PROCEEDINGS OF
THE 6th BENJAMITRA NETWORK

National & International Conference on Local Wisdom and Sustainable Development

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THE FAR EASTERN UNIVERSITY

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The 6th BENJAMITRA Network National & International Conference

on Local Wisdom and Sustainable Development

May 26, 2016

The Far Eastern University

Chiang Mai, Thailand

Conference Opening Remarks
by Dr. Kittiphat Suwannachin, President of The Far Eastern University, Chiang Mai, Thailand

The President of **the 6th** BENJAMITRA Network Conference, Distinguish guests, Ladies and gentlemen,

It is a pleasure to be here today and open the sixth BENJAMITRA Network National and International Conference on Local Wisdom and Sustainable Development. I am particularly happy to see that our conference has attracted such a large and diverse group of speakers and participants, combining intellectual brilliance with practical experience. All the relevant institutions and sectors having an interest in, and a contribution to make to our academic society are represented in this room.

I would like to express my appreciation to the conference co-organizer North Bangkok University, Thonburi University, Bangkok Suvarnabhumi University, Southeast Bangkok College, Rajapruk University Lampang Inter-Tech College and the organizing staff, who have been working behind the scenes.

This conference has evolved in a remarkable way since the early days. In its early years, this was primarily a meeting of scholars and researchers from five higher educational institutions, who get together in search of common ground. Now, however, this has become the meeting of not just those interested in Local Wisdom and Sustainable Development, but also academic advancement in our society.

It is widely regarded as the place to put forth and debate ideas about how to most effectively preserve our local wisdom and use it for sustainable development.

I want to share a little about local wisdom and sustainable development. Local wisdom, which means the body of community's knowledge, abilities, outstanding values and skills of people which is inherited from experiences preserved and transmitted through generations. The local wisdom has long been recognized from the past to present time, both at local and national levels as a common asset of the nation to help people improving their quality of lives. In Thailand, the Office of Nation Education Commission, Ministry of Education has appraised and honored the so-called "local wisdom teachers". They are regarded as an important teacher who is eligible to teach both formal and non-formal institutions. This can be regarded as a new positive paradigm shift in Thai society. This might lead to balanced and sustainable resolution of issues faced by individuals, communities and societies, and propels the societies forward in the appropriate direction for the benefit of all members. I am pleased to say that what we do here and what we believe in, is a high and honorable calling.

I am sure that this conference will be a memorable, highly educational, and fruitful event. I hope that this conference will help you better understand the concepts of local wisdom and sustainable development. I truly value your participation and support for this conference. Thank you.

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Opening Ceremony Report
by Miss Walaiporn Thechasorapat, Vice President for Academic Affairs of The Far Eastern University, Chiang Mai, Thailand

The President of **the 6th** BENJAMITRA Network Conference,

On behalf of the conference organizing committee. I would like to report briefly about the organization of the conference.

Based on the awareness of a university's research mission to develop new body of knowledge and learning innovation for society in both basic and applied research level, seven higher educational institutions including North Bangkok University, Thonburi University, Bangkok Suvarnabhumi University, Southeast Bangkok College, Rajapruk University, The Far Eastern University and Lampang Inter-Tech College have formed an academic cooperation network known as "Benjamitra Network" on February 5, 2011. The network members aim to join hands to develop teaching and learning, student, teacher and researcher capacities, research work and research publication. This form of academic cooperation will allow the exchange of knowledge and research experience in various contexts. In addition, Benjamitra network plans to link up with other academic networks in the future. And in this year 2016, we have 3 partner organizations from abroad, that is, Lipa Community College from Philippines VNU_Ho Chi Minh City University of Science from Vietnam and Phnompenh International University from Cambodia.

Realizing these important matters, Benjamitra Network organizes "The 6th Benjamitra National and International Conference on Local Wisdoms and Sustainable Development" on May 26, 2016, having The Far Eastern University as the host institution.

The Conference Objectives are:

1) To be a place for scholars from both public and private sectors, as well as for graduate students, to publicize their research articles, academic papers and theses;

2) To create an opportunity for scholars and researchers to exchange their knowledge and views and to seek cooperation among them;

3) To promote cooperation and collaboration among the members of Benjamitra Network in improving their research and academic work.

Approximately 400 attendees of researchers, academicians, graduate students and general public have participated in this conference. 280 research articles will be presented orally and 80 will be exhibited and presented in the poster session.

On this occasion, I would like to invite the President to give an Opening remark for The 6th BENJAMITRA Network National & International Conference.

Message from Dr. Kittiphat Suwannachin,

President of the Far Eastern University

On behalf of The Far Eastern University, I would like to express my sincere appreciation to the Benjamitra Network's members for giving us the opportunity to host The 6th BENJAMITRA Network National and International Conference. Hopefully, this academic event would elicit the importance of research and development, as well as the quality of teaching and learning among us. Although the event had successfully ended, I hope that we keep conducting research to further academic excellent in all disciplines.

Once again, I would like to thank the conference co-organizers; Thonburi University, Bangkok Suvarnabhumi University, Southeast Bangkok College, Rajapruk University, North Bangkok University, Lampang Inter-Tech College, Phnompenh International University (Cambodia), VNU_Hochiminh City University of Science (Vietnam) and Lipa City College (Philippines), for their great academic contribution.

Besides, it will be indispensable to say thank you to our international presenters from Laos, China, Japan, Malaysia and Philippines. Last but not least, I would like to thank all staff who worked really hard. I also thank all participants for joining us in this event.

Thank you.

Dr.Kittiphat Suwannachin
President
The Far Eastern University, Chiang Mai

The 6th BENJAMITRA Network National & International Conference on Local Wisdoms and Sustainable Development

May 26, 2016
The Far Eastern University
Chiangmai, Thailand

Rationale

Based on their awareness of a university's research mission to develop new body of knowledge and learning innovation for society in both basic and applied research level, seven higher educational institutions including North Bangkok University, Thonburi University, Bangkok Suvarnabhumi University, Southeast Bangkok College, Rajapruk University, The Far Eastern University and Lampang Inter-Tech College have formed an academic cooperation network known as "Benjamitra Network" on February 5, 2011. The network members aim to join hands to develop teaching and learning, student, teacher and researcher capacities, research work and research publication. This form of academic cooperation will allow the exchange of knowledge and research experience in various contexts. In addition, Benjamitra network plans to link up with other academic networks in the future.

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Conference Objectives

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2. To create an opportunity for scholars and researchers to exchange their knowledge and views and to seek cooperation among them;
3. To promote cooperation and collaboration among the members of Benjamitra Network in improving their research and academic work.

Target Audiences

1. Researchers and academicians
2. Graduate students
3. General public

Organizers

1. **Main Organizers**
   The Far Eastern University, Thailand
   North Bangkok University, Thailand
   Thonburi University, Thailand
   Rajapruk University, Thailand
   Bangkok Suvarnabhumi University, Thailand
   Southeast Bangkok College, Thailand
   Lampang Inter-Tech College, Thailand
2. **Partner organizations**
   Lipa Community College, Philippines
   VNU_Ho Chi Minh City University of Science, Vietnam
   Phnompenh International University, Cambodia

Peer Review

No.	Name	Affiliation
1	Professor Dr. Abhijeet Shelke	Dr. Babasaheb Ambedkar Marathwada University, India
2	Professor Dr. M. C. Parwar	Dr. Babasaheb Ambedkar Marathwada University, India
3	Professor Dr. Narawade Sunil Sheshrao	Dr. Babasaheb Ambedkar Marathwada University, India
4	Professor Dr. Prashant Shamrao Amrutkar	Dr. Babasaheb Ambedkar Marathwada University, India
5	Professor Dr. S. T. Sangle	Dr. Babasaheb Ambedkar Marathwada University, India
6	Professor Dr. Sanjay Bhagerao Salunke	Dr. Babasaheb Ambedkar Marathwada University, India
7	Professor Dr. W. K. Sarwade	Dr. Babasaheb Ambedkar Marathwada University, India
8	Professor Murlidhar Ananda Lokhande	Dr. Babasaheb Ambedkar Marathwada University, India
9	Associate Professor Dr. Songsri Soranastaporn	Mahidol University, Thailand
10	Assosiate Professor Dr. Vilas Khandare	Dr. Babasaheb Ambedkar Marathwada University, India
11	Associate Professor Napaporn Na Chiangmai	Lampang Inter-Tech College, Thailand
12	Assistant Professor Dr. Ratthanan Pongwiritthon	Rajamangala University of Technology Lanna, Thailand
13	Assistant Professor Dr. Han Lundberg	Linnaeus University, Växjö, Sweden
14	Assistant Professor Dr. Jareaun Phetcharat	Chiang Mai University, Thailand
15	Assistant Professor Dr. Marcela Ramirez Pasillas	University, Sweden
16	Assistant Professor Dr. Preeda Srinaruewan	Maejo University, Thailand
17	Assistant Professor Dr. Premporn Khemavuk	King Mongkut's Institute of Technology Ladkrabang, Thailand
18	Assistant Professor Dr. Pusanisa thechatakerng	Maejo University, Thailand
19	Assistant Kalaya Boonsirijarungradh	Chiang Mai University, Thailand
20	Dr. Ariyachat Treekrutphan	The Far Eastern University, Thailand
21	Dr. Ching Kit Kevin Lam	Dhurakij Pundit University, Thailand
22	Dr. Natthaphon Santhi	Chiang Rai Rajabhat University, Thailand
23	Dr. Nithat Boonpaisarnsatit	The Far Eastern University, Thailand
24	Dr. Sarun Nakthanom	BangkokSuvarnabhumi University, Thailand
25	Dr. Sonporn Sirikhan	Payap University, Thailand
26	Dr. Uthen Laonamtha	Mahasarakham University, Thailand
27	Dr. Zahaira F. González Romo	Universitat Internacional de Catalunya, Spain
28	Neramit Xumsai-na-ayudhya	The Far Eastern University, Thailand
29	Bussayamas Sudetmark	Independent Scholars

Oral Presentation Schedule
May 26th , 2016 1 p.m. – 5 p.m.

