demographic | | Number of respondents | Percentage of respondents |
|------------------------|--|-----------------------|---------------------------|
| Gender | Male | 17 | 48.60 |
| | Female | 18 | 51.40 |
| Age | Less than 17 years | 2 | 5.70 |
| | 18-37 years | 18 | 51.40 |
| | 38-57 years | 11 | 31.40 |
| | More than 58 years | 4 | 11.40 |
| Occupation | Student | 6 | 17.10 |
| | Self-employed /owner | 10 | 45.70 |
| | Government officials /State enterprise employees | 6 | 17.10 |
| | Company employee | 9 | 25.70 |
| | Freelance | 3 | 8.60 |
| | Others | 1 | 2.90 |
| Nationality | Foreigner | 22 | 62.90 |
| | Thai | 13 | 37.10 |
| Education level | Under bachelor degree | 9 | 25.70 |
| | Bachelor degree | 21 | 60.00 |
| | Higher bachelor degree | 5 | 14.30 |
| Income per month | Less than 33,000 baht | 13 | 37.10 |
| | 33,000 – 66,000 baht | 9 | 25.70 |
| | 66,001 - 99,000 baht | 6 | 17.10 |
| | More than 90,001 baht | 7 | 20.00 |

| | | | |
|----------------|------------------------------|----|-------|
| Marital Status | Single | 16 | 45.70 |
| | Married /Stayed together | 17 | 48.60 |
| | Widowed /Divorced /Separated | 2 | 5.70 |

4.2 There are 33 respondent's opinion agree with the definition of "KohMak is a tourism that tourists spend the time to stay longer, to impress the experience while traveling, and leisure at the destinations then learning from the nature, the way of life of local people, new places, and to reduce the impact on the environment." 94.30% are shown in Table 2.

Table 2: Opinion of tourists towards Slow Tourism at Koh Mak

| Opinion of tourists towards Slow Tourism at Koh Mak | Number of respondents | Percentage of respondents |
|---|-----------------------|---------------------------|
| Agree | 33 | 94.30 |
| Disagree | 2 | 5.70 |

4.3 The Respondents' Opinion towards Slow Tourism Patterns at KohMak, by using Linkert rating scales to collect data. The most respondents agree with the question of "KohMak has Slow Life is a peaceful and natural way life" in the level 4.74 of 5.00, later is the question of "KohMak has Slow Accommodation is a peaceful, safe and well-managed environment" in the level 4.57 of 5.00, and the least is question of "KohMak has Slow Energy is the operation of energy-saving tourism" in the level 4.25 of 5.00. And also, most foreigners agree the question of "KohMak has Slow Life is a peaceful and natural way life" in the level 4.82 of 5.00 the same as Thai 4.62 of 5.00, and the least of foreigner agree is question of "KohMak has Slow Stay that is staying longer, and also tourism activities are appropriate" in the level 4.18 of 5.00, however, Thai People agree is question of "KohMak has Slow Food fine cooking use fresh, clean and safe ingredients." in the level 3.77 of 5.00. are shown in Table 3.

Table 3: Opinion of tourists towards on Slow Tourism Patterns at KohMak

GENDER:

| Opinion of Tourists towards Slow Tourism Patterns at KohMak | | Number of respondents | Level degree of respondents |
|---|--|-----------------------|-----------------------------|
| Male | 1. KohMak has Slow Activity or Recreation in the nature. | 17 | 4.35 |
| Female | | 18 | 4.44 |
| Male | 2. KohMak has Slow Logistic, it is not too hasty, safe and environmental friendly. | 17 | 4.18 |
| Female | | 18 | 4.50 |
| Male | 3. KohMak has Slow Food fine cooking use fresh, clean and safe ingredients. | 17 | 4.53 |
| Female | | 18 | 4.28 |

| | | | |
|--------|---|----|--------|
| Male | 4. KohMak has Slow Stay that is staying longer, and also tourism activities are appropriate. | 17 | 4.41 |
| Female | | 18 | 4.42 |
| Male | 5. KohMak has Slow Place /City is a small community or small town and pollution free. | 17 | 4.41 |
| Female | | 18 | 4.28 |
| Male | 6. KohMak has Slow Money that is worth spending, not exploiting each other of entrepreneurs & tourists. | 17 | 4.35 |
| Female | | 18 | 4.39 |
| Male | 7. KohMak has Slow Development that is a small business to develop and support tourism. | 17 | 4.24 |
| Female | | 18 | 4.33 |
| Male | 8. KohMak has Slow Accommodation is a peaceful, safe and well-managed environment. | 17 | 4.53 |
| Female | | 18 | 4.61 |
| Male | 9. KohMak has Slow Life is a peaceful and natural way life. | 17 | 4.65 |
| Female | | 18 | 4.83 |
| Male | 10. KohMak has Slow Energy is the operation of energy-saving tourism. | 17 | 4.12 |
| Female | | 18 | 4.39 |
| Male | Total of Male and Female for Opinion of Tourists' towards Slow Tourism Patterns at KohMak | 17 | 4.3765 |
| Female | | 18 | 4.4278 |

AGE:

| Opinion of Tourists towards Slow Tourism Patterns at KohMak | | Number of respondents | Level degree of respondents |
|---|--|-----------------------|-----------------------------|
| Less than 17 years | 1. KohMak has Slow Activity or Recreation in the nature. | 2 | 5.00 |
| 18-37 years | | 18 | 4.33 |
| 38-57 years | | 11 | 4.27 |
| More than 58 years | | 4 | 4.75 |
| Total | | 35 | 4.40 |
| Less than 17 years | 2. KohMak has Slow Logistic, it is not too hasty, safe and environmental friendly. | 2 | 5.00 |
| 18-37 years | | 18 | 4.17 |
| 38-57 years | | 11 | 4.36 |
| More than 58 years | | 4 | 4.75 |
| Total | | 35 | 4.34 |

| | | | |
|---|---|-----------------------|-----------------------------|
| Less than 17 years | 3. KohMak has Slow Food fine cooking use fresh, clean and safe ingredients. | 2 | 5.00 |
| 18-37 years | | 18 | 4.06 |
| 38-57 years | | 11 | 4.64 |
| More than 58 years | | 4 | 5.50 |
| Total | | 35 | 4.40 |
| Less than 17 years | 4. KohMak has Slow Stay that is staying longer, and also tourism activities are appropriate. | 2 | 5.00 |
| 18-37 years | | 18 | 4.17 |
| 38-57 years | | 11 | 4.18 |
| More than 58 years | | 4 | 5.00 |
| Total | | 35 | 4.31 |
| Less than 17 years | 5. KohMak has Slow Place /City is a small community or small town and pollution free. | 2 | 5.00 |
| 18-37 years | | 18 | 4.22 |
| 38-57 years | | 11 | 4.18 |
| More than 58 years | | 4 | 5.00 |
| Total | | 35 | 4.34 |
| Opinion of Tourists towards Slow Tourism Patterns at KohMak | | Number of respondents | Level degree of respondents |
| Less than 17 years | 6. KohMak has Slow Money that is worth spending, not exploiting each other of entrepreneurs & tourists. | 2 | 5.00 |
| 18-37 years | | 18 | 4.22 |
| 38-57 years | | 11 | 4.27 |
| More than 58 years | | 4 | 5.00 |
| Total | | 35 | 4.37 |
| Less than 17 years | 7. KohMak has Slow Development that is a small business to develop and support tourism. | 2 | 5.00 |
| 18-37 years | | 18 | 3.94 |
| 38-57 years | | 11 | 4.45 |
| More than 58 years | | 4 | 5.00 |
| Total | | 35 | 4.29 |
| Less than 17 years | 8. KohMak has Slow Accommodation is a peaceful, | 2 | 5.00 |
| 18-37 years | | 18 | 4.33 |

| | | | |
|--------------------|---|----|------|
| 38-57 years | safe and well-managed environment. | 11 | 4.73 |
| More than 58 years | | 4 | 5.00 |
| Total | | 35 | 4.57 |
| Less than 17 years | 9. KohMak has Slow Life is a peaceful and natural way life. | 2 | 5.00 |
| 18-37 years | | 18 | 4.67 |
| 38-57 years | | 11 | 4.73 |
| More than 58 years | | 4 | 5.00 |
| Total | | 35 | 4.74 |
| Less than 17 years | 10. KohMak has Slow Energy is the operation of energy-saving tourism. | 2 | 5.00 |
| 18-37 years | | 18 | 4.00 |
| 38-57 years | | 11 | 4.27 |
| More than 58 years | | 4 | 5.00 |
| Total | | 35 | 4.26 |

NATIONAL:

| Opinion of Tourists towards Slow Tourism Patterns at KohMak | | Number of respondents | Level degree of respondents |
|---|---|-----------------------|-----------------------------|
| Foreigner | 1. KohMak has Slow Activity or Recreation in the nature. | 22 | 4.32 |
| Thai | | 13 | 4.54 |
| Foreigner | 2. KohMak has Slow Logistic, it is not too hasty, safe and environmental friendly. | 22 | 4.27 |
| Thai | | 13 | 4.46 |
| Foreigner | 3. KohMak has Slow Food fine cooking use fresh, clean and safe ingredients. | 22 | 4.77 |
| Thai | | 13 | 3.77 |
| Foreigner | 4. KohMak has Slow Stay that is staying longer, and also tourism activities are appropriate. | 22 | 4.18 |
| Thai | | 13 | 4.54 |
| Foreigner | 5. KohMak has Slow Place /City is a small community or small town and pollution free. | 22 | 4.32 |
| Thai | | 13 | 4.38 |
| Foreigner | 6. KohMak has Slow Money that is worth spending, not exploiting each other of entrepreneurs & tourists. | 22 | 4.32 |
| Thai | | 13 | 4.46 |

| | | | |
|-----------|--|----|--------|
| Foreigner | 7. KohMak has Slow Development that is a small business to develop and support tourism. | 22 | 4.45 |
| Thai | | 13 | 4.00 |
| Foreigner | 8. KohMak has Slow Accommodation is a peaceful, safe and well-managed environment. | 22 | 4.64 |
| Thai | | 13 | 4.46 |
| Foreigner | 9. KohMak has Slow Life is a peaceful and natural way life. | 22 | 4.82 |
| Thai | | 13 | 4.62 |
| Foreigner | 10. KohMak has Slow Energy is the operation of energy-saving tourism. | 22 | 4.32 |
| Thai | | 13 | 4.15 |
| Foreigner | Total of Foreigner and Thai for Opinion of Tourists' towards Slow Tourism Patterns at KohMak | 22 | 4.4409 |
| Thai | | 13 | 4.3385 |

5. CONCLUSION AND RECOMMENDATIONS

The result in this paper can be divided into 2 parts. The first part is about Opinion of Tourists in the Definition towards Slow Tourism at KohMak. The result shown that the majority of respondents 33 persons 94.30% their opinion agrees with the definition of “KohMak is a tourism that tourists spend the time to stay longer, to impress the experience while traveling, and leisure at the destinations then learning from the nature, the way of life of local people, new places, and to reduce the impact on the environment.” However, there are 2 persons 5.70% disagree with this definition. The second part is about Opinion of Tourists towards Slow Tourism Patterns at KohMak. The result shown that most respondents agree with the question of “KohMak has Slow Life is a peaceful and natural way life” in the level 4.74 of 5.00, later is the question of “KohMak has Slow Accommodation is a peaceful, safe and well-managed environment” in the level 4.57 of 5.00, and the least is question of “KohMak has Slow Energy is the operation of energy-saving tourism” in the level 4.25 of 5.00. And also, most foreigners agree the question of “KohMak has Slow Life is a peaceful and natural way life” in the level 4.82 of 5.00 the same as Thai 4.62 of 5.00, and the least of foreigner agree is question of “KohMak has Slow Stay that is staying longer, and also tourism activities are appropriate” in the level 4.18 of 5.00, however, Thai People agree is question of “KohMak has Slow Food fine cooking use fresh, clean and safe ingredients.” in the level 3.77 of 5.00.

Other suggestions from respondents mostly are keep the beach clean and natural, then they will come back again, and also give educate for all concerns such as tourists, entrepreneurs, and local people in community, by the way respondents still need to maintain Slow Accommodation is a peaceful, safe and well-managed environment.

Finally, respondents need to change everything going faster, keep it clean and natural the same as usual; moreover, should be educate to stakeholders. Most of respondents would like to visit this place again.

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A Comparative Study of Online Marketing of Ecotourism Operators between Australia and Thailand

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Abstract

The objectives of this study are 1) to compare online marketing messages of the tour operators with the policy to promote conservative tourism between Thailand and Australia and 2) to compare website messages of those tour operators in relation to conservative tourism between Thailand and Australia. The samples are tour operators who are the members of the conservative tourism or ecotourism associations in Thailand and Australia. Content analysis as well as frequency and percentage are used to analyze the data. The study found that most Australian tour operators use broader and more diverse marketing mix messages than Thai tour operators to promote ecotourism in relation to products, prices, place, and promotion. In addition, most Australian tour operators provide more conservative or ecotourism messages than Thai tour operators in terms of caring the natural environment and tourism impacts. It is also found that Thai entrepreneurs rarely mention the messages regarding reducing environmental impacts and preserving the environment regarding ecotourism. This study provides the implications for Thai tour operators to learn and develop ecotourism businesses that promote less impact travel.

Keywords; green tourism business, online marketing, ecotourism elements.

1. INTRODUCTION

Due to a growing concern of tourism environment, today there are an increasing number of related activities, projects and businesses on green tourism or low-impact tourism. However, studies related to conservative or green tourism businesses are still limited (in this study conservative tourism business may be called as green business). In particular, scholars should further explore this segment due to their policy in reducing negative impact to the environment. In general, there is no formal definition of green tourism, and it was never well defined (Buckley, 2009; Font & Tribe, 2001; Font, 2002). Yet, in the tourism literature, the word “green tourism” is often referred to the environmentally friendly tourism activities or the tourism that cares or concerns the environment (Furqan, Mat Som, & Hussin, 2010). A review of literature indicates that green tourism may refer to the tourism activity that generates low impact to the environment (Barber, 2012; Furqan et al., 2010; Tseng & Kuo, 2013). Today, these green tourism businesses are the important part to support the responsible or sustainable tourism in Thailand. In addition, the rapid development of the Internet is having a huge impact on the tourism industry (Kerr, Tsoi, & Burgess, 2009). During the past decade, the Internet has been increasingly important and represented a significant opportunity for businesses to distribute their products and services directly to consumers (Dollin, Burgess, & Cooper, 2002; Kotler et al., 2006; Pena, 2016; Tse, 2013). The information-based resource, ease of use, interactivity and flexibility of the Internet are appealing to travel and tourism industry (Dollin et al., 2002; Pena, 2016). The prevalence of information available through the Internet has raised the possibility of marketing tourism products worldwide (Jani & Hwang, 2016; Kotler et al., 2006; Tse, 2013). The literature indicates that tourism is the most likely industry to generate revenues and sales

through internet-based commerce, and as a result, tourism businesses are actively engaging in online marketing and sales (Donohoe & Needham, 2008; Jani & Hwang, 2016; Pena, 2016). Despite the advance of Internet technology has contributed to the growing impacts of online marketing for the tourism industry, little effort has explored the Internet marketing in business group with the policy to promote green tourism or responsible tourism, particularly a comparative study between developed and developing countries, Australia is a leading country for conservative and ecotourism. Therefore, it is worth for making a comparison with Thailand for future ecotourism development. Moreover, most tourism research has focused on large business such as hotels, resorts, and airlines, fewer studies have examined and supported the small group business like green or responsible tourism business.

Given the above background, this study therefore has the research objectives 1) to compare online marketing messages of the tour operators with the policy to promote conservative tourism between Thailand and Australia and 2) to compare website messages of those tour operators in relation to conservative tourism between Thailand and Australia. Understanding how the green tourism businesses market their products through the Internet will help them increase their chance of business success. In particular, the successful green tourism business will make for a stronger ecotourism industry and support the sustainable/responsible tourism of the country. Furthermore, the results of the study will extend the existing marketing literature in the segment of green tourism business as well as provides the useful suggestions for the businesses to develop effective online marketing mix and website development.

2. LITERATURE REVIEW

Due to the enhanced awareness of the negative impact of tourism on the environment, efforts have been made to develop approaches for making tourism sustainable (Furqan, Mat Som, & Hussin, 2010). During the past two decades, we have seen a growing interest in the relationship between tourism development and environmental quality (Erdogan & Tosun, 2009). With this concern, there is an emergence of sustainable tourism development which later has been further transformed into other forms of sustainable tourism such as conservative tourism, ecotourism, and green tourism. However, green tourism seems to be less defined due to its various focuses and meanings (Furqan et al., 2010; Wong, Wan, & Qi, 2015). Because of its loose term and lack of well-defined meaning, green tourism may be generally used to indicate as the environmental friendly tourism or low-impact tourism.

Today, the green tourism concept is highly appealing to tourism enterprises and operators owing to the increasing concern on the environmental issues (Wong et al., 2015). As the meaning of green tourism implies the sense of environmental friendly product, during the past decades, there have been an increasing number of related activities, projects and businesses involving in green tourism (Wong et al., 2015) such as hotels (Green Leaf Program) and travel businesses (Green Globe). Today, there are more than 10,000 certified tourism providers around the world that label or present themselves as the green tourism businesses such as hotels, restaurants transportation, and visitor attractions (Esparon et al., 2014). One of the major benefits for going green is marketing advantage. It is widely acceptable that green practices may help businesses gain their competitive advantage over the competitors due to cost saving and public attention. In the future, there will be more concern and expansion on green tourism businesses due to the increasing environmental awareness and marketing purpose. However, little effort has been paid attention to a comparison between Thailand and Australian green tourism businesses.

3. METHODOLOGY

The population in this study is travel related companies who are members of the Thai Ecotourism Adventure Travel Association (www.teata.or.th) and Australian Ecotourism Association (www.ecotourism.org.au). Both associations aim to promote green tourism and responsible practices, and welcome any tourism businesses aiming to be a responsible business. Both associations generally provide information regarding responsible tourism, ecotourism and less

impact activities. With the policy of the, its members are assumed to concern and support the green or responsible business practice, and worth for further investigation to understand how they do the online marketing. During the survey (October 2017), there was a total of 55 members listed on the website for Thailand, and there was 248 ecotourism companies listed on the website for Australia (6 states). All 55 Thai companies were included in the study while only 3 states of the 6 states in Australia were randomly selected: 1) Victoria 2) Western Australia and 3) New south with 123 tour operators.

Given the first objective, this study examined the online marketing mix in terms of product, price, place, and promotion. These four elements are regarded as the essential marketing tools for most businesses including online marketing businesses. The marketing mix was measured if the company provided sufficient information on these components. In addition, the study also examined if the company provided any information about their responsible or low impact practice through web messages. Descriptive statistics were used to analyze the data using frequencies and percentages as well as the context analysis for the web messages.

4. FINDINGS

Table 1: Categories and types of travel companies

| Categories | Number of companies (%) (Australia) | Number of companies (%) (Thailand) |
|---|--|---------------------------------------|
| Full-service tour operators (i.e. companies selling a variety of travel and tourism products) | 39 (31.71%) | 19 (34.54%) |
| Nature-based tour operators | 62 (50.41%) | 21 (38.18%) |
| Resorts (e.g. ecolodges) | 10 (8.12%) | 7 (12.73%) |
| Travel related companies (i.e. companies selling outdoor, travel agent, recreational products) | 12 (9.76%) | 8 (14.55%) |
| Total | 123 (100%) | 55 (100%) |

Table 1 reveals that among 123 travel business members in Australia, 39 companies (31.71%) were full-serviced tour operators offering a variety of travel and tourism products such as sightseeing tours, cultural and heritage tours, and natural tours. Approximately 50.41% were categorized as nature-based tour operators (62 companies) while 9.76% (12 companies) were travel related companies such as companies selling outdoor and recreational products. For the rest 8.12% (10 companies) are resorts.

For Thailand, the finding reveals that among 55 travel business members, 19 companies (34.54%) were full-serviced tour operators offering a variety of travel and tourism products such as sightseeing tours, cultural and heritage tours, and natural tours. Approximately one-thirds (38.18%) were categorized as nature-based tour operators (21 companies) while 12.73% (7 companies) are resorts. For the rest 14.55% (8 companies) were travel related companies such as companies selling outdoor and recreational products.

Table 2: Examination of online marketing mix (4Ps)

| Marketing mix | Number of companies (%) (Australia) | Number of companies (%) (Thailand) |
|---------------------------------|--|---------------------------------------|
| Product | | |
| Product information | 123 (100%) | 55 (100%) |
| Product update | 122 (99.18%) | 29 (52.73%) |
| Product variety | 120 (97.56%) | 55 (100%) |
| Product itinerary | 123 (100%) | 30 (54.55%) |
| Product package | 123 (100%) | 20 (36.36%) |
| Price | | |
| Prices | 123 (100%) | 37 (67.27%) |
| Price update/validity | 122 (99.18%) | 31 (56.36%) |
| Seasonal prices | 121 (98.37%) | 14 (25.45%) |
| Group prices | 123 (100%) | 2 (3.64%) |
| Place (channel of distribution) | | |
| Full address | 120 (97.56%) | 55 (100%) |
| Telephone | 121 (98.37%) | 55 (100%) |
| Facsimile | 122 (99.18%) | 55 (100%) |
| Email | 119 (96.76%) | 55 (100%) |
| Social media channel | 105 (85.37%) | 18 (32.73%) |
| Online reservation | 88 (71.54%) | 11 (20%) |
| Online payment | 47 (38.21%) | 11 (20%) |
| Promotion | | |
| Discounts | 28 (22.76%) | 13 (23.64%) |
| Special offers | 9 (7.32%) | 18 (32.73%) |
| Vouchers/coupons | 29 (23.58%) | 3 (5.45%) |
| Others | | |
| Language selection | 32 (26.02%) | 44 (80%) |
| Local travel information/tips | 122 (99.18%) | 12 (21.82%) |
| Links to other websites | 122 (99.18%) | 28 (50.91%) |

According to table 2, it was found that most companies (97.56% - 100%) in Australia have information about their products such as product information, product itinerary, products packages, product update and product variety. However, when considering price, most companies (100%) generally have product price and group price and validity except update price (99.18%) and seasonal price (98.37%). In relation to place (channel of distribution), most companies (98.37-99.18%) have basic or common channels for customer contact or selling their products such as company address, telephone, email and enquiry channel. Yet, other important channels such as social media channel (85.37%), and online reservation (71.54%) and online payment (38.21%) are not fully implemented or utilized. Regarding promotion, less than half of them (7.32% - 23.58%) have utilized this component to increase their sales volume. It was also observed that most companies (99.18%) have local travel information/tips and links to other websites while some have language selection other English.

For Thailand, the finding was found that most companies (52.73% - 100%) have information about their products such as product information, product variety, product itinerary and product packages. However, when considering price, most companies (56.36% - 67.27%) generally have product price and price update or validity except seasonal price (25.45%) and group price (3.64%). In relation to place (channel of distribution), all companies (100%) have basic or common

channels for customer contact or selling their products such as company address, telephone, email and enquiry channel. Yet, other important channels such as social media channel (32.73%), and online reservation (20%) and online payment (20%) are not fully implemented or utilized. Regarding promotion, less than half of them (5.45% - 23.64%) have utilized this component to increase their sales volume. It was also observed that most companies (80%) have language selection between Thai and English while some have local travel information/tips and links to other websites.

Table 3: Examination of each marketing mix information

| Marketing mix | Product | | Price | | Place | | Promotion | |
|---|---------------|--------------|-----------------|----------------|---------------|--------------|----------------|----------------|
| | Australia | Thailand) | Australia | Thailand) | Australia | Thailand) | Australia | Thailand) |
| Number of companies providing information on each marketing mix | 123 (100%) | 55 (100%) | 119 (96.64%) | 39 (70.90%) | 123 (100%) | 55 (100%) | 50 (40.65%) | 18 (32.73%) |
| Number of companies not providing information on each marketing mix | 0 (0%) | 0 (0%) | 4 (3.36%) | 16 (29.10%) | 0 (0%) | 0 (0%) | 73 (59.35%) | 37 (67.27%) |
| Total | 123 (100%) | 55 (100%) | 123 (100%) | 55 (100%) | 123 (100%) | 55 (100%) | 123 (100%) | 55 (100%) |

Table 3 presents the examination of each marketing mix provided by tour companies. For Australia, the result shows that all companies (100%) provide product information and place (channel of contact/distribution) whereas some companies (3.36%) lack of product price. However, more than half (59.35%) do not have promotion component.

For Thailand, the finding presents the examination of each marketing mix provided by tour companies. The result shows that all companies (100%) provide product information and place (channel of contact/distribution) whereas some companies (29.10%) lack of product price. However, more than half (67.27%) do not have promotion component.