Session	Room	Moderators
Education Sci & Tech	Ruang Phung room: 3310 Wattanaratchanakarin 80 Building Floor 3	Somket Uthotyotha Associate Professor ,Ph.D. Chiang Mai Rajabhat University,Chiang Mai. Kittisak Osathanunkul,Ph.D. Maejo University.
Linguistic & Language Education	Kasalong room: 3320 Wattanaratchanakarin 80 Building Floor 3	Nithat Boonpaisarnsatit ,Ph.D. The Far Eastern University. Natthaphon Santhi ,Ph.D. Chiang Rai Rajabhat University,Chiang Rai.
Business Administration	2330 Building A2 Floor 3	Pusanisa Thechatakerng Assistant Professor of Marketing ,Ph.D Maejo University. Preeda Srinaruewan Assistant Professor of Marketing ,Ph.D Maejo University.

The 6th BENJAMITRA Network
National & International Conference on
Local Wisdom and Sustainable Development
26 May 2016
At The Far Eastern University, Chiang Mai, Thailand

Time	Program
08.00 AM – 08.30 AM	• Registration
08.30 AM – 10.00 AM	• Welcoming speech by the President of the Far Eastern University • Opening ceremony by the presidents and executives from all participating institutions • MOU signing ceremony with international institutions 1. Lipa Community college (LCC), the Philippines 2. The VNU_Ho Chi Minh City University of Science, Vietnam 3. Phnompenh International University, Cambodia • Souvenir giving ceremony for the conference contributors • Awards offering ceremony - The Best Paper Awards - The most articles submitting institution
10.00 AM – 11.30 AM	• Panel Discussion on “The role of higher educational institutes on local wisdom and sustainable development” At Auditorium, Wattanaratchanakarin 80 Building
11.30 AM – 12.00 AM	• Poster Presentation At Lobby 3 Wattanaratchanakarin 80 Building
12.00 AM – 01.00 PM	Lunch
01.00 PM – 04.30 PM	• Parallel sessions of oral presentations At Wattanaratchanakarin 80 Building, 4th and 5th floor And A1 Building, 5th floor

Contents

Agro-Cultural Tourism Routes Development Based On Local Wisdoms of People in Sao Hai District, Saraburi Province

Sojiluk Kamonsakdavikul

Research and Development Office, Southeast Bangkok College, Bangkok, 10260, Thailand

Abstract

The objectives of this action research were to 1) evaluate the potential of agricultural technology dissemination stations, private sector agricultural businesses and cultural sites in Sao Hai district, Saraburi province as agro-cultural tourism attractions, 2) enhance the potential of the local people in agro-cultural tourism management, and 3) build up agro-cultural tourism routes and operate experimental tourism by the local people. The data were collected by using evaluation forms, observation forms and questionnaires from 130 subjects who were farmers, agricultural entrepreneurs, cultural site's founders and presidents, community leaders, governmental officers, local people and tourists who were interested in agro-cultural tourism, the qualitative data was analyzed by using content analysis method and quantitative data was analyzed by using the program SPSS for Windows. The findings indicated that 1) the agricultural technology dissemination stations, private sector agricultural business and cultural sites in Sao Hai district had a high potential to be agro-cultural tourism attractions because of their beautiful natural scenery, the agriculturists concrete knowledge in implementation of the 'philosophy of sufficiency economy' to their agricultural areas and the uniqueness of Tai Yuan culture, 2) the potential of the local people in agro-cultural tourism management that derived from participation in training workshops, and 3) the ability to build up agro-cultural tourism routes according to the local wisdoms in the community that resulted from collaborative critical thinking and opinion sharing and operating experimental an agro-cultural tourism by the local people were important factors that made tourists satisfied the agro-cultural tourism route that based on local wisdoms of people in Sao Hai district in the high level.

Keywords: agro-cultural tourism route, local wisdom, tourism route development

Introduction

Agricultural products, the way of life, local wisdom and many cultural traditions are just some of the interesting aspects of the Thai agricultural community. These have helped to enable the Tourism Authority of Thailand (TAT) and the Department of Agricultural Extension to increasingly organize agro-tourism activities and it has been official policy since 1998, to promote agro-tourism in each of Thailand's 77 provinces. [1]

TAT [2] defined agro-tourism as tourism where tourists gain both enjoyment and are impressed by viewing, tasting and buying agricultural products as well as gaining knowledge, skills and experience by participating in agricultural activities, which they can then apply in their lives or careers. Agro-tourism is different from traditional tourism in that it focuses on enjoyment.

The philosophy of sufficiency economy is a balanced approach to development, devised by King Bhumibol of Thailand. "Sufficiency" means moderation, reasonableness, and the need of self-immunity mechanism for sufficient protection from impact arising from internal and external changes.[3] Farmers who uses this philosophy as guideline in living, will meet real happiness in leading their lives. As a result, agro-tourism that based on the philosophy of sufficiency economy is therefore tourism which promotes tourists to learn the implementation of the philosophy to their daily lives. Hence it is a tourism model that is different from traditional agro-tourism.

Sao Hai district is one of thirteen districts within the province of Saraburi, Thailand. The majority of the inhabitants is employed in agriculture and has extensive awareness of the His Majesty's the philosophy of sufficiency economy. It can be observed that there are a growing number of farmers moving towards successful implement of the philosophy and these can serve as good examples to learn from and to apply in other farming operations until their selection and promotion by the Department of Agriculture Extension as 'Agricultural Technology Dissemination Stations'. This is spreading to nearly every sub-districts within Sao Hai district. Also in 2008, the Ta-Chang agricultural technology dissemination station presented information on the subject of Community Enterprise Fertilizer Pellet Plant, Sufficiency Economy Village and Sufficiency Economy Learning Center were selected as displaying outstanding performance at regional level also. [4]

In addition, this district is combined with its status as a highly recognized outstanding rice producer named 'Kao Soa Hai', the beautiful natural scenery of the Pasak river and the remarkable culture of the Tai Yuan ethnic group, who are the majority of the local population and were the majority population of eight provinces in northern Thailand, principally in the area of the former Kingdom of Lanna. Although Tai Yuan people migrated from Lanna to Saraburi province since the reign of King Rama I that was 200 years ago, [5] their ethnic identity has been clearly revealed in various aspects of their lives i.e. occupations, language, rituals, beliefs, traditions, plays, music, arts, painting and local handicrafts, especially woven fabrics. Some of their local wisdoms are also represented in cultural sites such as the Local Woven Fabrics Learning Center, Tai Yuan Folk Museum and Folk Cultural Hall. These factors are important in attracting the interest of cultural tourists effectively.

From the researcher's feasibility study of agricultural and cultural resource attractions that mentioned above, the Sao Hai district's tourist statistics that indicated that the majority of tourists always passed Sao Hai district to spend overnight in another districts, and the needs of farmers who the owners of agricultural technology dissemination stations, agricultural entrepreneurs, cultural sites' founders and presidents, community leaders, officers from Sao Hai office of Agriculture and the local people, they made the decision to initiate a pilot agro-cultural tour by building up tourism routes that based on their local wisdoms; implementation of the 'philosophy of sufficiency economy' to their agricultural areas and the conservation of Tai Yuan cultural identity existed through out the modernization to enable Sao Hai district well known as agro-cultural attractions, attract tourist's interest and wish to spend overnight in the area, create jobs opportunity and increase additional income for the local residents.