Table 4: Examination information/messages regarding responsible or low impact practice

| Information on responsible or low impact practice | Number of companies (%) (Australia) | Number of companies (%) (Thailand) |
|---|--|---------------------------------------|
| Companies providing detailed information regarding responsible or low impact practice | 84 (70.59%) | 8 (12.0%) |
| Companies providing limited information regarding responsible or low impact practice | 0 (0%) | 6 (9.0%) |
| Companies providing no information on responsible or low impact practice | 35 (29.41%) | 51 (79.0%) |
| Total | 119 (100%) | 65 (100%) |

Based on Table, in relation to the information/messages regarding responsible or low impact practice, for Australia, 84 companies (70.59%) were found to provide relatively detail of such information while 0 companies (0%) provided only limited ecotourism information on their websites. However, 35 companies (29.41%) had no information on responsible or low impact practice from their operations.

For Thailand, only 8 companies (12%) were found to provide relatively detail of such information while 6 companies (9%) provided only limited ecotourism information on their

websites. However, 51 companies (79%) had no information on responsible or low impact practice from their operations.

Table 5: Evaluation of online ecotourism messages

| Elements of ecotourism concept | Australia No. of companies (123) | (Australia) (%) | Thailand No. of companies (55) | (Thailand) (%) |
|---|---|--------------------|---|-------------------|
| 1. Nature elements - a visit to uncontaminated natural areas or protected areas - providing nature-based activities - maintaining low or non-consumptive activities - a visit to associated cultural attractions or local community located nearby ecotourism areas | 123 | 100% | 51 | 92.72% |
| 2. Education element - providing travelers the opportunity to learn about the nature - providing travelers ecotourism interpretation (education activity) at ecotourism destinations - encouraging natural appreciation, awareness or respect for the nature among travelers - promoting natural education/learning as well as natural appreciation, awareness or respect for the nature among local residents | 114 | 92.68% | 49 | 89% |
| 3. Conservation element/Impact element - conservation of wildlife, plant or natural resources in terms of physical, financial or other assistances - collaborative efforts between business and community/state agency in natural conservation - maintenance or enhancement of ecosystems and environment, and complying the rules and regulations of protected areas -incorporation of preservation/conservation into management plans | 56 | 45.53% | 19 | 34.54% |
| 4.Community element - local employment relating to business operations - local involvement in tour activities - local involvement in tour planning - purchase/use of local products and service - promoting local culture learning appreciation among travelers | 76 | 61.79% | 46 | 83.63% |

Sources : Adapted from Sangpikul (2016)

Table 5 presents an evaluation of ecotourism messages in relation of 4 elements of ecotourism concept. For Australia, it was found that all companies (100%) have information about their nature element. Meanwhile, there were 114 companies (92.68%) have information about education element, and 56 companies (45.53%) have messages about conservation with 76 companies (61.79%) indicating about community development.

For Thailand, it was found that most companies (92.72%) have information about their nature element. Meanwhile, 89% have information about education element, and 34.54% have messages about conservation, and 83.63% indicating about community development.

5. CONCLUSION AND RECOMMENDATIONS

Based on the findings, all Australia samples had “product” component with full display items of their products. Product is one of the key success factors for Internet marketing, website providing insufficient product related information the customers are looking for (e.g. product information, product itinerary, and product package) all products viewed as high quality website (Boonthai & Assenov, 2006; Pena, 2016). Based on the findings, Australians tour operators have displayed interesting and attractive ecotourism products. Therefore, Thai operator should take the form of products on this website to develop and improve in the product information, product itinerary, and product package, to give consumers confidence in products and companies. The website of Australians tour operators were found to be unique and creative. These may help to encourage Thai tour operator to develop their websites to persuade the consumers and make the differences. In addition, one possible marketing strategy is to create product differentiation (Cox & Koelzer, 2004; Kotler et al., 2006; Pena, 2016). Production differentiation is the process of distinguishing the difference of a product or offering. This suggestion will be valuable for Thai tour operators to manage their products different from others, and to make it more attractive to a particular target market (Jani & Hwang, 2016; Kotler et al., 2006). In relation to “price”, the finding indicates that the majority in Australia provided details on the prices. The capacity of the Internet enables company marketers to change and set prices according to company’s pricing strategies (Liu, 2000). For Thai tour operators, prices are also important for them to regularly update the prices. This price strategy should be applied to Thailand companies. For Thai tour operators, prices can be set for seasonal tours and have more various currencies dollar and Euro. With regard to “place” (channel of distribution), although all Australians companies provided customers with various channels, they had adequate accessibility or contact (i.e. telephone, fax, e-mail, social media channel, online reservation) between sellers and buyers. It is an important factor on marketing strategy. In relation to Thailand, Thai tour operators should give information on every channel for customers to access information, booking, or online payment. Thai tour operators should improve marketing strategy especially the reservation and payment method. The companies should develop the capacity of this online distribution channel by adding/developing online reservation to increase business opportunities. For “promotion”, each company may have different sales promotional strategy or policy. Sales promotion is recognized as one of the important elements of marketing success (including online marketing) because it helps stimulate demand and encourage the purchase of goods and services (Kotler et al., 2006; Shobeiri, 2014). The companies may utilize these sales promotions to stimulate their sales volume through the Internet-based marketing, particularly in the low season. Another suggestion is that most Australian companies provided information regarding responsible or low impact practice (ecotourism). Since they are the members of the ecotourism association (implying the support or responsible tourism/practice), Thai companies should not ignore this important message to distinguish themselves from the traditional companies (mass market companies). Being a member of responsible tourism association, Thai tour operators should provide the messages or web information to promote their responsible tourism practices through their websites.

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The Role of Digital Media in English Language Learning: A Study of ESP Students in

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Abstract

The purposes of this study were to investigate the use of digital media to improve ESP students' English language proficiency and motivation for digital media usage for their language improvement. To do this, the survey method was used. Data were collected through questionnaires. 177 ESP students from two faculties were randomly selected using stratified simple random sampling. The data were analyzed using SPSS. The results showed that students spent the most time watching movies from online movie streaming sites and using Tinder/Skout/Beetalk, respectively while the most-used educational digital medium was ESL video clips on Facebook. The students' motivations to use the digital media were that they could learn more about vocabulary usage and had more courage to communicate in English through social media. Moreover, using Facebook, chatting on WeChat, and learning from ESL Video clips on Facebook were among the most effective ways reported. Thus, in the light of these findings, to meet today's student needs, it is recommended that digital and social media should be utilized to support English improvement.

Keywords: digital media, English for specific purposes, ESP students, Tourism and Hospitality, Aviation Business

1. Introduction

The English language is increasingly important. It is the primary language of many countries and is vital in the cooperation of business, banks, education institutes, etc. One of the problems for foreign language learners is the lack of an English language environment. Fortunately, today's technology can help to provide learning opportunities. With the emergence of digital platforms such as Facebook, online dating applications, or even online games, the environment can be semi-simulated. This kind of experience helps users to acquire language.

Since the environment plays an important role in language learning, it is crucial to investigate how learners living in a non-English language environment choose to create their own learning environments via digital media.

Moreover, most of the studies are not specifically focused on ESP students. Thus, this study aims to investigate the use of digital media to improve ESP foreign language learners' English language proficiency and their motivation.

1.1. Research Problem

English language proficiency in Thailand is not satisfactory in most fields. While there are many articles dedicated to the study of the usage of digital media to improve students' English, there are only a few (if any) studies that focus solely on ESP students, especially in the field of hospitality, tourism and aviation business.

This research attempts to find effective ways to improve ESP students' English skills other than traditional classroom instruction.

1.2. Objectives

1. To investigate the use of digital media to improve ESP students' English language proficiency.
2. To examine ESP students' motivation to use digital media to improve their English language skills.

1.3. Research Scope

This study will observe first to fourth year university students at Dhurakij Pundit University who are majoring in aviation business and hospitality and tourism and taking courses in English for specific purposes (ESP). These groups of students have been chosen because English language skills are crucial for their advancement in both education and their career choice. Since they are not majoring in English, but English proficiency is essential for their work, they make an ideal sample group for this research.

The study is limited to digital media, which include educational digital media and non-educational digital media. Educational digital media refer to digital media created specifically for educational purposes such as English learning blogs/websites, e-learning courses, English lessons on Youtube and ESL video clips posted on Facebook.

Non-educational digital media refer to digital media for non-educational purposes such as social media (e.g., Facebook and chatting applications such as Line, Wechat, Tinder, and WhatsApp), online

entertainment media (e.g., Netflix, Iflix, and other online streaming sites), and computer games, music videos, and articles written in English on blogs/websites (e.g., online newspaper).

This paper also investigates the effectiveness of digital media, which refers to students' English language improvement in regard to the time equally spent on each medium.

Moreover, the research studies the English improvement referring to the students' English language improvement they have perceived after using the digital media.

2. Literature Review

This section reviews the theories and literature related to this study's key areas of interest.

2.1. Motivation

In the field of ESL learning, many studies show that motivation is a crucial part of student success (Andres, 2003). Motivation is a desire to pursue a certain goal, and motivated learners tend to have a desire to learn and complete the course (Garner and Lambert, 1972). There are two distinct kinds of motivation: extrinsic and intrinsic. This paper focuses only on intrinsic motivation.

2.2. Intrinsic Motivation

Intrinsic motivation refers to doing something due to a person's internal rewards, such as learning a language because of personal satisfaction i.e. enjoyment, challenge, and interest.

According to Condry and Chambers (as cited in Lepper and D. Greene, 1978), intrinsically-motivated students tend to show much higher levels of involvement, engagement and creativity in class. They also use a wider range of problem-solving skills and tend to be more willing to participate. Therefore, intrinsic motivation should be favored in the classroom (Crookes and Schmidt, 1991). In addition, as Keller (1979) suggests, there are some ways to help increase learners' motivation such as stimulating interest in the topic, creating relevance to students' lives, and developing an expectancy of success.

Thus, using digital media should be another way to increase learners' motivation as students can freely choose topics related to their background knowledge, their lives or their interests.

2.3. Affective Filter Hypothesis

One of the most widely known hypotheses in the field of English language learning is the Affective Filter Hypothesis from Krashen's theory of second language acquisition. It also involves student confidence and motivation; thus, this theory will be reviewed in this study.

The Affective Filter Hypothesis explains that affective factors can have an impact on the process of language acquisition. It suggests that negative emotional factors can interfere with the process of processing input, thus limiting the acquisition of language (Krashen, 2003). Those factors include self-confidence, motivation and anxiety. According to Krashen, low motivation, low self-esteem and high anxiety levels could raise the student's affective filter, which affects the comprehension of input and, as a result, obstructs the language acquisition process. Thus, teachers should try to find ways to foster students' self-confidence and motivation by creating a relaxing and friendly classroom environment. Digital media usage is almost certainly going to help lower students' anxiety and increase their self-confidence. Students can choose the platforms with which they feel comfortable and they are, therefore, more willing to participate in tasks.

Moreover, most students nowadays use social media as the main tool to communicate, share information or support each other on a daily basis. Unlike face-to-face communication that requires spontaneous response, social media allow students to respond at their own pace. Thus, they can be less anxious and have more time to decipher the meaning or even to search for the right way to respond.

2.4. Comprehensible Input VS Comprehensible Output

This section focuses on the hypotheses that involve language input and output which are crucial to ESL learning as follows:

Comprehensible Input

In Krashen's Input Hypothesis, comprehensible input refers to the ideal input for learners to acquire a language. The input should be comprehensible to a learner, which means it should contain linguistic features one step beyond his/her current level of competence. According to Krashen (1981), it would require a lot of time for L2 learners to really acquire a language, especially speaking skills, which develop later than listening skills.

Thus for L2 students, the best method is to provide comprehensible input in a low anxiety environment and allow students to produce the language when they are ready.

Comprehensible Output

In contrast to the comprehensible input hypothesis, Swain (1985) believes that comprehensible input alone is not enough for language acquisition. He therefore proposed the comprehensible output

hypothesis, which states that second language acquisition is more likely to occur through language production: speaking and writing skills. L2 learners should be given the opportunity to produce language. Moreover, he found that language production can help students to switch from semantic mental to syntactic processes.

2.5. Discovery Learning Approach

John Dewey (1916), Lev Vygotsky(1926) and Jean Piaget (1952) developed theories that paved the way to this approach. It is an approach that focuses on student learning, discovering things or solutions to the problems by themselves instead of passively receiving information through teachers or related exercises only. It allows learners to use their intuition, creativity, imagination, past experiences, knowledge, or to search for information to find the answer or solve the problem. Therefore, by using this approach, teachers can develop learners' motivation.

In Pischetola's study (2011) "Digital media and learning evolution: A Research on Sustainable Local Empowerment," it was stated that digital technology usage is close to using the discovery approach in that through the Internet, the information is mostly retrieved in an active rather than passive procedure. Thus, learning comes from searching and exploring for answers or by actively finding a solution to a problem.

2.6. Communicative Competence

Communicative competence refers to a person's ability to use a language to communicate effectively. According to Canales and Swain (1980), there are four components of this ability which include grammatical competence, discourse competence, sociolinguistic competence, and strategic competence.

Grammatical competence involves knowledge of structure. To communicate successfully, L2 learners have to know about the structural properties of the language, such as vocabulary and syntactic rules, to convey their meaning successfully. Sociolinguistic competence; on the other hand, focuses on the ability to adjust one's way of communication to make it appropriate to each setting and situation. Speakers must consider the age, status, and sex of the partner. The formality of the setting, culture, customs, and norms are also important aspects to consider. Different cultures often require different speech reactions. Thus, it is essential to teach L2 learners both the culture and sociolinguistics of language (McKeeman & Oviedo,2013).

Discourse competence refers to the ability to understand and produce lengthy text such as an ability to use conjunctions to connect ideas (Celce-Murcia, Dörnyei & Thurrell, 1995) while strategic competence involves speaker strategies to communicate successfully, such as the ability to convey the meaning while lacking grammatical knowledge or knowledge of communication norms.

3. Research Methodology

To serve the objectives of this study, questionnaires and quantitative data analysis were employed to obtain reliable findings.

3.1 Target Population

This research aims to study non-English major students who study in a field in which English is crucial for their career advancement. Therefore, the samples in this research were ESP students majoring in hospitality, tourism, and aviation business. The participants are studying at the Tourism and Hospitality Faculty and the College of Aviation Development and Training at Dhurakij Pundit University.

The sample size for the study was calculated using Taro Yamane's (Yamane, 1973) formula with a 95% confidence level and error with 0.07 that revealed a sample size of 177. 177 students were then randomly selected from a population of 1354 students using stratified simple random sampling, as reported in Table 3.1. The samples were 17-22 years old. They had studied English since kindergarten and were at a similar English proficiency level (i.e., intermediate) as can be seen in Table 3.2.

Table 3.1: Numbers of Randomly Selected Samples

| Year | N | n |
|--------------|--------------|------------|
| 1 | 415 | 54 |
| 2 | 371 | 48 |
| 3 | 296 | 39 |
| 4 | 272 | 36 |
| Total | 1,354 | 177 |

Table 3.2: English Proficiency Levels

| Skills | n | Mean | Levels | Std. Deviation |
|--------------------------------|------------|-------------|---------------------|----------------|
| Listening | 177 | 3.11 | intermediate | 0.66 |
| Speaking | 177 | 2.90 | intermediate | 0.69 |
| Reading | 177 | 3.33 | intermediate | 0.80 |
| Writing | 177 | 2.93 | intermediate | 0.89 |
| Overall Language Skills | 177 | 3.07 | intermediate | 0.64 |

3.2 Tools

The study used a 5-point Likert Scales questionnaire. Questions involving student motivation was ranged from strongly agree to strongly disagree. For questions related to digital media usage, the range was from most to least. The basis of this questionnaire was developed from the literature review and adapted to the objectives of this study using the theories from 2.1-2.6.

3.2.1 Validity

Four experts in the field of quantitative research and English language teaching from Dhurakij Pundit University evaluated and rated the test questionnaires. Some minor changes were made as advised to make it clearer, more precise and more comprehensible to the participants.

3.2.2 Reliability

The researcher randomly chose 30 participants (2nd-3rd year students) who were students from both the Aviation Business and Hospitality and Tourism faculties to pilot the questionnaires. The results were used to compute the reliability of the questionnaire and reveal the value of Cronbach's alpha as reported in Table 3.3.

Table: 3.3 Reliability Analysis Using Cronbach's Alpha

| Topics | Items | Cronbach's Alpha |
|---|-------|------------------|
| Time Spent Learning via E-learning and ESL Videos for English Language Improvement. | 5 | 0.691 |
| Time Spent with Social Media and Other Media Except E learning-and ESL Videos for English Language Improvement. | 16 | 0.939 |
| Students Motivation in Improving English | 14 | 0.950 |
| Student Motivation to Select Digital Media for English Improvement. | 10 | 0.943 |

3.3 Procedure

The study was conducted in the first semester of academic year 2018 (August-September). The questionnaires were distributed to seven English classes. To ensure that the participants answered the questions with honesty, all participants were informed that the questionnaire was not an assignment, and their answers would not affect their grades. The results were statistically analyzed to reach conclusions and suggest recommendations.

4. Data Analysis

Table 4.1 presents the time spent using educational digital media. It involved time spent learning via e-learning and watching ESL videos with the aim to improve English language skills. Overall, students spent an average of 2.4 hours per week using E-learning and watching VDO clips in order to improve their language skills. The most popular medium students used was ESL VDO clips on Youtube (M = 2.55, SD = 1.25, see Table 4.1) while English learning blogs with English learning videos were the least popular media among students (M = 2.40, SD = 1.24).

Table 4.1 Time Spent on Educational Digital Media (E-Learning and ESL Videos) for Students' English Language Improvement.

| Digital Media for Educational Purposes | n | Mean | Meaning | Std. Deviation |
|---|------------|-------------|-----------------------|----------------|
| 2.1 English learning blogs/sites with ESL articles/ lessons | 154 | 2.40 | 2-4 hours/week | 1.24 |
| 2.2 English e-learning courses (one-time-fee model-pay per course) | 81 | 2.48 | 2-4 hours/week | 1.24 |
| 2.3 English e-learning courses (subscription model—pay per month/year with some or unlimited access to materials/courses) | 72 | 2.47 | 2-4 hours/week | 1.22 |
| 2.4 English Lessons on Youtube | 158 | 2.55 | 2-4 hours/week | 1.25 |
| 2.5 ESL Video Clips on Facebook | 143 | 2.41 | 2-4 hours/week | 1.19 |
| Average Time Spent on Educational Digital Media | 167 | 2.33 | 2-4 hours/week | 1.02 |

The next section focuses on the time spent using social and digital media for noneducational purposes but excluded e-learning and ESL videos, as reported in Table 4.2. Students spent an average of 2-4 hours on these media per week. The social media that students spent the most time on were Tinder/Skout/Beetalk, which are the chatting applications that allow users to chat with people near them or around the world ($M = 2.59$, $SD = 1.25$). The next largest number of responses involving social media was for reading a Facebook post in English ($M = 2.56$, $SD = 1.31$), yet students commented in English on Facebook the least ($M = 2.17$, $SD = 1.12$). Apart from social media, the most time students spent was watching movies from Netflix, Iflix or other online movie streaming sites ($M = 3.34$, $SD = 1.33$). It should be noted that an English version computer game was another popular medium students used to improve their language skills ($M = 2.84$, $SD = 1.37$).

Table 4.2: Time Spent on Noneducational Social/Digital Media for English Language Improvement.

| Social Media/Digital Media for Noneducational Purposes | n | Mean | Meaning | Std. Deviation |
|---|-----|------|----------------|----------------|
| C3.1.1 Read posts in English (including posts about English language learning) | 163 | 2.56 | 2-4 hours/week | 1.31 |
| C3.1.2 Post information and articles in English | 162 | 2.36 | 2-4 hours/week | 1.31 |
| C3.1.3 Chat in English | 143 | 2.20 | 2-4 hours/week | 1.21 |
| C3.1.4 Comment in English | 129 | 2.17 | 2-4 hours/week | 1.21 |
| C3.1 Use Facebook. | 174 | 2.26 | 2-4 hours/week | 1.13 |
| C3.2 Chat via Line with Thai or foreign friends | 118 | 2.29 | 2-4 hours/week | 1.21 |
| C3.3 Read ESL articles/messages on free Line group chat specifically for English language learners. | 99 | 2.41 | 2-4 hours/week | 1.15 |
| C3.4 Chat in English on Whatsapp with Thai or foreign friends. | 70 | 2.21 | 2-4 hours/week | 1.12 |
| C3.5 Chat in English on WeChat with Thai or foreign friends. | 62 | 2.37 | 2-4 hours/week | 1.20 |
| C3.6 Chat in English on Kakao with Thai or foreign friends. | 51 | 2.33 | 2-4 hours/week | 1.11 |
| C3.7 Chat in English on Tinder/Skout/Beetalk with | 66 | 2.59 | 2-4 hours/week | 1.25 |

| | | | | |
|---|------------|-------------|-----------------------|-------------|
| Thai or foreign friends. | | | | |
| C3.8 Play computer games (English version) | 129 | 2.84 | 4-6 hours/week | 1.37 |
| C3.9 Search for word descriptions from Wikipedia | 151 | 2.81 | 4-6 hours/week | 1.30 |
| C3.10 Watch music videos and other clips in English for non-educational purposes. | 170 | 3.25 | 4-6 hours/week | 1.33 |
| C3.11 Watch movies from Netflix, Iflix, and other online movie streaming sites. | 163 | 3.34 | 4-6 hours/week | 1.33 |
| C3.12 Read articles in English from websites | 153 | 2.43 | 2-4 hours/week | 1.26 |
| C3.13 Read articles in English from blogs | 124 | 2.42 | 2-4 hours/week | 1.24 |
| Average time spent on Social/Digital Media for Noneducational Purposes for English language improvement. | 176 | 2.48 | 2-4 hours/week | 0.88 |

The last part deals with the students' motivation to select media to improve their English. The largest response was for statement 3. Students felt that they learned more about vocabulary usage through chatting on social media (e.g., Line, WeChat, and Facebook) ($M= 3.71$, $SD= 1.11$). Statement 4 and 1 received the second and third most responses, respectively. Students chose to chat on social media to improve their language because they had more time to find a way to write a question or response correctly and grammatically ($M=3.69$, $SD=1.07$). Moreover, students had more courage to communicate in English via non face-to-face chatting on social media ($M=3.68$, $SD=1.05$). The statement that got the lowest response was that learning English through digital media can make students understand better and faster ($M 3.27$, $SD=1.10$).

Table 4.3: Students' Motivation to Select Digital Media for English Improvement.

| Motivation | n | Mean | Meaning | Std. Deviation |
|---|-----|------|--------------|----------------|
| 5.1 I have more courage to communicate in English via non face-to-face chatting on social media (e.g., Facebook/Line/WeChat). | 165 | 3.68 | high | 1.05 |
| 5.2 Chatting on social media gives me an opportunity to communicate with foreigners in English; thus, <i>expand idiomatic knowledge and</i> social knowledge about how and when to use utterances appropriately (e.g., Facebook/Line/WeChat). | 168 | 3.58 | high | 1.15 |
| 5.3 I have learned more about vocabulary usage through chatting on social media (e.g., Facebook/Line/WeChat). | 170 | 3.71 | high | 1.11 |
| 5.4 I have more time to find a way to write a question or response correctly and grammatically when I chat on social media (e.g., Facebook/Line/WeChat). | 167 | 3.69 | high | 1.07 |
| 5.5 I can freely choose who I want to talk to when chatting on social media (e.g., Facebook/Line/WeChat). | 165 | 3.65 | high | 1.11 |
| 5.6 Learning English through digital, e-learning and ESL videos motivates me to study more. | 163 | 3.42 | high | 1.16 |
| 5.7 I can freely choose teachers/ tutors if I learn English through digital media (e.g., e-learning and ESL videos). | 164 | 3.51 | high | 1.09 |
| 5.8 When learning English through digital media (e.g., e-learning and ESL videos), I can understand English better and faster. | 168 | 3.27 | intermediate | 1.10 |
| 5.9 I feel that learning English through digital media (e.g., e-learning and ESL videos) is easier to understand than learning in | 166 | 3.25 | intermediate | 1.15 |

| | | | | |
|---|------------|-------------|-------------|-------------|
| conventional classrooms. | | | | |
| 5.10 I can freely choose digital media to improve my English based on my goals and English language levels. | 170 | 3.48 | high | 1.18 |
| Average Motivation to select digital media for English improvement. | 174 | 3.48 | high | 0.90 |

According to Table 4.4, English improvement has been significantly affected by using digital media for educational purposes by $p < 0.001$. Watching/ learning through video clips on Facebook (Beta = 0.506) and on Youtube (Beta = 0.503) were the most and second most effective tools to improve students' English. The third was e-learning courses (pay per course) (Beta = 0.438).