Community based tourism (CBT) processes were applied to this research to promote local people participation and educate them how to evaluate the potential of tourism attractions, build up tourism routes and operate agro-cultural tour. Learning by doing and from their experience would enhance their potentials; knowledge, attitude and skills, in tourism management directly and enable the local people develop these tactics by themselves in the future.

Theoretical Background

Local Wisdom

Local wisdom is basic knowledge gained from living experiences in balance with nature. It is also related to culture in the community which is accumulated and passed on. The researcher used 'local wisdom' concept to specific qualifications of tourism resources, in this case referring to the agricultural sites that had implemented 'the philosophy of sufficiency economy' concept in their sites successfully and the cultural sites that had represented Tai Yuan's cultural identity clearly.

Tourism Route

The researcher used the tourism route concept as a guideline to build up agro - cultural tourism routes that based on local wisdoms of people in Sao Hai district. The concept of tourism routes refers to an "initiative to bring together a variety of activities and attractions under a unified theme and thus stimulate entrepreneurial opportunity through the development of ancillary products and services". [6]

Community Based Tourism

The researcher used the community based tourism approach as a process to run in collaboration with the local people by combining the following 10 steps:1. Selection of an attraction, 2. Completion of a feasibility study in co-operation with the community, 3. Establishing the vision and objectives with the community, 4. Developing a plan to prepare the community to manage tourism, 5. Setting the direction for organizational management, 6. Designing tour programs, 7. Training interpretive guides, 8. Developing a marketing plan, 9. Launching a pilot tour program and 10. Monitoring and evaluating the process.[7]

Tourism Management

The researcher used the tourism management as the main essence of local people's potential enhancement which has four main essences, being 1.Tourism resources management, 2.Service management, 3.Personnel management and, 4.Marketing management.[8]

Research Methodology

Population and Samples

Being the people who participated in carrying out this research, were selected by the purposive sampling method and consisted of three important groups.

1.Working group evaluating the potential of agricultural technology dissemination stations, private sector agricultural businesses and cultural sites in Sao Hai district, Saraburi province as agro-cultural tourism attractions, comprising of 66 people that were;

1.1 nine farmers who the owners of agricultural technology dissemination stations.

1.2 five agricultural entrepreneurs who the owners of private sector agricultural businesses.

1.3 twelve cultural sites' founders and presidents.

1.4 thirteen community leaders.

1.5 fourteen officers from Sao Hai office of Agriculture and Municipal offices.

1.6 thirteen local people who were interested in the research project.

2.Agro-cultural tourism committee comprised of 24 people including:

2.1 farmers who accepted to evaluate from the working group who stated that they had the maximum level of potential to be agro-tourism attractions and had interest in participating with the research, totaling 3 who were owners of stations with the titles of Sufficiency Economy, Integrated Farming and Community Enterprise Fertilizer Pellet Plant.

2.2 agricultural entrepreneur from the private sector agricultural businesses who accepted to evaluate from the working group who stated that he had the maximum level of potential to be agro-tourism attraction and had interest in participating with the research, totaling 1 who were producer of plant seedlings.

2.3 cultural sites' founders and presidents who accepted to evaluate from the working group who stated that they had the maximum level of potential to be cultural tourism attractions and had interest in participating with the research, totaling 4 who were president of the Local Woven Fabrics Learning Center, local scholar and curator of the Banyang Folk Museum, founder of the Tai Yuan Folk Cultural Hall and founder of Tai Yuan Morning Market.

2.4 five community leaders interested in participating in the project comprising of the sub-district headmen and village headmen.

2.5 Staff from the Sao Hai Office of Agriculture, Municipal office and school, totaling 4 people.

2.6 Local people who were interested in the project totaling 7 people.

3.Tourists from outside the Sao Hai area and were interested in agro-cultural tourism, comprised of 40 people for evaluating the operating experimental agro-cultural tourism management by the local people.

Research Methodology

The research used action research method by mixing both qualitative and quantitative approaches. The methodology was divided into three main steps as described:

Step 1 Evaluating the potential of agricultural technology dissemination stations, private sector agricultural businesses and cultural sites in Sao Hai district, Saraburi province as agro-cultural tourism attractions by organizing a working group meeting, in order to enable understanding of the background and objectives of the research project, tourism attraction evaluation form, the meaning of each evaluation measurement indexes. In addition, to together establish a working process and schedule, and select farmers who were agricultural technology dissemination station owners, agricultural entrepreneurs and cultural site's founders and presidents who were interested in participating in the research project.

Step 2 Enhancing the potential of the local people in agro-cultural tourism management by organizing an agro-cultural tourism committee meeting to plan

2 days workshop training schedule in order to enhance the committee's potential in agro-cultural tourism management. In addition, to together set the vision and objectives of the committee.

Step 3 Building up agro-cultural tourism routes and operate experimental an agro-cultural tourism management by the local people by organizing an agro-cultural tourism committee meeting in order to jointly build up tourism routes, programs, itineraries and activities and plan agro-cultural routes' public relations to attract tourists who were interested in agro-cultural tourism. In addition, to together operate experimental an agro-cultural tour and ask questions to ascertain tourist satisfaction and conclude the results of the experiment.

Research Tools

There were 1) an evaluation form to evaluate the potential of 16 agro-cultural tourism attractions; including 5 measurement indexes that were attraction, amenity, activity, accessibility and safety, 2) an observation form to observe the development of 24 agro-cultural tourism committee's knowledge, attitude and skills in tourism management after operating an experimental agro-cultural tour and 3) a tourist satisfaction questionnaire to evaluate 40 tourists satisfaction for operating agro-cultural tourism management by the local people.

Data Collections

The data were collected by using evaluation forms, observation forms and questionnaires.

Data Analysis

Analysis of quantitative data collected to evaluate the potential of the agro-cultural tourism attractions and questionnaire was achieved using the program SPSS for Windows and presented data using descriptive statistical modeling and provided percentages, averages and standard deviation. Analysis of qualitative data achieved through observation and suggestions from tourists, the researcher used the content analysis method presenting as facts.

Results and Discussion

The evaluation the potential of agricultural technology dissemination stations, private sector agricultural businesses and cultural sites in Sao Hai district, Saraburi province as agro-cultural tourism attractions

The results of the evaluation indicated that there were three stations and one private sector agricultural business which had maximum potential in being agro-tourism attractions entitled Sufficiency Economy ($\bar{X}$ = 4.20), Integrated Farming ($\bar{X}$ = 4.15), Community Enterprise Fertilizer Pellet Plant ($\bar{X}$ = 4.07) and Producer of Plant Seedlings ($\bar{X}$ = 4.10) respectively.

From the results, it is shown that the farmers who are the owners of stations and agricultural entrepreneur have concrete knowledge in implementation of the philosophy of sufficiency economy to their agricultural areas. Moreover, the environment surrounded these stations and business are large areas of fields, orchards, livestock farms and fisheries making up a total of 99% of the total land area available. These factors therefore have made agricultural technology dissemination stations and private sector agricultural business in Sao Hai district highly potential as agro-tourism attractions.

In addition, the results of the evaluation indicated that there were four cultural sites which had maximum potential in being cultural tourism attractions entitled Tai Yuan Folk Cultural Hall ($\bar{X}$ =4.25) Banyang Folk Museum ($\bar{X}$ =4.20), Tai Yuan Morning Market ($\bar{X}$ =4.12), and Local Woven Fabrics Learning Center ($\bar{X}$ = 4.08).

From the results, it is shown that the authenticity of Tai Yuan cultures; food, costume, way of agricultural life, local wisdom and ritual, is so remarkable and very interesting. This factor therefore has made cultural sites in Sao Hai district highly potential as cultural tourism attractions.

These results emphasized that the readiness of the resources for tourism was the most important factor in enabling growth in tourism in an area. If tourism resources are distinguished and interesting, with a beautiful natural environment, remarkable culture, there are links to many other tourism attractions including farmers transferring knowledge and experience to tourists directly so that they are able to apply to use in their daily lives. This is an important factor in attracting tourists to travel to and visit the attractions. [9],[10],[11]

The enhancing the potential of the local people in agro-cultural tourism management

The researcher and team organized a training workshop subjected 'Agro-Cultural Tourism

Management' in order to enhance the potential of the agro-cultural tourism committee in Sao Hai district. Held over two days, the first day being primarily theoretical, with lectures involved in community based tourism, elements of tourism, the roles and characteristics of good hosts, techniques in effective communication and tourism route, program, itinerary and activity design.

The second day was practical training workshops at the agricultural technology dissemination stations by having three farmers who were the owners of Sufficiency Economy, Integrated Farming and Community Enterprise Fertilizer Pellet Plant stations, one agricultural entrepreneur who was the Producer of Plant Seedlings, four cultural sites' founders and director who were the founder of the Tai-Yuan Folk Cultural Hall, local scholar and curator of the Banyang Folk Museum, founder of Tai Yuan Morning Market and president of the Local Woven Fabrics Learning Center together with the local people, community leaders and staff from government agencies.