Table 4.4: Simple Regression between Time Spent Using Digital media for Educational Purposes and Perceived English Language Improvement.

| Independent Variable | Beta | P-Value | Rank |
|---|-------------|----------------|-------------|
| 2.1 English learning blogs/sites with ESL articles/ lessons | 0.385** | 0.00 | 4 |
| 2.2 English e-learning courses (one-time-fee model —pay per course) | 0.438** | 0.000 | 3 |
| 2.3 English e-learning courses (subscription model—pay per month/year with some or unlimited access to materials/courses) | 0.338** | 0.005 | 5 |
| 2.4 English Video Lessons on Youtube | 0.503** | 0.000 | 2 |
| 2.5 ESLVideo Clips on Facebook | 0.506** | 0.000 | 1 |

* $p < 0.05$, ** $p < 0.01$

Table 4.5 shows that English improvement has been significantly affected by using digital media for noneducational purposes by $p < 0.01$. Using Facebook (including commenting, chatting and reading posts in English) (Beta = 0.707) was the most effective way to improve students' English. The second most effective way was chatting on Wechat with Thai or foreign friends (Beta = 0.704). Surprisingly, one of the least effective ways to help with English improvement was watching music videos and other English clips for non-educational purposes while playing computer games was ranked number 5 as an effective way to improve the language.

Table 4.5: Simple Regression between Using Social Media/Digital Media for Noneducational Purposes and Perceived English Language Improvement.

| Independent Variable | Beta | P-Value | Rank |
|--|-------------|----------------|-------------|
| 3.1 Use Facebook. | 0.707** | 0.000 | 1 |
| 3.2 Chat via Line with Thai or foreign friends. | 0.618** | 0.000 | 9 |
| 3.3 Read ESL articles/messages on free Line group chat specifically for English language learners. | 0.532 | 0.000 | 12 |
| 3.4 Chat in English on WhatsApp with Thai or | 0.683 | 0.000 | 4 |

| | | | |
|--|-------------|----------------|-------------|
| foreign friends. | | | |
| 3.5 Chat in English on Wechat with Thai or foreign friends. | 0.704 | 0.000 | 2 |
| 3.6 Chat in English on Kakao with Thai or foreign friends. | 0.506 | 0.000 | 13 |
| 3.7 Chat in English on Tinder/Skout/Beetalk with Thai or foreign friends. | 0.629 | 0.000 | 7 |
| 3.8 Play computer games (English version). | 0.681 | 0.000 | 5 |
| Independent Variable | Beta | P-Value | Rank |
| 3.9 Search for word descriptions from Wikipedia. | 0.691 | 0.000 | 3 |
| 3.10 Watch music videos and other clips in English for non-educational purposes. | 0.550 | 0.000 | 11 |
| 3.11 Watch movies from Netflix, Iflix or other online movie streaming sites. | 0.584 | 0.000 | 10 |
| 3.12 Read articles in English from websites. | 0.623 | 0.000 | 8 |
| 3.13 Read articles in English from blogs. | 0.669 | 0.000 | 6 |

*p< 0.05, ** p< 0.01

Overall, English improvement has been significantly affected by using both educational and noneducational media by $p<0.01$. Table 4.6 shows that using social media and other digital media for noneducational purposes (Beta = 0.630) affected the students' English improvement more than digital media for educational purposes (Beta = 0.549).

Table 4.6: Simple Regression between Educational Digital Media and Noneducational Social/ Digital Media Related to Perceived English Language Improvement.

| Independent Variable | Beta | P-Value | Rank |
|-------------------------------------|-------------|----------------|-------------|
| Educational Digital media | 0.549** | 0.301 | 2 |
| Noneducational Social/Digital media | 0.630** | 0.396 | 1 |

*p< 0.05, ** p< 0.001

5. Conclusion

The aims of this paper were to investigate the use of digital media to improve ESP students' English language proficiency and to examine the students' motivation for media usage.

The main findings are as follows:

1. Students used digital media for noneducational purposes as much as media created specifically for educational purposes.
2. The most used noneducational digital media were Netflix, Iflix and other online streaming sites while chatting applications (e.g., Tinder/Skout/Beetalk) and Facebook were among the most used social media.

3. The educational digital media students spent the most time on were video lessons on Facebook and Youtube, respectively.

4. Students chose to use chatting/dating applications because they felt that they learned more about vocabulary usage through chatting and had more time to find a way to write or respond correctly and grammatically; in other words, the use of applications can improve their communicative competence in terms of grammatical and sociolinguistic competence. They learned to use the language in a real world conversation.

5. Student had more courage to communicate in English via non face-to-face communication on social media. This is probably because students could avoid anxiety from face-to-face communication, which requires spontaneous responses. This, in turn, increased their motivation to use the language as supported by Krashen (2003).

6. The study shows that digital media for noneducational purposes were more effective than digital media specifically for educational purposes in terms of perceived English improvement. Facebook, chatting on WeChat, and learning from ESL Video clips on Facebook were among the most effective ways reported.

It can be concluded that the most used digital media were Netflix, online streaming sites, chatting applications and social media (e.g., Facebook). The students' motivations to use the digital media were that they could learn more about vocabulary usage and had more courage to communicate in English through social media. Moreover, using Facebook (including commenting, chatting and reading posts in English) was the most effective way to improve their English.

6. Recommendation

Digital media, especially online entertainment and social media (e.g., Netflix, and Facebook), should be considered as familiar and effective tools to support traditional instruction. Non face-to-face, nonspontaneous communication can be another way to help to reduce student anxiety and promote a friendly and relaxed learning environment that builds student motivation and self-confidence.

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Pride, Attitude, and Local Community Participation In Eco-Historical Tourism: Chiang Mai Province

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Abstract

This study aims to study and investigate the level of involvement of local communities, and their attitude toward eco-historical tourism project in Chiang Mai, and pride that they have in their residing communities. To achieve these objectives, interviews with local communities and using questionnaire as the study instrument have been conducted. Data were analyzed through the utilization of Statistical Package for the Social Science (SPSS) and Analysis of Variance (ANOVA). The research procedures were carried out through gathering information from 4 communities en route the project; Muen Sarn, Puak Tam, Nuntaram, and Khampang Ngarm. The findings indicate that there is only a minimal involvement, if not none at all, of local communities in the existing eco-historical tourism, but an excellent attitude toward the project, and exceptionally high pride in their communities.

Keywords: Local community participation, eco-historical tourism, Chiang Mai

INTRODUCTION

Chiang Mai, the old capital of Lanna Kingdom until 1558, is now a province in the northern part of Thailand. The City was founded in 1296 by King Mungrai of Lavajakraja Dynasty. This famous city of the north is known for its long standing history, arts, and culture. On May 3, 2011, the Thai government had declared Chiang Mai “The Most Splendid City of Culture”, and in early–December 2017, Chiang Mai was awarded the UNESCO title of “Creative City”.

Over the past decade, Chiang Mai had been facing the problem of serious pollution, together with the complication in tourism promotion planning of the city. The Green Beauty Scented Network, a non-profit organization working on environmental issue, had decided to do researches on old large trees in Chiang Mai, and found out that there were numerous trees aged over 100 years in and around the city. Together with Mr. Joan Boer, the Netherlands Ambassador to Thailand at that time (2011), and Maejo University, the GBS Network published a book called “Monumental Trees in Chiang Mai” (Royal Embassy of The Netherlands (Thailand), 2011) under the Thai-Dutch Green City cooperation. Additional researches had been done, and eco-historical route had been created in the hope to bring tourists or visitors to get to know the history of Chiang Mai via its historical eco-system.

According to theory, community involvement plays an important role in tourism development. A community drives the development of tourism. Community participation in the tourism sector is seen as capable in sustaining tourism development (Murphy & Medlin, 1985). This is also supported by the World Tourism Organization (WTO), World Travel and Tourism Council (WTTC) and the Earth Council (Zhangand & Kai, 1998). But this, according to Mowforth & Munt (2009), represents an over-simplistic conclusion. The principle behind local community participation may be easy to promote, but the practice is far more complex.

In this study, the researcher attempts to find out the attitude of people in local communities toward the eco-historical tourism which has been setup only a few years ago in 2015, whether they play any role in the project, and to see if pride is a key factor in clarifying the outcome.

LITERATURE

Background history of Chiang Mai

Situated somewhat 800 km. north of Bangkok, the history of Chiang Mai dated back to 1296 AD when King Mungrai founded the city of Chiang Mai (meaning "new city") as the capital of the Lanna kingdom. At the time, Lanna was an independent kingdom, ruled by Mungrai Dynasty for over 200 years. In 1858, Chiang Mai lost its battle with King Bayinnaung of Burma (Myanmar), and became a Burmese colony for almost 200 years. Kavila and Ja Ban, Lanna's leaders, decided to emancipate Chiang Mai from the Burmese control, so they planned out asked for help from King Taksin in 1774. They won the battle and could chase out the Burmese. Kavila became King of Lampang, and Ja Ban, King of Chiang Mai. And since then, Chiang Mai became Siam dependency for some reasons.

During the reign of King Rama I of Chakri Dynasty, King Kavila was appointed King of Chiang Mai in place of King Ja Ban who passed away at the end of King Taksin's reign. King Kavila tried to restore the city, and was successful in 1804, when he brought back the people to come back to live there. At the time, Chiang Mai and Siam were helping each other out for what each needed. It has been said that the relationship between the two went by smoothly.

Later on in 1884, during the reign of King Rama V, many problems were faced by Siam both from Britain who ruled over Burma at the time, and from some parts of Lanna Kingdom which were near Burmese border. King Rama V decided to abolish colonies and dependencies, and change the system of ruling. Chiang Mai was then incorporated into Siam as a county. Since then, there had been clashes between Chiang Mai and Siam many times, some resulted in serious riots. Relationship fluctuated until the reign of King Rama VII when there was a revolution in 1932, and Chiang Mai was incorporated fully into part of the Kingdom of Siam as a province. Northern Royal Families became subjects of Siam, or later on, Thailand, bearing only titles of "Chao" (prince/princess), with no special meaning whatsoever until present (Wichiankhieo, 1984). (*Summarized and translated from The History of Chiang Mai by Arunrat Wichiankhieo*)

Chiang Mai is now the second largest city of Thailand. Referred to as 'Rose of the North', the city is known for a tourist location where one can immerse in the history, nature, culture and arts of Lanna.

Community participation

Yeing and Zhou (2007) note that community participation in tourism can be examined from two perspectives; first, the decision making process, allowing residents to become empowered in tourism development, expressing their concerns and desires; and secondly the tourism benefits, for example, the increased employment opportunities. Cook (1982) and Murphy (1981) suggest that community involvement within the planning and development process is crucial for sustainable tourism development.

Pretty (1995) states that when a community is involved in destination development process from design to maintenance, the best results occurred and when they are only involved in information sharing and consultation, then the results are poorer. Effective tourism planning requires resident involvement to overcome the negative impacts and to channelize the benefits associated with tourism development (Arnstein, 1969)

Eco-historical tourism

The academic literature lacks a universally accepted definition and subsequent operationalization for eco-historical tourism. There was one study in Thai attempting to define eco-historical tourism by

Patantiya Singkram. The paper was *'Factors involved in Development of Eco-Historical Tourism in Historical Area: Pantai Norasing, Samutsongkram'*. Singkram (2014) states that eco-historical tourism is based on eco-tourism which is a form of tourism involving living things like plants, animals, or human being, including their cultures, with emphasis on studying nature and preserving environment.