After the training workshops, agro-cultural tourism committee could set the vision and objectives of the committee were as follows;

The vision of committee was the agro-cultural tourism management should be operated by the local people in order to sustain their cultures and environments to their descendants.

The objectives of committee were to 1) promote the local people and tourists' awareness in preserving environment, according to the philosophy of the sufficiency economy, 2) enhance the local people's pride of their culture and revitalize Tai Yuan culture 3) develop local people potential in tourism management, and 4) increase additional income for local residents.

It could been seen that providing opportunities to gain experience in workshop training is a learning process which enabled local people to adapt and achieve goals effectively. This is in accordance with principles for preparing the readiness of the community for tourism management of Potjana[6] which reported that organizations which work with local communities should jointly create aims in working together because local people participating in defining the vision or direction of work, can create the feeling of ownership and attachment together in developing a continued working relationship in the future and is in accordance with the results of research by Sayamol [12], Thritsawan Nonthaphut and Jawanit Kittitornkool [13] and Etsuko Okazaki [14] who found that readiness of people in communities will be achieved if training is provided so that a process of learning, thinking and problem analysis together will be self-sustaining tourism management.

The building up agro-cultural tourism routes and operate experimental an agro-cultural tourism management by the local people

The agro-cultural tourism committee could build tourism routes, programs, itineraries and activities, up to 3 programs being 1) Half-day agro-cultural program, 2) Full-day agro-cultural program and 3) Overnight agro-cultural program.

Half-day agro-cultural program

Arrived at Phayatod sub-district in the morning to visit the private sector agricultural business titled "Producer of Plant Seedlings", an agricultural entrepreneur specializing in planting flowers, ornamental plants, fruits and home-grown vegetables. Enjoyed sitting on farmer's truck to see plant seedlings demonstration, tried out planting various kinds of flowers and vegetables and shopped agricultural products. After that, visited the agricultural technology dissemination station titled "The Sufficient Economy" in Muagngam sub-district. Enjoyed farmer's demonstrations that were cost-reducing rice farming, chemical-free jasmine rice planting and producing natural shampoo made from blue pea and shopped for her products. Had lunch by local people cooking. Went back to Bangkok.

Full-day agro-cultural program

Arrived at Phayatod sub-district in the morning to visit the private sector agricultural business titled "Producer of Plant Seedlings". Enjoyed sitting on farmer's truck to see beautiful scenery, tried out planting various kinds of flowers and vegetables and shopped agricultural products. Went to Wat ThaChangnua to pay homage to the Buddha's footprint, visited the Local Woven Fabrics Learning Center and shopped for unique style of Tai Yuan fabrics. Had lunch by Pasak river with the local shows from Wat ThaChangnua school students. In the afternoon visited the agricultural technology dissemination station titled "The Sufficient Economy" in Muagngam sub-district. Enjoyed farmer's demonstrations that were cost-reducing rice farming, chemical-free jasmine rice planting and producing natural shampoo made from blue pea and shopped for her products. Visited Banyang Folk Museum that exhibited the agricultural way of life and local wisdom of Tai Yuan's agriculturists. Had traditional dinner of "Khan Tok" style at Tai Yuan Folk Cultural Hall. Appreciated the legend of Tai Yuan people's long journey to Pasak river and enjoyed Tai Yuan show. Went back to Bangkok.

Overnight agro-cultural program

The First Day

Arrived at Phayatod sub-district in the morning to visit the private sector agricultural business titled "Producer of Plant Seedlings". Enjoyed sitting on farmer's truck to see beautiful scenery, tried out planting various kinds of flowers and vegetables and shopped agricultural products. Went to Wat ThaChangnua to pay homage to the Buddha's footprint, visited the Local Woven Fabrics Learning Center and shopped for Tai Yuan fabrics. Had lunch by Pasak river with the local shows from Wat ThaChangnua school students.

Visited the agricultural technology dissemination stations titled "Integrated Farming" and "Community Enterprise Fertilizer Pellet Plant". Enjoyed farmer's demonstrations that were soil improvement, production of compost from organic substance, production of wood vinegar and the processes to establish community enterprise. Had traditional dinner of "Khan Tok" style at Tai Yuan Folk Cultural Hall. Appreciated the legend of Tai Yuan people's long journey to Pasak river and enjoyed Tai Yuan show and stayed overnight.

The Second Day

Woke up with fresh air of Pasak river and had breakfast. Shopped around the Tai Yuan morning market, near Wat ThaChangnua and bought local food. Visited Banyang Folk Museum that exhibited the agricultural way of life and local wisdom of Tai Yuan's agriculturists. Went to visit Wat ThaChangnua to pay homage to the Buddha's footprint. Visited the agricultural technology dissemination station titled "The Sufficient Economy" in Muagngam sub-district. Enjoyed farmer's demonstrations and shopped for her products. Had lunch by local people cooking. Went back to Bangkok.

However, when the agro-cultural tourism committee and the researcher had a meeting with the Sao Hai governor, we decided to choose overnight agro-cultural program to be an experimental agro-cultural touring route because the tourists would have the opportunity to ask agriculturists questions and appreciate with the agricultural way of life including cultural aspects of the Tai Yuan community. The tourism routes, programs, itineraries and activities, durations, dates and public relations which were appropriate for operation an agro-cultural tour by the local people, concluded as follows:

Specifying route, itineraries and activities should be emphasized integrating agro tourism attractions and cultural tourism attractions together. The duration of the tourist trip would be 2 days and 1 night. The appropriate time for tourist travel was February because farmers would have completed rice planting and the rice appeared beautiful with blooming flowers providing beautiful natural scenery. In terms of public relations, in order to allocate 40 tourists who had interest in agro-cultural tourism from outside the community should be announced through the website of the Sao Hai Office of Agriculture.

Table1 Overnight agro-cultural route, itineraries and activities in Sao Hai district, Saraburi province

Time	(Day 1) Itineraries
06.00	Departed from Bangkok. Breakfast was served to all 40 tourists on the bus.
08.30	Arrived at "Wat Soong". Paid homage to the sacred "Chao Mae Takien" which was the origin of the district's name "Sao Hai".
09.30	Visited the agricultural technology dissemination station titled "The Sufficient Economy". The lecturers demonstrated cost-reducing rice farming, chemical-free jasmine rice planting and producing natural shampoo made from blue pea were given.
11.30	Paid homage to the golden Buddha image of Ayutthaya Period at Wat Phayao.

12.00	Arrived at Wat ThaChangnua. Paid homage to the Buddha's footprint, visited the Local Woven Fabrics Learning Center, and lunched by Pasak river. Enjoyed the local show from Wat ThaChangnua school students.
14.00	Visited the agricultural technology dissemination station titled "Integrated Farming", the lecturers demonstrated soil improvement, production of compost from organic substance and production of wood vinegar were given.
16.00	Visited and studied to the lecture on the establishment of community enterprises at the agricultural technology dissemination station titled "Community Enterprise Fertilizer Pellet Plant".
18.00	Arrived at Tai Yuan Folk Cultural Hall. Appreciated the legend of Tai-Yuan people's long journey to Pasak river, traditional dinner of "Khan Tok" style, enjoyed Tai Yuan show and stayed overnight.
Time	(Day 2) Itineraries
07.00 08.30 09.30 12.30 17.30	Woke up with fresh air of Pasak river and had breakfast. Shopped around the Tai-Yuan morning market, near Wat ThaChangnuaand bought local food. Visited the private sector agricultural business titled "Producer of Plant Seedlings", a agricultural entrepreneur specializing in planting flowers, ornamental plants, fruits and home-grown vegetables. Lunched at Banyang Folk Museum, where a good number of agricultural heritage had been kept, listened to the lecture from the local scholar and curator of museum. Safely arrived in Bangkok.

Results from the tourist satisfaction survey regarding the overnight agro-cultural program, route, itineraries and activities indicated that they were satisfied at the highest level, showing an average of 4.30.

Tourists were satisfied with the agricultural technology dissemination station "The Sufficiency Economy" at the highest level, showing an average of 4.04. The stations presenting Integrated Farming and Community Enterprise Fertilizer Pellet Plant provided high satisfaction levels at 3.67 and 3.60 respectively. In addition, tourists showed satisfaction with private sector agricultural business; producer of plant seedlings, at the highest level, with an average of 4.02.

In terms of cultural tourist attractions, tourists showed satisfaction with the Banyang Folk Museum, the Tai Yuan Folk Cultural Hall and the Tai Yuan Morning Market at the highest level, with an average of 4.34, 4.28 and 4.18, the Local Woven Fabrics Learning Center demonstrated a high level of satisfaction at 3.84.

The feedback from the tourists who said the reason for re-visit the agro-cultural tourism attractions at Sao Hai a second time were the impression with the beautiful natural setting, the warm welcome and the friendly community, along with the ability to learn about agriculture and the philosophy of sufficiency economy, which could help in providing direct health benefits for themselves and also gaining experience of the authenticity Tai Yuan culture. The tourists also provided suggestions to the local people to develop overnight agro-cultural program as follows;

1. Toilet facilities, accommodation, food and drink outlets should be prepared sufficiently to cater for the increased number of visitors.
2. The distance between tourist attractions should not be too close together as getting on and off of transport could be a challenge for elderly tourists.
3. Sign for tourist routes and attractions should be more obvious and easier to read.
4. Touristic activities should allow opportunities for tourists to participate in field work, making fertilizer and various other products, in collaboration with farmers and technology

dissemination stations to provide experiences that they could apply in their daily lives.
5. Styles of souvenirs should be many, modern and should have outstanding symbols to attract the interest of tourists.

From observation of the agro-cultural tourism committee, it was evident that from the joint planning meeting and the operation of community based agro-cultural tourism, enabled the agro-cultural tourism committee to develop its knowledge, attitude and skills in agro-cultural tourism management in different ways, as follows:
1. Tourism resources management: they gained appreciation of the value of importance of agricultural and cultural tourism resources which led to a feeling of pride and enforced the need to preserve the arts, culture and traditions for the future, thus leading to integration of the tour routes and itineraries for agro-cultural tourism in Sao Hai, on this occasion.
2. Service management: encouraged enthusiasm in improving the readiness to welcome tourists and commitment to providing maximum service quality, as a result of having participation and support from government agencies, private and community organizations and religious organizations in the area, at a good level.
3. Staff management: provided more knowledge and skills in agro-cultural tourism management, increased a feeling of harmony within the group and solidarity that caused from the process of learning, problem solving, finding answers, planning the practical operation and evaluating the results together.
4. Marketing management: enabled skills development in designing tour routes, programs, itineraries and activities according to the requirements of tourists up to 3 programs.

These results indicated that agro-cultural tourism routes development based on local wisdoms by promoting local people's participation and testing the readiness of all tourism components that were attractions, route and local people's potential in management by operating a tourism in the area, were methods to allow local people were able to develop both existing social, cultural and environmental capitals in their community for their own self-sustaining way that correspond with the findings of Jenny Briedenhann [15], and Hyounggon Kim and Chia-Kuen Cheng [16].

Conclusion

As the results discussed in this paper, agro-cultural routes development based on local wisdoms of people in Sao Hai Distict, Saraburi province leaded to sustainable development obviously. Tourism route development could *create social cohesion* by promoting local people's participation and coordination between local, regional and national authorities, *strengthen economic linkages* by creating new and innovative destinations therefore increasing new market segments particularly special interest segments, tourists' satisfaction, length of stay, spending, fostering public-private partnerships, stimulating local entrepreneurship, and spreading income all year round and over the parties thus supporting the community distribution of wealth, *develop Tai Yuan cultural understanding* between people at the local, regional, national or/and international levels, and *protect and promote community's natural and cultural heritage* not only tangible but also intangible heritages. In this regard, tourism route development could play an important role in promoting community development for its self-reliance.

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A study about satisfaction of teachers with academic affairs administration in schools of Hauy Khwang district underBangkok Metropolitan Administration.

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Abstract

This research aims were to study the satisfaction of teachers with academic administration in schools of Hauy Khwang District under Bangkok Metropolitan Administration and to compare the satisfaction of teachers by sex and work experience. The sample of the study were 108 samples of three schools, are Pracharatbamphen, Praramkaokanjanapisek and Wat Mai Chong Lom. The tools used were questionnaire 30 items with 0.90 confidence data. Frequency, percentage, mean, standard deviation, t-test and F-test were applied in the data analysis. The results showed that

1. The satisfaction of teachers with academic affairs administration found that overall satisfaction with the high level of academic affairs administration. Considering satisfaction, operational aspects and found satisfaction in academic affairs administration at a high level all four sides by the average score of descending the field of quality assurance education. Measurement and evaluation, curriculum development and learning management. And the development of media and resources, respectively.

2. The comparison between the level of satisfaction of teachers with academic affairs administration by sex, overall, found that male teachers. And female teachers are satisfied in academic affairs administration is no different. Considering it was found that no difference in all aspects.

3. The comparison between the level of satisfaction of teachers for academic affairs administration. BY experience overall, found that teachers with experience in different match. The level of satisfaction with the academic affairs administration is no different. Considering each aspect of curriculum development and learning management. The difference is statistically significant at the 0.05 level by teachers who have experience working 10-20 years of satisfaction to Academic Affairs Administration more experienced teachers work less than 10 years with other comparison. The satisfaction of Academic Affairs Administration. not different.

Keyword

Satisfaction, Academic affairs Administration, Bangkok Metropolitan Administration

Preface

The study was instrumental in the development of human resources quality. This study serves to convey the social legacy. To develop knowledge, skills, attitudes, values, consistent with human society. Now and in the future Education quality is essential to prepare people to live together happily. To encourage potential Have the ability to think critically about solutions. With initiative Is seeking self-knowledge is a lifelong moral life in society happily (Huan Pimpun, 2548, page 8).

National Education Act 2542 and Amendment (No. 2)Act 2545 Chapter 1 General Purpose and Principles Section 6 "Management education must be to develop Thails as well as a perfect man. physical, mental, moral and ethical knowledge and culture to life. Can co-exist happily with others "in the Education Reform Act 2542, the National Education is the most important person in the school's ministrators. Education reform will succeed or fail. Are teachers and education personnel. Especially school administrators need to understand the new paradigm in education. Understand the direction and guidance that will lead to a change in the practice of education (Huan Pimpun, 2548, page 9).

Management education as education is a fundamental entity. The scope and mission management education and is the fourth ,academic administration, Budget anagement, Personnel management and General administrative (Ministry of Education, 2546, page 32), so education has a key role in the management and provision of basic education to cover all four tasks to achieve the goal of education effectively. The school administration in modern times is essential that managers and stakeholders must have a vision to develop their schools and make strategic planning to cover the administration of four works with academic work is a major part of the other. and encourage academic achievement goal better.

Academic Administration is the main task of education is widely covered. Has been involved in all aspects of education. Both direct and indirect, of understanding to establish a common aim of personnel in schools. The first priority of academic administration. Also, be aware of the importance and essence of the Constitution of the Kingdom of Thailand BE 2550 National Education Act of 2542, as amended (No. 2) BE 2545 national education standards. National Social and Economic Development Plan No. 10 (2550-2554 BC) and the Revised National Education Plan (2552-2559 BC), which includes the Academic Administration planning administration. Strategies Implementing the plan into action, academic administration, supervision, monitoring and assessment of academic work. School administrators as academic leaders therefore play a key role in the development of academic leadership. The role of technology and innovation for academic administration. And the evolving role of academic institutions (Tusanee Wongyeun.2555, pages 1-2).

Bangkok is a special form of local government. According to the authority responsible for education set out in the Bangkok Metropolitan Administration Act 2528, Section 89 (21) by a multi-level education for young people in the Bangkok area, including 50 with the Department of Education responsible management education. childhood Primary And secondary schools in Bangkok have a mission to serve 437 school children to enlist. The mission of the above Department of Education Bangkok has set education policy for schools. Initially policymakers learned a Smile (Smile School) focused on learning to be happy is a good technical people. The current policy and school quality (Smart school) as a framework for the operation of the school.(Educational Department, Bangkok, 2549, pages 1-2).

The report assessed the achievement of students in the Office Area. Bangkok The achievement of students is lower than the national standard.Demonstrating the quality of students and academic achievement is low. The teacher may have felt unhappy in their work. And not willing to work to achieve the objectives of the school. Or can be caused by school administrators not to focus and concentrate on academic administration as it should. If school administrators have the knowledge and ability in academic administration. Responding to the needs of teachers will result teachers are satisfied in their work. And willing to work for the achievement of the objectives of the school.

From the above issue The researcher is interested in the satisfaction of teachers per school in the school of Academic Administration in Hauy Khwang District under Bangkok Metropolitan Administration. That the administration has a comprehensive range of academic workload at the Department of Education Bangkok delegated much.To bring the study to provide information to school administrators and all parties involved in the development, management. Teaching effective This will result in the further development of academic quality.

Research Objectives

1. To study the satisfaction of teachers with academic affairs administration in schools of Hauy Khwang district under Bangkok Metropolitan Administration

2. And to compare the satisfaction of teachers with academic affairs administration by sex and work experience.

Scope of Research

1. Population and sample

1.1 The population in this research is teachers in schools of Hauy Khwang district under Bangkok Metropolitan Administration, three schools in the 2557 academic year, 144 people.