In May, 2018, the researcher did a study on *'The Relationship of Lanna Beliefs and Eco- Historical Tourism in the Old City of Chiang Mai'*, incorporated the ideas on historical tourism with ecotourism, and came to a conclusion that eco-historical tourism is an amalgamation of eco-tourism, historical tourism, Buddhist philosophy, and deep ecology, with emphasis on study of history, culture, society, and monumental sites for visitors to cherish and learn about history of the place based on environmental consciousness and preservation of the environment. (Niwatmankha, 2018 – translated from Thai language)

RESEARCH FRAMEWORK

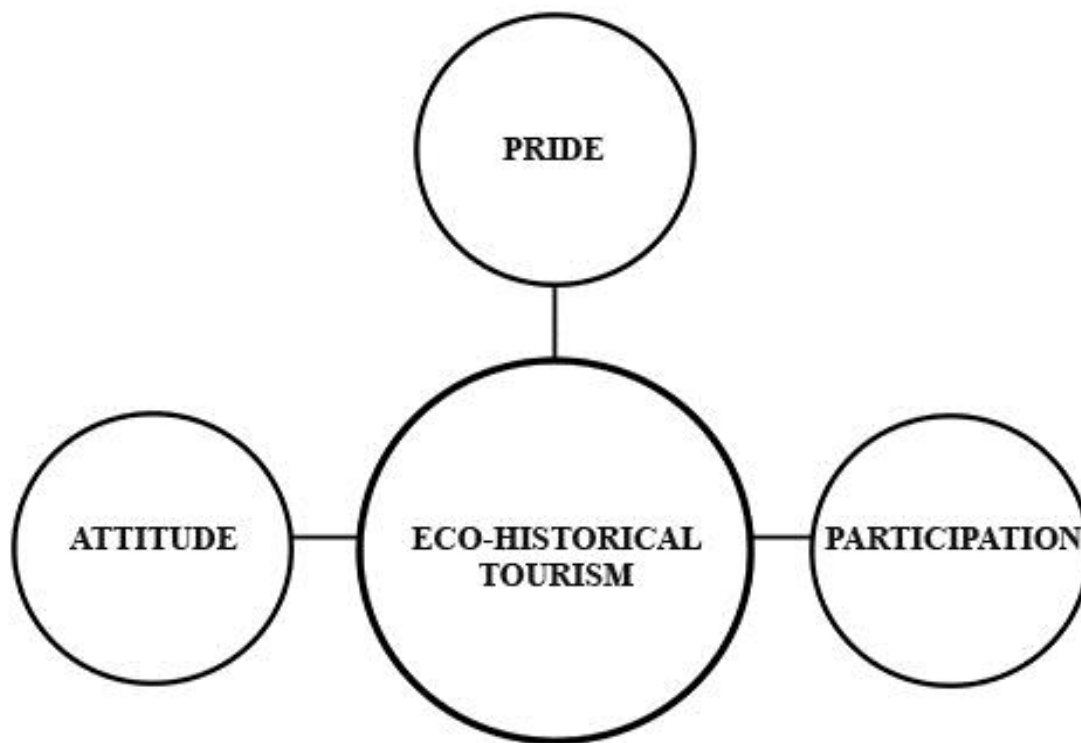


Fig. 1 – Research framework

Based on this research framework, this research aims to accomplish the following objectives:

1. To study the attitude of the local communities toward eco-historical tourism in the city of Chiang Mai.
2. To study the participation of the local communities in eco-historical tourism.
3. To study the level of pride local people have in their residing communities, and see if it has any relationship with the existing eco-historical tourism.

A. Location, Sampling, and Research Instrument

The research was carried out in 4 communities which are on the eco-historical route, namely Muen Sarn, Puak Tam, Nuntaram, and Khampang Ngarm communities. The sample size was 397 according

to Taro Yamane's table at 95% confidence, as the population size was roughly around 50,000, so 3 more was added in and make it 400 to avoid any miscalculation in the actual population size. Initial interview method had been used in the first survey, and questionnaires handed out to local people to complete during August 1-20, 2018.

The first part of the questionnaires was on the socio-demographic of the respondents/local community; which included gender, age, marital status, income, occupation, type of employment, length of stay in the community, and background levels of education. The second part was related to pride in the community with seven factors, namely its long history, beauty of architectures and arts, being famous, travel convenience, safety, attractions that differ from other communities, and happiness. The third part was on attitude of local communities toward eco-historical tourism. Eight factors were included; help preserve local culture, help promote good image for the city, help develop public utilities in communities, help increase income from tourism, help develop better environment, better standard of living, proud to have visitors coming into the communities, and glad to provide information about local culture to visitors. The last part was related to community participation with eleven factors, namely, giving advices concerning projects in the community, planning, giving advices in problem solving, providing budget/material/equipment, being stakeholder in supporting fund from organizations, following up and assessing, preserving the environment, giving opinions in planning, man-labor, stakeholder in tourist income, initiating projects and services.

B. Study Analysis

This study employed the Statistical Package for the Social Science (SPSS) software. SPSS was used to analyze the demographic profile of the local communities using descriptive statistical frequency test. The mean analysis was conducted to analyze the independent variables. The mean value was used to describe the average level of agreement by the respondents against the factors that stimulate their local community involvement. Using a five-point Likert scale, scale mean 1 is the least essential while scale mean 5 is the most essential for levels of pride and attitude , but in reverse order in level of participation.

The reliability test (Cronbach's Alpha - CA) was also performed with a group of 30 local people. The test was conducted in order to determine whether the factors that have been developed fulfill the requirement of the process in forming a factor construct. CA result was 0.903, which is considered to be an excellent value.

C. Hypotheses

H1: People in local communities in different age group have different level of pride in their residing community

H2: People in local communities with different length of stay in the community have different level of pride in their residing community

H3: People in local communities in different age group have different attitude toward eco-historical tourism in Chiang Mai

H4: People in local communities with different length of stay in the community have different attitude toward eco-historical tourism in Chiang Mai

H5: People in local communities in different age group have different level of participation in eco-historical tourism in Chiang Mai

H6: People in local communities with different length of stay in the community have different level of participation in eco-historical tourism in Chiang Mai

EMPIRICAL FINDINGS

A. Socio Demographic profile

Based on Table I, results from field study show that the total 400 respondents was comprised of 48.0% male and 52.0% female. The age of local communities involved was 18 years and above. Those aged 18-25 years were at 9.5%, 26-40 years at 11.0%, 41-55 years at 37.8%, and 56 years up at 41.8%..

The majority of the respondents were married at 63.8%, with 16.5% single, and 19.8% either divorced or a widow/widower. Most of them were graduated with bachelor degree at 44.3%, master degree and above at 14.5%, with 3.8% below secondary school, 9.5% completed secondary school, and 28.0 received some kind of diplomas.

More than half, 57.3%, of the respondents were craftsman which was obvious because 3 of the communities chosen were craftsman communities. Others were 23.8% employee, 6.5% manager, and 12.5% professional of some sort. Results also show that 31.8% of them were company employees, 28.3% worked with government or state enterprises, 6.5% were business owners, and 33.5% were house maker or unemployed. In terms of monthly income, the majority, 56.8%, received between 10,001-20,000 Baht, whereas 7.8% received less than 10,000 Baht per month, 21.8% received between 20,001-30,000, 7.3% between 30,001-40,000, 3.5% between 40,001-50,000, and receiving more than 50,000 per month was 3.0%.

The majority of the 400 respondents resided in the communities between 11-20 years, with 29.3% between 11-15 years, and 30.8% between 16-20 years. An equal 20% stayed in the community between 5-10 years, and also more than 20 years.

Table 1: Socio-Demographic Profile

| | | Number of respondents | Percentage of NR to total respondents |
|--------------------|-----------------------------|-----------------------|---------------------------------------|
| Sex | Male | 192 | 48.0 |
| | Female | 208 | 52.0 |
| Age group | 18-25 | 38 | 9.5 |
| | 26-40 | 44 | 11.0 |
| | 41-55 | 151 | 37.8 |
| | 56 and up | 167 | 41.8 |
| Marital status | Single | 66 | 16.5 |
| | Married | 255 | 63.8 |
| | Divorced/widow/widower | 79 | 19.8 |
| Education | Below secondary | 15 | 3.8 |
| | Secondary | 38 | 9.5 |
| | Diploma | 112 | 28.0 |
| | Bachelor degree | 177 | 44.3 |
| | Master and above | 58 | 14.5 |
| Occupation | Craftsman | 229 | 57.3 |
| | Employee | 95 | 23.8 |
| | Manager | 26 | 6.5 |
| | Professional | 50 | 12.5 |
| Type of employment | Company employee | 127 | 31.8 |
| | Government/state enterprise | 113 | 28.3 |
| | Business owner | 26 | 6.5 |
| | Home maker/ unemployed | 134 | 33.5 |
| Monthly income | Below 10,000 | 31 | 7.8 |
| | 10,001-20,000 | 227 | 56.8 |
| | 20,001-30,000 | 87 | 21.8 |
| | 30,001-40,000 | 29 | 7.3 |
| | 40,001-50,000 | 14 | 3.5 |
| | More than 50,000 | 12 | 3.0 |
| Length of stay | 15-10 yrs. | 80 | 20.0 |
| | 11-15 yrs. | 117 | 29.3 |
| | 16-20 yrs. | 123 | 30.8 |
| | More than 20 yrs. | 80 | 20.0 |

B. Mean analysis of pride in communities and attitude toward eco-historical tourism in Chiang Mai

These two parts of the questionnaire were close-end questions, with 5 rating scale; 1 meaning strongly disagree, 2-disagree, 3-neither agree nor disagree, 4-agree, and 5-strongly agree. Results were calculated using SPSS descriptive analysis for means and standard deviation. Range was calculated and came up with 0.8. The mean between 1.00-1.80 refers to strongly disagree, 1.81-2.60 refers to disagree, 2.61-3.40 - neither agree nor disagree, 3.41-4.20 - agree, and 4.21-5.00 - strongly agree.

Table 2: Community pride

| Pride in | \bar{x} | Standard deviation | Level of agreement |
|--|-----------------------------|---------------------------|---------------------------|
| Long history | 4.31 | 0.46 | Strongly agree |
| Beauty of architectures and arts | 4.31 | 0.46 | Strongly agree |
| Famous community | 4.31 | 0.46 | Strongly agree |
| Travel convenience | 4.15 | 0.52 | Agree |
| Safety | 4.39 | 0.49 | Strongly agree |
| Attractions that differ from other communities | 4.24 | 0.43 | Strongly agree |
| Happiness to live in the community | 4.31 | 0.46 | Strongly agree |
| Total | 4.29 | 0.28 | Strongly agree |

Results in table 2 show that the people in the communities strongly agree that they have pride in their communities in every factor.

Table 3: Attitude toward eco-historical tourism

| Attitude toward eco-historical tourism | \bar{x} | Standard deviation | Level of agreement |
|---|-----------------------------|---------------------------|----------------------------|
| Help preserve local culture | 4.24 | 0.43 | Strongly agree |
| Help promote good image for the city | 3.87 | 0.59 | Agree |
| Help develop public utilities in communities | 4.24 | 0.43 | Strongly agree |
| Help increase income from tourism | 4.24 | 0.43 | Strongly agree |
| Help develop better environment | 4.24 | 0.43 | Strongly agree |
| Better standard of living | 4.24 | 0.43 | Strongly agree |
| Proud to have visitors coming into communities | 2.81 | 0.62 | Neither agree nor disagree |
| Glad to provide information about local culture to visitors | 4.24 | 0.43 | Strongly agree |
| Total | 4.29 | 0.28 | Agree |

Results in table 3 show that the people in the communities agree in factors describing their attitude toward eco-historical tourism in Chiang Mai.

C. Mean analysis of community participation in eco-historical tourism

This part of the questionnaire was also close-end questions, with 5 rating scale. Nevertheless, 5, in this case, means never, 4-rarely, 3-sometimes, 2-often, and 1-always. Results were calculated using SPSS descriptive analysis for means and standard deviation. Range was calculated and came up with 0.8. The mean between 1.00-1.80 refers to strongly disagree, 1.81-2.60 refers to disagree, 2.61-3.40 - neither agree nor disagree, 3.41-4.20 - agree, and 4.21-5.00 - strongly agree.

Table 4 shows that people in the local communities rarely participate in the existing eco-historical tourism in Chiang Mai in all factors involved

Table 4: Community participation

| Community participation in | \bar{x} | Standard deviation | Level of participation |
|---|--------------|--------------------|------------------------|
| Giving advices concerning projects in the community | 4.24 | 0.43 | Never |
| Planning | 4.30 | 0.46 | Never |
| Giving advices in problem solving, | 4.24 | 0.43 | Never |
| Providing budget/material/equipment | 4.24 | 0.43 | Never |
| Being stakeholder in supporting fund from organizations | 3.77 | 0.68 | Rarely |
| Following up and assessing | 4.30 | 0.46 | Never |
| Preserving the environment | 3.64 | 0.48 | Rarely |
| Giving opinions in planning | 4.30 | 0.46 | Never |
| Man-labor | 4.24 | 0.43 | Never |
| Stakeholder in tourist income | 4.24 | 0.43 | Never |
| Initiating projects and services | 3.82 | 0.47 | Rarely |
| Total | 4.121 | 0.26 | Rarely |

Factor analysis (Varimax rotation) was used to reduce and group the factors. Results are as shown in table 5.