1.2 The sample used in this research. Teachers in schools of Hauy Khwang district under Bangkok Metropolitan Administration, three schools in the 2557 academic year, 108 people.

2. The variables used in the research.

2.1 Independent variables such as sex and work experience.

2.2 The dependent variable is the satisfaction of the teachers at the school in schools of Hauy Khwang district under Bangkok Metropolitan ADministration .The level of satisfaction is the top four. Developingcurriculum and learning management, measurement and evaluation, development of media and resources and quality assurance within education.

Tools used in research

Tools used in research The questionnaire is divided into three sections.

The first survey respondents include basic information on gender and work experience.Features a questionnaire checklist.

The two teachers were satisfied with the academic affairs administration in schools of Hauy Khwang district under Bangkok Metropolitan Administration. A rating scale with five levels of satisfaction the very least, moderate and minimal. The criteria give the most satisfaction to the smallest one is 5,4,3,2 and 1, 30 items.

The other three recommendations. Of respondents

Data analysis

Researchers have collected data from questionnaires were analyzed. The program sequence steps.

1. Basic information about the respondents. Data were analyzed by frequency and percentage

2. Information on the level of satisfaction of the teachers with the academic affairs administration in schools of Hauy Khwang district under Bangkok Metropolitan Administration . Data were analyzed using the average ($\overline{X}$) and the standard deviation (SD).

3. Compare the level of satisfaction of teachers with academic affairs administration in schools of Hauy Khwang district under Bangkok Metropolitan Administration by gender by t test (t - test).

4. Compare the level of satisfaction of teachers with academic affairs administration in schools of Hauy Khwang district under Bangkok Metropolitan Administration by experience using analysis of variance for one-way (One - Way Analysis of Variance).

Conclusions

The analysis of data can be summarized as follows:

1. The status of the respondents The sample of 108 people found that respondents were mostly female teachers. The work experience of 21 years to the most, followed by the 10-20 years of work experience and work experience less than 10 years, respectively.

2. The satisfaction of teachers with academic affairs administration in schools of Hauy Khwang district under Bangkok Metropolitan Administration overall, found that teachers satisfy a preference for academic affairs administration. Overall revenue at a high level

3. The comparison between the level of satisfaction of the teachers with academic affairs administration in schools of Hauy Khwang district under Bangkok Metropolitan Administration overall and by sex, found that male teachers and female teachers There is satisfaction in academic affairs administration is no different.

4. The comparison between the level of satisfaction of teachers for academic affairs administration by experience overall, found that teachers with experience in different

match. The level of satisfaction with the academic affairs administration is no different. Considering each aspect of curriculum development and learning management. The difference is statistically significant at the 0.05 level by teachers who have experience working 10-20 years of satisfaction to academic affairs administration more experienced teachers work less than 10 years with other comparison. The satisfaction of academic affairs administration. not different

Discussions

The research on teacher satisfaction with the academic affairs administration in schools of Hauy Khwang district under Bangkok Metropolitan Administration . Found that interesting issues should be discussed below.

1. Satisfaction of teachers with academic affairs administration in schools of Hauy Khwang district under Bangkok Metropolitan Administration. The overall level of education has a range of academic affairs administration clearly. School administrators have the vision and new ideas to develop. And teachers are aware jointly develop academic work seriously. This is consistent with research Charnarong Tien Wong (2552, abstract) the satisfaction of teachers to the academic affairs administration in the public schools. Ratchaburi Educational Service Area Office 2 field study found that teachers were satisfied with the quality of education. In most Followed by to measure and evaluate. The teaching and learning Management Courses and supervision order this is because the management has managed academic curriculum. Learning Management The developmental milestones A systematic evaluation. Promote the development of media and resources. As well as a quality assurance study. And consistent with the research of Wittaya Singreung (2552, Abstract) studied satisfaction of teachers with the academic administration of the school administration. Office of Educational Service Area 3 Banking Case of Phibunmangsahan. The educational component of satisfaction in four areas: academic administration of the course. And Curriculum Implementation The activities of teaching. The Educational Supervision And the evaluation found that the level of satisfaction of academic administration. Overall and individual aspects At a high level Because school There are practices that are clearly defined. School administrators, or anyone, can understand the majority rules. The guidelines The rules are the penalties if a practice crash or do not conform to the regulations. So administrators are able to manage a material. As a result, such a condition, the satisfaction of teachers for academic administration at the very most. The debate satisfaction of teachers with academic affairs administration in schools of Hauy Khwang district under Bangkok Metropolitan Administration. In each of the following

The first is the development of curriculum and learning management overall satisfaction levels are high. This is because the management to focus on the management of the school curriculum. The individuals involved in the study were followed and understood. The plan of action of teachers in learning to students. Taking into account the knowledge, skills, experience and aptitude of the individual. Consistent with the research of Nongut Kittirotjareon (2552, page 59) the satisfaction of the teachers to the administration of school administrators in Si Racha District,Chonburee found. Teachers were satisfied with the administration course at a high level. Due to the A structural analysis of the school curriculum at all levels. By teaching the students hold the child center. There are a variety of learning activities. The school has a learning center that suits the learner. As a result, students learn happily. When considering the Sort mean scores, respectively, as the first three.

School teachers Taking into account the knowledge, experience and skills of the individual. Mean scores level This is because the management is administered, taking into consideration the ability of individuals. Consistent with the concept of educational supervision. Department of Education (2554, page 74) to encourage the development of teachers. To develop the learning process as appropriate.

The teachers do in the classroom to solve the problem of student learning. Mean scores level at high This is because school administrators are encouraged to conduct research in a research report. The results of this research to develop learning continuously. Consistent with Pimolporn Junsomdee(2550, page 103) is encouraging teachers do in the classroom to improve teaching and learning. Teachers are satisfied with the academic administration at a high level.

School encourages teachers to be trained in methods of teaching and learning is important. Mean scores level at high. This is because, Teachers are encouraged to develop themselves continuously. By receiving training in teaching techniques. The curriculum focuses on the learners.Consistent with the research of Prapas Choopan (2551, page 89) to find that the education reform. Administrators and teachers in the school have the opportunity to expand their knowledge and understanding to be trained on the developments in the course of the analysis, planning, development and implementation of programs to improve the curriculum every year. As a result, teachers are satisfied at a high level.

The second, measures and evaluation the overall level of satisfaction. In a show that academic affairs administration in schools of Hauy Khwang district under Bangkok Metropolitan Administration. A set of guidelines to measure and evaluate clearly. Teachers are set to lead to improved results. Development activities for teaching the next. As well as overseeing the monitoring and evaluation regularly and continuously. As a result, teachers' satisfaction in academic affairs administration, measurement, evaluation with the research of Sakul Munsook (2548, abstracts), which satisfied the school administrators. Teachers, parents and students on academic affairs administration in the schools. Office of Educational Service Area 2 Area Sisaket found that school administrators and teachers. Have satisfied the academic administration of the school. Measurement, evaluation and transfer of learning. When considered as a whole and specifically the high level. And is also consistent with the research of Wittaya Sangreung (2552, Abstract) studied satisfaction of teachers. To the Academic Administration of School Administrators. Office of Educational Service Area 3 Banking Case of Phibunmangsahan. Ubonratchatanee. The Measurement and Evaluation When considered as a whole and specifically the high level. This is due to the teachers. A deeper understanding of the concepts involved in the measurement and evaluation. When considering the Sort mean scores, respectively, as the first three.

Establish guidelines to measure and evaluate clearly. Mean scores level This is because the school is planning a direct measurement and evaluation system. Consistent with the Sakool Munsook(2548, page 149) to find that the school has implemented rules. Guidelines on the measurement and evaluation of education. Encourage the teacher evaluation plan. By focusing on the authentic assessment. As a result, teachers are satisfied at a high level.

Teachers are set to take the assessment results to improve teaching and learning and development activities in the future. Mean scores level at high, the introduction of the assessment results to improve teaching development activities allowing development to occur the real learning Consistent with the research of Pimolporn Junsomdee (2550, page 104), the study has clarified that teachers understand the purpose of assessment and evaluation. The measure has the support of the preparation and evaluation of measurement data. The results to improve.Instructional Development As a result, teachers are satisfied at a high level.

There is a regulatory measure and evaluate regularly and consistently authentic. Focused on improving the quality of education of students.Mean scores level at high. This is because, Schools have deadlines and clear guidelines for the measure. Monitoring and evaluation regularly and continuously. Consistent with the research of Pimolporn unsomdee (2550, page 104), the study is scheduled for the measurement and evaluation of learning throughout the semester and end of semester. To consistently and continuously. Encourage teachers to assess their own performance regularly. And a set of guidelines to measure. And is consistent with the destination content, resulting in teacher satisfaction at the high level.

The top three development of media and resources . The overall level of satisfaction was high. This is because the schools under Bangkok Metropolitan Administration. Teachers are encouraged to have invented innovative media and educational technology. A survey of teachers in the use of teaching and learning. The teachers have been encouraged to develop their own. Both from the educational seminars related to the development of media and resources. This is consistent with the research of Anuruk Nontama (2554, page 85) has satisfied the academic management based Core Curriculum for Basic Education Act 2551 of Teachers under the Office of Educational Service Area Fields 3 found. that the teaching process in the teaching learning materials used in teaching diversity. Teachers are satisfied at a high level. This is due to the schools featured in the media of instruction that will affect learning. The student learning quality. When considering the Sort mean scores, respectively, as the first three.

Encourage teachers have to invent innovative media and educational technology. Mean scores level at high. This is because, Teaching is to help students understand the knowledge increase. Help teachers teaching more effectively. Consistent with the research of Prapas Choopan(2551, page 92) shows that the administration is promoting. To encourage the production and supply of media technology in the teaching and learning of the schools. Shows that administrators and teachers to focus on developing innovative media and educational technology. The teacher satisfaction is moderate.

Explore the needs of teachers in the use of composite materials, curriculum and instruction. Mean scores level at high. This is because keeping in mind the needs and requirements of teachers in the use of media. To facilitate Encourages teachers to use the media in accordance with Suthep Nagsingh (2551, page 89) shows that facilities management materials. Teachers are encouraged to media production. Documentation and teaching. As a result, teachers are satisfied at a high level.

Provide training Providing insight to teachers on how to use the medium of instruction. Mean scores level at high. As a result, teachers have a deep understanding of the media for teaching quality. The learning achievement of the objectives of the curriculum. Consistent with the research of Sirithon Boonma (2550, page 91) with the guidelines for promotion. Provide training on media production. And innovation for teachers.As well as a platform to exchange knowledge with each other. The media and educational technology. As a result, teachers are satisfied at a high level.

The four aspects of quality assurance of the overall level of satisfaction was high show that schools of Hauy Khwang district under Bangkok Metropolitan Administration. The academic administration of quality assurance within the educational system. The plan to improve the quality of education annually. Provide quality assurance system to support internal and external quality assurance. As well as an annual report on the quality of education. To the agency and the public constantly. Make teachers have satisfied the academic administration of quality assurance within education. Consistent with research of Sakool Munsook(2548, page 116), which satisfied the school administrators. Teachers, parents and students on academic administration in the schools. Office of Educational Service Area 2 Area Sisaket found that school administrators and teachers.Satisfaction with the development of quality assurance systems within the school. When considered as a whole and specifically the high level that the management system structure. To support the quality assurance studies. When considering the Sort mean scores, respectively, as the first three.

School has prepared a plan to improve the quality of education annually. Mean scores level at high. This is because school administrators have a plan to improve the quality of education annually. Create clarity in the management of the quality system. Consistent with research of Sakool Munsook (2548, page 152) that the management has set the evaluation criteria. The goal of success of the school.Compliance Education And indicators of the Ministry. As a result, teachers are satisfied at a high level.

Provide a system of internal quality assurance. For external quality assurance Mean scores level at high. This is because the school has conducted a study on internal quality assurance plan. With support for external quality assurance In accordance with the principles of the BMA (2554, page 3) to agencies and schools provide a quality assurance system within the school and to assume the internal quality assurance as part of the process of education that needs to be taken. Continuous This is related to external quality assurance.

Prepare annual quality study. To the agency and the public constantly. Mean scores level at high. This is because the school was conducted to evaluate the quality of education within the system. And in line with the external assessment. The preparation of the annual report on the quality of education. To the agencies and stakeholders. Consistent with research Suthep Nagsingh (2551, page 91) shows that the school has concluded management. To reflect operating conditions. The strengths and weaknesses have been reported to the stakeholders and the community on a regular basis. As a result, teachers are satisfied at a high level.

2. The comparison of the level of satisfaction of teachers with academic affairs administration in schools of Hauy Khwang district under Bangkok Metropolitan Administration, By sex Found that, overall and its no different. Because the male teachers And female academic duties and tasks as well as the structure and scope of academic affairs administration of the school. It covers four areas: academic performance and the development of curriculum and learning assessment, evaluation, development, and media sources. Including quality assurance within education.

Whether because of the teachers, male or female teachers. A workload is assigned. Including operational management, teaching is no different. Operating under the same law and policy. Consistent with research of Supalug Klinsukont (2554, abstracts) were satisfied with the performance of the personnel Institute of Arts. Personnel, male and female personnel. Affects satisfaction in the performance was no different. And consistent with the research of Wittaya Singreung (2552, page 92) studied satisfaction of teachers with the academic administration of the school administration. Office of Educational Service Area 3 Banking Case of Phibunmangsahan,Ubonratchatanee, By sex and by side.Satisfaction levels were not significantly different.

3. The comparison between the level of satisfaction of teachers for academic affairs administration. Schools of Hauy Khwang district under Bangkok Metropolitan Administration. By experience overall, found that teachers with experience in different match. The level of satisfaction with the academic affairs administration is no different. Considering each aspect of curriculum development and learning a different significance level of 0.05 by teachers who have experience working 10-20 years are satisfied with the administration. academic schools than teachers with less than 10 years of experience working with other comparison. The satisfaction of Academic Administration. not different This may be due to the age and the period of performance of people with experience and age are higher. Alertness and enthusiasm in working with people with more experience than 10-year-old age range who have little work experience. Lack of skills It seems to be satisfied on duty. Those with less experience than 10-20 years, in line with Channarong Tienwong (2552, page 116) the satisfaction of the teacher. The academic administration of the public schools.Ratchaburi Educational Service Area Office found that the management courses. Teachers with experience of working 21-30 year teachers with a work experience of more than 30 years difference was statistically significant at the .01 level. The other pair is no different.

Suggestion

1. The recommendations from the findings.

1.1 The school administrators should encourage. Encourage teachers to participate in academic administration of the school. Comprehensive Academic Management four aspects of curriculum development and learning management, measurement, evaluation and development of media and resources. And quality assurance within education. This will give teachers are satisfied with the academic administration of the schools more.

1.2 Administrators and teachers should take the findings to improve the academic performance of students. To achieve proper. There are even more effective

1.3 Department of Education district office Bangkok The findings should lead to policy management, academic quality.

2. Suggestions for further research.

2.1 Should satisfaction teachers. On the other side of the administration, including the management of the budget. Administration staff And general administration

2.2 Should satisfaction teachers on the academic management of schools in Bangkok.

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A Study of Learning in 8 Courses of "General Education in Thai Qualifications Framework for Higher Education of Students" in Pathumthani

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Abstract

The course covers higher education courses and activities, the goal is. The creation or development of the individual as a complete person. Has the following goals: The balance between general and vocational education. Good Citizenship Knowledge in everyday life And relations with the local community and for the country. This will include subjects in the humanities, social sciences, language and mathematics. Current issues include: General education classes. In principle, but a practical failure. And a lack of instructors who understand the principles and methods of education can be difficult. The changes to the general education often becomes a professional basis.

Keywords Education Learning

Introduction

Currently,the university is committed to producing graduates who are good and there is a complete human being.The goal is to give graduates of world leaders (Leader Global Citizen) and the feature set of each university graduates; according to the Higher Education Qualifications Framework.
Technicalor management strategies, teaching general education in accordance with the Standards of Learning is a moral. Awareness and sense of Thailand are knowledgeable, skilled volunteerism and public consciousness. A valuable citizen of Thailand and the world community. Knowingly technology including language to communicate effectively. The desirable features can be implemented by both the teaching profession. And in General Education The teaching in various courses. The university must be the result of learning (Learning outcome) as a graduate desirable features.
In addition, a mechanism to create graduates with a complete human being could do that through the process of teaching in general education. This course is aimed at students to develop knowledge widely. A world wide Understand their nature and their community as a curiosity. Can think rationally Able to communicate well with the moral appreciation of the arts and culture of Thailand and the international community. you can put that knowledge to use in everyday life and its existence in the society as well. (Standard course of 2548). So each university institution has improved the university's general education curriculum.The preparationof a new general education courses. And determining the content of each course in line with the Bachelor of desirable features in accordance with the National Qualifications Framework for Higher Education Act 2552, the following eight areas.1.On the basis of moral

Researchers have recognized the importance of improving the general education curriculum of each university institution. To prepare a new general education courses. And determining the content of each course in line with the Bachelor of desirable features in accordance with the National Qualifications Framework for Higher Education in 2552 as a basis for teaching and can be included as part of the support. promote the learning of general education to university next

Objectives

1. To study the learning in 8 courses of general education in thai qualifications framework for higher education of students in pathumthani .
2. To compare the learning in 8 courses of general education in thai qualifications framework for higher education of students in pathumthani .