Table 5: Result of SPSS factor analysis

| Community participation in | Factor Loading | | |
|---|--------------------|--------------------|--------------|
| | Full Participation | Mild Participation | Initiator |
| Giving advices concerning projects in the community | .991 | | |
| Planning | .991 | | |
| Giving advices in problem solving, | .991 | | |
| Providing budget/material/equipment | .991 | | |
| Being stakeholder in supporting fund from organizations | .991 | | |
| Following up and assessing | | .992 | |
| Preserving the environment | | .992 | |
| Giving opinions in planning | | .992 | |
| Man-labor | | | .818 |
| Stakeholder in tourist income | | | .747 |
| Initiating projects and services | | | .174 |
| Eigenvalue | 5.019 | 3.038 | 1.282 |
| Total Variance Explained | 84.911% | | |

D. Inferential data analysis

H1: People in local communities in different age groups have different level of pride in their residing community

H₀: People in local communities in different age groups do not have different level of pride in their residing community

H₁: People in local communities in different age groups have different level of pride in their residing community

Table 6: Analyzing relations between age-groups and pride

| Pride | Age-group | | | | Sig. |
|-------------|-----------|--------|--------|--------|------|
| | 18-25 | 26-40 | 41-55 | 56+ | |
| Total pride | 4.3684 | 4.2890 | 4.2564 | 4.2908 | .169 |
| | N=38 | N=44 | N=151 | N=167 | |

By using one-way ANOVA test, result shows as in table 6 that Sig. value is 0.169, and is greater than 0.05. The null hypothesis is accepted, meaning that people in different age groups have no different level of pride in their residing community.

H2: People in local communities with different length of stay in the community have different level of pride in their residing community

H₀: People in local communities in with different length of stay in the community do not have different level of pride in their residing community

H₁: People in local communities with different length of stay in the community have different level of pride in their residing community

Table 7: Analyzing relations between length of stay in community and pride

| Pride | Length of stay in the community | | | | Sig. |
|-------------|---------------------------------|------------|------------|--------------------|------|
| | 5-10 yrs. | 11-15 yrs. | 16-20 yrs. | More than 20 years | |
| Total pride | 4.3411 | 4.3773 | 4.1475 | 4.3054 | .000 |
| | N=80 | N=117 | N=123 | N=80 | |

By using one-way ANOVA test, result shows as in table 7 that Sig. value is 0.000, and is less than 0.05. The null hypothesis is rejected, meaning that people with different length of stay in the community have different level of pride in their residing community

H3: People in local communities in different age groups have different attitude toward eco-historical tourism in Chiang Mai

H₀: People in local communities in different age groups do not have different attitude toward eco-historical tourism in Chiang Mai

H₁: People in local communities in different age groups have different attitude toward eco-historical tourism in Chiang Mai

Table 8: Result of one-way ANOVA in analyzing relations between age-groups and their attitude

| Attitude toward eco-historical tourism | Age-group | | | | Sig. |
|--|-----------|--------|--------|--------|------|
| | 18-25 | 26-40 | 41-55 | 56+ | |
| Total attitude | 3.8914 | 4.1307 | 4.0704 | 3.9618 | .000 |
| | N=38 | N=44 | N=151 | N=167 | |

By using one-way ANOVA test, result shows as in table 8 that Sig. value is 0.000, and is less than 0.05. The null hypothesis is rejected, meaning that people in local communities in different age groups have different attitude toward eco-historical tourism in Chiang Mai.

H4: People in local communities with different length of stay in the community have different attitude toward eco-historical tourism in Chiang Mai

H₀: People in local communities with different length of stay in the community have different attitude toward eco-historical tourism in Chiang Mai

H₁: People in local communities with different length of stay in the community have different attitude toward eco-historical tourism in Chiang Mai

Table 9: Analyzing relations between lengths of stay in the community and their attitude

| Attitude toward eco-historical tourism | Length of stay in the community | | | | Sig. |
|--|---------------------------------|------------|------------|--------------------|------|
| | 5-10 yrs. | 11-15 yrs. | 16-20 yrs. | More than 20 years | |
| Total attitude | 4.0406 | 4.1229 | 3.9014 | 4.0047 | .000 |
| | N=80 | N=117 | N=123 | N=80 | |

By using one-way ANOVA test, result shows as in table 9 that Sig. value is 0.000, and is less than 0.05. The null hypothesis is rejected, meaning that people in local communities with different lengths of stay in the community have different attitude toward eco-historical tourism in Chiang Mai.

H5: People in local communities in different age groups have different level of participation in eco-historical tourism in Chiang Mai

H₀: People in local communities in different age groups do not have different level of participation in eco-historical tourism in Chiang Mai

H₁: People in local communities in different age groups have different level of participation in eco-historical tourism in Chiang Mai

Table 10: Analyzing relations between age-groups and their level of participation in eco-historical tourism

| Type of participation | Age-group | | | | Sig. |
|-----------------------|-----------|--------|--------|--------|------|
| | 18-25 | 26-40 | 41-55 | 56+ | |
| Full participation | 4.1053 | 4.4318 | 4.3179 | 4.1497 | .000 |
| Mild participation | 4.4474 | 4.2273 | 4.2914 | 4.2994 | .169 |
| Initiator | 3.604 | 3.7879 | 3.7042 | 3.7884 | .004 |
| | N=38 | N=44 | N=151 | N=167 | |

By using one-way ANOVA test, result shows as in table 10 that Sig. values for full participation and initiator are 0.000 and 0.004 respectively, and are less than 0.05. The null hypothesis is rejected, meaning that people in local communities in different age groups have different level of participation in eco-historical tourism in giving advices concerning projects in the community, planning, giving advices in problem solving, providing budget/material/equipment, being stakeholder in supporting fund from organizations, man-labor, stakeholder in tourist income, and initiating projects and services.

However, the Sig. value for mild participation is 0.169, greater than 0.05. The null hypothesis is accepted, meaning that people in local communities in different age groups do not have different level of participation in eco-historical tourism in Chiang Mai in factors including following up and assessing the project, preserving the environment, and giving opinions in planning the project.

H6: People in local communities with different lengths of stay in the community have different level of participation in eco-historical tourism in Chiang Mai

H₀: People in local communities with different lengths of stay in the community do not have different level of participation in eco-historical tourism in Chiang Mai

H₁: People in local communities with different lengths of stay in the community have different level of participation in eco-historical tourism in Chiang Mai

Table 11: Analyzing relations between lengths of stay and their level of participation in eco-historical tourism

| Types of participation | Length of stay in the community | | | | Sig. |
|------------------------|---------------------------------|------------|------------|--------------------|------|
| | 5-10 yrs. | 11-15 yrs. | 16-20 yrs. | More than 20 years | |
| Full participation | 4.2500 | 4.3846 | 4.0894 | 4.2500 | .000 |
| Mild participation | 4.4125 | 4.2821 | 4.2439 | 4.3125 | .077 |
| Initiator | 3.6958 | 3.7578 | 3.7371 | 3.7750 | .304 |
| | N=80 | N=117 | N=123 | N=80 | |

By using one-way ANOVA test, result shows as in table 11 that Sig. value for full participation is 0.000, and is less than 0.05. The null hypothesis is rejected, meaning that people in local communities with different lengths of stay in the community have different level of participation in eco-historical tourism in giving advices concerning projects in the community, planning, giving advices in problem solving, providing budget/material/equipment.

However, the Sig. values for mild participation and initiator are 0.077 and 0.304 respectively, which are greater than 0.05. The null hypothesis is rejected, meaning that people in local communities with different lengths of stay in the community have different level of participation in eco-historical tourism in Chiang Mai in factors including following up and assessing the project, preserving the environment, giving opinions in planning the project, being stakeholder in supporting fund from organizations, man-labor, stakeholder in tourist income, and initiating projects and services.

DISCUSSION

From the findings, there seems to be the highest level of pride in the communities, and very good attitude toward eco-historical project in Chiang Mai. Nevertheless, there is only little participation from the people in the communities involved. Observing and chatting with those in the communities, they gave a very warm welcome to visitors. Each community produces northern handicrafts, but when asked about shops that sell them there, there is none.

“Is there any shop around here?” (The researcher)

“Are you hungry? Over there, walk a bit and you’ll see a yummy good food stall. Coffee is sold there too”. (Community habitant)

“No, I meant a shop where I can buy your handicrafts”.

“Ah, we make things to order. They order, we make for them. There are tons of shops in the city where you can buy our crafts. We don’t sell around here. We’re already rich. (Laughing)”

“And do you people participate in the eco-historical tourism at all?”

“What participation? Why? We are on the route. We are glad to have you guys come here. You come to see old trees, our history. You didn’t come to see us. Like you, you came for a walk after looking at the old trees at the temple there, no?” (Community survey, March 24, 2018)

The narrator on the eco-historical tourism tram seemed to have very intimate relationship with the monks in the temples and people in the communities en route; greeting and chitchatting among each other all the way. It is rather obvious that the project does not run for business. This project was setup and run by Green Beauty Scented Network, a network of civic organizations, local citizens and local and governmental organizations involving in environmental works in Chiang Mai.

“We are a non-profit network gearing toward linking people together and promote collaboration when working on environmental issue. The network mission is to connect, support and campaigning for all citizens, government organizations and local agencies to work together to preserve and improve the green spaces of Chiang Mai.” (Green Beauty Scented Network officer, March 24, 2018)

“You can’t use your theories around here. The books say something. But when they wrote the book, did they dig deep into the hearts and souls of the local people there? How much did they understand the local people in each and every existing community in this very world? Each part, each city, each country all has different ways of thinking and idealism. You can’t say they must be the same. There are so many factors and variables in reality, especially their way of thinking, the way they were brought up and educated. We are not the stereotype. We are different from you people. If you don’t experience that yourself, you will never understand. What you see now is just a tip of the iceberg. There is a whole mountain under the water. Do you care to dive down and see?” (University academic, March 24, 2018)

It is undeniable that clashes between people in the north and central part of Thailand still exist, though not as obvious as in the south or northeastern. It seems that 86 years is not enough to heal the wounds of the Lanna people. There are people who opine that the eco-historical tourism is a peaceful way of resisting against the central Thais, and the way to announce to the world how Lanna Kingdom had been, was, and is.

“It’s our history, our culture. Who came first, who was abused, and who tried to destroy it, see for yourself. The past is passed. We can live with it, and with you. But do you people want to live with us? The ways you think and talk are different. Do you see us as equal? We have our pride and our own dignity. Don’t bring us to the point of no return. Who knows what will happen then.” (Thippajak Dynasty descendant, March 22, 2018)

It is rather obvious, then, that the eco-historical tourism project in Chiang Mai stemmed from the pride and dignity, together with their beliefs and Buddhist philosophy, resulting in a successful preservation of historical, old trees, and some of the old eco-system of the old city that they are proud to show those to visitors (Niwatmankha, 2018). Local communities do not feel any need for participation in the project, but warmly welcome tourists and visitors as the norm for the famous northern hospitality.

RECOMMENDATION

The existing eco-historical project in Chiang Mai emphasizes more on knowledge sharing and educational purpose, and does not aim to make it a business at all, which is very good already. Local people in the communities en route do not seem to see any need in participating in the project, and is proud to show the northern hospitality to visitors and tourists. The project could be enlarged to cover Vieng Khum Kham, the old capital of Chiang Mai, or across the province to other cities in Lanna history, for example, the province of Payao along the Ing River and the deserted Sob Rong Kui Temple, where the King of Chiang Mai, the King of Payao, and the King of Sukhothai shed and drank their blood, announcing a vow for the three kingdoms. This will help expanding the Lanna historical route for tourists and visitors to immerse themselves in the past history of the old kingdom. And if the central management wants to participate, it is strongly advisable that they allow time to study and understand the people of the north, pride, dignity, and their way of thinking before to avoid misunderstanding and clashes in cultures as already happened all along.

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Traps of Communities Based Tourism in Thailand

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Abstract

Communities Based Tourism (CBT) has become a vital tool for developing countries as a consequence of its contribution sustaining tourism. This paper aims to demonstrate traps of CBTs in Thailand and recommend effective ways for new CBTs. Previous papers and real situation occurred of Thai's CBTs were synthesized to reveal the finding.

The paper found that CBTs in Thailand have currently confronted with 4 traps consisting of conflicts, damaged natural environment, garbage and destroying local way of life. New comers of CBTs should seriously take into account of creating well understanding of tourism among communities and other tourism stakeholder, having a key person, creating high participation from communities, creating high involvement from both government and private organizations and lastly, setting a tourism committee to gear sustainable community based tourism.

Keywords: Tourism Traps, CBT

1. INTRODUCTION

Community Based Tourism (CBT) has been concerned from both academic and practitioners. It is due to its benefits which can boost sustainable tourism and so on. As a theoretical concept, communities are as a center of management tourism as all tourism resources such as culture, local ways, history, nature, foods, etc. belong to communities. Many research academics confirmed that communities are a good answer of creating sustainable tourism and supplemental income for local people (Campbell, 2002; Zapata, Hall, Lindo & Vanderschaeghe, 2011). Additionally, CBT makes contribution to develop livelihood and good opportunity for local people. Tourism in the past focuses on investment of businesses concerning on making profits rather than conservative awareness, therefore, natural environments are damages from tourism. Tourism makes a great contrition to businesses, while local people inescapably suffer negative impacts from tourism in the long term.

CBT has become a concern of policy-makers in Thailand in every government. A million of budget are grated for developing CBT, every department and ministry have issued tourism development in their master plan. Consequently, there are now more than 10,000 CBTs in Thailand. In 2018, the government approved 34,500 Million Baht for developing community-based tourism allocated for 3 public organizations consisting of department of community development 10,000 Million Baht, ministry of tourism and sport ministry 4,500 Million Baht and National Housing and Urban Fund Office 20,000 Million Baht (Department of Community Development, 2018). Currently, department of community development, Ministry of Interior have promoted 3,200 CBTs around Thailand in a mega project named "Community Based Tourism OTOP Nawat ViDhi" with the budget 10 Million Bath. This project aims to promote CBTs and OTOP in order to increase supplemental income, develop communities and sustain tourism for Thai communities. Over 30 years of CBTs in Thailand, most CBTs have currently confronted with several problems and

challenges, while, there are less obvious successful CBTs, and some have permanently stopped operations.

This paper, therefore, aims to illuminate CBT's situation in Thailand after having a long run for over 30 years drawing to conclude that what's pitfalls for Thai CBTs and some recommendations for new starters of CBTs in Thailand, further.

2. TRAPS OF COMMUNITIES BASED TOURISM



Figure 1 Traps of Communities Based Tourism in Thailand

Conflicts

Many Thai CBTs have currently suffered with the conflicts among local people in communities. Many papers confirmed that tourism can increase conflicts among local people (Dodds, Ali, & Galaski, 2018; Promjino, Chaiboonsri, & Saosaovaphak, 2016; Okazaki, 2008). Okazaki (2008) found that tourism caused conflicts with non-indigenous stakeholder in Palawan, Philippines. There are several conceivable causes leading conflicts among communities. Firstly, conflicts occurred due to lacking of clear understanding about tourism and ambiguity of tourism benefit allocating (Promjino, Chaiboonsri, & Saosaovaphak, 2016). Some CBTs have struggling with conflicts because of misunderstanding about resource allocation especially revenue from tourism. Many phenomena can induce local conflicts such as allocating tourists into homestays, local interpreters, local transportations, etc., the issues may be inequitable for tourism stakeholder. Dodds, Ali, & Galaski (2018) explained that local people often have different opinions and try to take more benefits from tourism for themselves. Additionally, ambiguity of implementation and applying budgets from governments also stimulate conflicts in CBT. According to the facts that there are budgets for developing CBT from several organizations both public and private, thus, they can cause the misunderstanding among local in communities if lacking of information and transparency.

Additionally, conflicts may raise from different opinions among people in communities. Having different views in tourism's objective or the cohesiveness of communities can also create tensions

leading to conflicts (Dodds, Ali, & Galaski, 2018). Salazar (2012) claimed that power and resistance cause CBT's conflicts. Some regulations related to tourism and community have been issued in order to sustain tourism and create society's discipline and serenity, however, it causes conflicts in some disagree locals. For instant, some locals transgress alcohol prohibition agreement or some homestays directly receive tourists while the agreement is booking via the homestay group.

These issues influencing degree of conflicts which distort the success and failure of CBTs. Sustainable tourism accomplishment, therefore, relies heavily on conflicts. The high degree of conflicts may cause collapsing of CBTs. Clear communicating, formal and informal taking may cure conflicts.

Destroying Natural Environment

The important aim of CBT is preservation of natural environment, however if tourism planning is unwell planed and organized, the natural resources may be harmful. Capacity management or restricting tourist arrivals is a crucial factor in tourism while there is lacking of concern from tourism planners. Many CBT's natural environments were destroyed because beautiful attractions are mostly based on nature. Consequently, locals lost their valuable natural resources (Sebele, 2010). In fact, locals normally feel that they are owner, can control and use the natural resources. But tourism bring benefits for limited group of people, therefore, it might cause them perceiving losing land or natural resources for some groups of local people. Furthermore, the knowledge and experience of CBT are inadequate to manage the site properly. While, there are less irresponsible tourists in CBT, they have less concern about preservation during visiting natural sites such as using shampoo in waterfalls, trampling coral reefs, feeding wild animals, disturbing wild animals, as coral reefs, marine ecology, forest ecology, etc. Thus, many natural destinations are totally damaged such as coral reefs, marine ecology, forest ecology, etc.

Destroying Local Way of Life

Unique culture is a main attraction of community-based tourism to induce foreigner tourists and domestic visitors, therefore, it seems that tourism can reserve local culture. However, culture is delicate, is easy to be intervened. Many, papers found that culture and primitive way of life have been changed as consequence of tourism (Jinhirun & Kamnuansilapa, 2013; Promjino, Chaiboonsri, & Saosaovaphak, 2016). Local people perceived that local dress has been evanescend and replaced with western styles, especially on island destinations (Jinhirun & Kamnuansilapa, 2013). Additionally, the primitive livelihood has been changed from agriculture to tourism service. Tourism also cause high cost of living impact local people' way of life (Latkova & Vogt, 2012). Living depends heavily on money, while in the past local people can live with agriculture. Moreover, overcrowded tourists causing local people cannot live happily, traffic jam, air pollution and sound pollution. An example, a Kiriwong' local, Nakorn Sri Thammarat province said that "I cannot exist from my house because of overcrowded tourists, tourist's car parked in the front of my house, especially in the high season, long holiday". I used to feel and hear nature in the morning, but it is not now. Latkova & Vogt (2012) found that tourism is a main cause of traffic problem in the rural communities.

Capacity management and well-organized facilities has not been taken to account in managing CBT, therefore, many CBTs can lure a million of tourists to visit without any protection. Therefore, tourism causes communities to be overcrowded (Latkova & Vogt, 2012). Consequently, normal life of local people has been inescapably destroyed. While, the main aim of CBT is sustainable, but revenue becomes the main objective for managing CBT. Challenging in CBT management is that how to attract tourists visiting communities with the least negative impacts and less harmful to happiness and normal life of locals.

Garbage

Many CBTs have confronted with a million ton of garbage in the communities (Jinhirun & Kamnuansilapa, 2013; Promjino, Chaiboonsri, & Saosaovaphak, 2016). It can be concluded that CBTs cannot effectively manage garbage without receiving high participation of tourism stakeholders from tourists, locals, businesses and governments. If, there is no well garbage management in the community, tourism can intensify the problem. Increasing of bins is not a well-organized solution of garbage in tourism destination. For example, Phu Tubberk, Petchabun province has struggling with a mountain of garbage from tourism, 3 tons per day, creating a waste incineration plant may not be a good solution in the long term among no waste separation behavior and awareness of both local and tourists. The problem is severe if tourism destination is island. Samui, Phangan Island and Tao Island have seriously confronted with residue garbage 250,000, 7,300 and 42,000 tons in a year (MatichonOnline, 2018). Mae Kampong is a CBT popular destination in Chiang Mai, a good example, where tourist numbers double grow within 10 years resulting in local communities cannot cope with the tourists. Evidently, garbage from tourism cause serious problem for CBT in Mae Kampong community. Similarly, Latkova & Vogt (2012) found that tourism results in more garbage in the communities. The proper waste solution should be initiated by creating awareness and cooperation in waste separation to reduce the amount of waste in the community and bring about reduce, reuse and recycle to solve the garbage.

3. EFFECTIVE WAYS AVOIDING TRAPS FOR NEW CBTS

Well understand impacts of tourism leading to cope unexpected impacts from the tourism.

Firstly, local people should clearly understand tourism concept as well as impact both negative and positive. Many local people believe that tourism can only create their revenue but less concerning about negative impacts of tourism. Furthermore, income from tourism is only a supplemental income. Jinhirun & Kamnuansilapa (2013) found that tourism impact to increasing of living cost, changing of primitive agriculture to service jobs, increasing of prostitutes, water and sound pollutions and changing of local dressing styles to western. Salazar (2012) recommended that locals must develop tourism plan by themselves therefore they should clearly know fundamental knowledge about tourism, tourism development, marketing, creating tourism routes, interaction with tourists and guiding their culture. Therefore, local communities should learn knowledge relating to tourism management, especially how to manage tourism sustainably.

Local leaders are a key person of success in Thai CBTs

Many successful CBTs in Thailand is as a consequence of a good local leader. The most important factor seems to be local leaders who are devoted to tourism. Additionally, the leader should clearly understand tourism and tourism management leading to apply properly with the context of communities. Same opinions of communities and leaders are also a crucial factor for starting CBT. Mae Kampong has a leader called “Pho Lung” means father which impact to convincing local people in the same direction. Ban Nam Rad, a place of eco-tourism, has a village leader called “Komnun Sujin” He has devoted to start a new tourism destination and issues strict protection measurements and tourist’s regulation to protect forest of water genesis in the tourism area. He is a key person of sustainable tourism success in Ban Nam Rad, Surathani province.

High participations from local communities in tourism management

The key successful factor of sustainable CBT is having high participations from local communities (Salazar, 2012; Dodds, Ali & Galaski, 2018). Salazar (2012) explained that the essential factor for achieving goals of sustainable development is local involvement. While, Dodds, Ali & Galaski (2018) specified that local people should share their opinions in planning tourism management. Sharing and high participation in the first stage of CBT can also reduce misunderstanding, set the same direction as well as reduce conflicts. Especially, setting of revenue allocating from tourism should be transparency and fair for every local. Additionally, locals do not only join in management stage but should also participate in other stage such as implementation and evaluation. Plan and do together is very important for creating new CBTs. Sebele (2010) revealed that managing trust can increase high local participation. While, management different requirement and anticipation of local people is a challenge for successful CBTs (Latkova & Vogt, 2012). Some CBTs have less participation from local people, as a consequence of conflicts. Okazaki (2008) recommended that increasing the high participation and reducing conflicts can apply reinforcement of government services as well as social partnership building, while latent conflicts should apply redistribution of resources to excluded group.

Collaborations from both public and private organizations

CBT should collaborate to private businesses to link with market in order to reduce risks (Dodds, Ali & Galaski, 2018). Tour businesses can help communities from developing tourism routes, trips, tours programs, service providing and marketing, because their experience with requirements of tourists (Iorio & Corsale, 2014; Nielson & Spencely, 2010). Tourism route and tourism development therefore can match with tourist’s need and want. Furthermore, local way of life in communities are unique and selling point that can attract foreigner to experience, however, it may not happen without guides with English speaking and tours due to English community’s ability of locals.

Linkages with public organizations can benefits communities with various ways such as funding, knowledge, and also marketing (Dodds, Ali & Galaski, 2018). For example, provincial normally provides financial support to promote CBT for each district. While, research national organization also grants education institutes doing research projects relating to CBT which can aliment communities in both knowledge and empowerment in tourism management.

Additionally, some areas of CBT being in national parks, therefore the collaboration with the national parks can promote well relationship, tourism as well creating supplementary jobs. For instance, Ban Saun Kuay in Suratthani

Setting a committee to gear tourism and any regulations to reduce negative impacts

Most of CBTs in Thailand were not success because there is no responsible person to gear tourism. In Thailand, many public organizations involve in tourism, every ministry is related to and support tourism such as agriculture ministry, forest department, community development department, provincial officers, etc., therefore it is no main person take the responsibility. Consequently, creating a tourism committee is very important to sustain CBT (Dodds, Ali, & Galaski, 2018). The tourism committee should include all stakeholder both public and private, furthermore, the local government such as sheriffs should be the head of the committee. Authority and chain of command of the sheriffs can benefit in tourism management and the success of CBTs.

4. CONCLUSION

Avoiding CTBs 4 traps consisting of conflicts, damaged natural resources, garbage, damaged livelihood, new CBTs should firstly consider training and education local people and tourism stakeholder to get better and depth understanding about tourism, negative impacts as well as how to manage tourism sustainably. Local leaders should be devoted and consistent in tourism management. Additionally, tourism management should have high level of involvement from local people, not just some group of people in the communities. CBTs should enhance the collaboration from both government and private organization with related to tourism. Some organizations can benefit in marketing, financial support, knowledge, etc. Lastly, a tourism committee should be set to gear tourism management in district level.

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