Hypothesis

1. Gender differences affect the learning in 8 courses of general education in thai qualifications framework for higher education of students in pathumthani.
2. Year studying different impact on learning in 8 courses of general education in thai qualifications framework for higher education of students in pathumthani different.
3. Major differences affect the learning in 8 courses of general education in thai qualifications framework for higher education of students in pathumthani different.

Conceptual framework

Qualifications Framework for higher education in Pathumthani province. Concluded the framework of the research is as follows. Independent Variables are the basis of gender, class consists of students and courses and so on.

The dependent variable include learning programs based on eight General Education Qualifications Framework for higher education in Pathumthani province include moral philosophy based on the sufficiency economy. Awareness and sense of Thailand. The knowledge widely. A world wide Understanding and appreciation of other cultures and nature. Skills and knowledge throughout their lives. Thinking holistically. Volunteerism and public consciousness. A valuable citizen of Thailand and the world community. The use of information technology wisely. The language to communicate effectively.

Methodology

This research The aim was to study the learning side by eight General Education Qualifications Framework for higher education in Pathumthani province. Here's how the stages in detail.

Population

The population in this research were students of the University in Pathumthani province, the Office of Higher Education Commission. Academic Year 2558 of nine university students and university Valaya. Nationals of the 45,221 students at Thammasat University. (Rangsit Campus) of the 21,055 students, the University of Technology, Rajamangala University students, who number 22,878. (Rangsit Campus) of the 20,672 students of 216 people Shinawatra University North Bangkok. (Rangsit Campus) of the 1792 University of Pathum Thani, Rangsit campus of 25,483 students in 4283 to the University of Eastern Asia, the total number of 3219 students of 144 819 people.

Sample

The sample used in this research were students of the university in Pathum Thani province. The Office of Higher Education Commission of nine universities by stratified random sampling, defines the sample size by using the formula of Taro Yamame at a 95% confidence level tolerances of + 5%. (Yamane, 1967) included a total of 399 people and the number of students sampled from each group. To become a member of the group to study the proportion (Proportional Allocation) by comparing the ratio of the sample.

Research Tools

The available research tools, including questionnaires about learning on the eight General Education Qualifications Framework for higher education in Pathumthani province is divided into three sections.

The first is the basic information of respondents about sex, grade and subject. Style questions checklist .

The second question is about the learning side by eight General Education Qualifications Framework for higher

education in province. 1.On the basis of moral philosophy. The second question is about the learning side by eight General Education Qualifications Framework for higher education in province.
1.On the basis of moral philosophy. 2. awareness and sense of Thailand. 3. The knowledge widely. A world wide Understanding and appreciation of other cultures and nature. 4. skills and knowledge
5. Thinking holistically. 6. volunteerism and public consciousness. A valuable citizen of Thailand and the world community. 7. The use of information technology wisely. 8. The language to communicate effectively.

The question looks a rating scale 5 levels by likert scales include most small, medium and minimum criteria set by the researchers in the following.

5 points mean the highest level
4 points mean the high level
3 points mean the moderate
2 points mean comments are at a low level
1 points mean comments are minim

The third suggestion further

The researcher created a research tool, with the following steps.

1. Education documents, concepts, theories and research related to learning on the eight General Education Qualifications Framework for Higher Education to bring the data to determine the scope and content of the questionnaire.

2. To the extent the content of the message body and query.

3. Prepare a questionnaire to complete the form.

4. 30 sets of questionnaires to students Tryout North Bangkok University.

5. Improve query some valuable confidence low.

6. To prepare the questionnaire to complete the form again and put to use in further research.

Data collection

The implementation of data collection The research conducted by the following steps.

1. The data were collected, along with research student at the University of questionnaires to fill out. It takes about one month

2. Upon receipt of questionnaires returned. The researchers examined the accuracy and completeness of the information in the questionnaire and the number of queries. Then the questionnaires were categorized into code data.

3. Key Information Query Then analyzed by a computer program the following statistics.

Data analysis

Perform data analysis performed by the following steps.

1. Background of the respondents. Descriptive statistics to describe the data. And presented in the accompanying tables include the available frequency and percentage.

2. Learning in 8 courses of general education in thai qualifications framework for higher education of students in pathumthani.

Data were analyzed using descriptive statistics to describe the data. And presented in the accompanying tables include average composition and standard deviation interpret the following.

4.50 – 5.00 mean there is much to learn
3.50 – 4.49 mean there is a lot to learn
2.50 – 3.49 mean a learning medium
1.50 – 2.49 mean a little learning
1.00 – 1.49 mean a minimal learning curve

suggestions. Additional content analysis (Content Analysis) The lecture is sorted.

The statistics used to analyze data.

Hypothesis testing to compare the differences between respondents based on the data of General Education Qualifications Framework by the eight higher education in Pathumthani province. Statistics examined by F-test on the t-test analysis showed the difference was statistically significant at the .05 level. Additional information will be analyzed by means of Scheffe, presented in tables and composition. Information from other

Results

The analysis conditions of the respondents were mostly female students percent 66.5 of Year 1 is the most percentage of 30.4, followed by the 3rd year is 23.6 percent, and a student in the Faculty of Social Sciences. most, 40.4 percent, followed by the Science and 14.2 percent.

The analysis of data on the learning side by eight General Education Qualifications Framework for higher education in Pathumthani province. Found in many Considering that it was found. On the basis of moral philosophy .($\overline{X}$ = 3.95) Awareness and sense of Thailand. ($\overline{X}$ = 4.07) The knowledge widely. Aworldwide Understanding and appreciation of other cultures and nature. ($\overline{X}$ = 3.92) Skills and knowledge throughout their lives. ($\overline{X}$ = 3.52) Thinking holistically. ($\overline{X}$ =3.53) Volunteerism and public consciousness. A valuable citizen of Thailand and the world community. ($\overline{X}$ = 3.67) The use of information technology wisely. ($\overline{X}$ = 4.48) The language to communicate effectively. ($\overline{X}$ = 3.50)

Results and Discussion

Research Learning of General Education 8 the following Qualifications Framework for higher education in the province of Pathum Thani, a survey (Survey Research) aims to study the learning of General Education 8 side by the Qualifications Framework for higher education. in Pathumthani province and to compare the learning side by eight general education qualifications framework for higher education in Pathumthani province.

The first results of the data analysis, condition of the respondents were mostly female students percent 66.5 the 1st year the percentage was 30.4, a minor 3rd year is 23.6 percent, and students in the field. most of the social sciences and 40.4 per cent, followed by 14.2 percent of Sciences.

The second analysis, information on the learning side by eight General Education Qualifications Framework for higher education in Pathumthani province town. On the basis of moral philosophy . Awareness and sense of Thailand. The knowledge widely. Aworldwide Understanding and appreciation of other cultures and nature. Skills and knowledge throughout their lives. Thinking holistically. Volunteerism and public consciousness. A valuable citizen of Thailand and the world community. The use of information technology wisely. The language to communicate effectively.

Based on moral philosophy consists of six learning standards that are high. ($\overline{X}$ = 3.95)

The awareness and sense of Thailand consists of five learning standards. Found in many ($\overline{X}$ = 4.07)

The extensive knowledge A world wide Understanding and appreciation of other cultures and nature. Skills sought include 15 standard lifelong learning. Found in many ($\overline{X}$ = 3.92)
Skills sought include eight standard lifelong learning. Found in many ($\overline{X}$ = 3.52)

The thinking holistically contains six learning standards. Found that the high level ($\overline{X}$ = 3.53)

The volunteers and the public consciousness A valuable citizen of Thailand and world community consists of 12 learning standards. Found that the high level ($\overline{X}$ = 3.67)

The use of information technology knowingly contains five learning standards. Found that the high level ($\overline{X}$ = 4.48)

The language used to communicate effectively contains five learning standards. Found that the high level ($\overline{X}$ = 3.50)

Chapter 3 analyzes the information learned by the eight General Education Qualifications Framework for higher education in Pathumthani province. The comparison between public universities and private universities in the overview below.

Based on moral philosophy that private universities are factors that affect the cultural features of all the governments of Thailand, higher than the average 3.99 and 3.90, respectively, with different levels of statistical significance .05

The volunteers and the public consciousness Citizenship is worthy of Thailand and the world community that a private college, there are factors that affect the cultural features Thailand higher than public universities each item with an average of 3.55 and 3.48, respectively, differ significantly statistically level .05

The use of information technology knowingly revealed that private universities are factors which affect cultural features Thailand higher than public universities each item with an average of 4.08 and 4.06, respectively, differ significantly statistical level .05

The language used to communicate effectively that private universities are factors that affect the cultural features of government all over Thailand with an average of 3.94 and 3.89, respectively, with different levels of statistical significance .05

Discussions

These results compare to learning by the eight General Education Qualifications Framework for higher education in Pathumthani province overall learning course by the eighth General Education Qualifications Framework for higher education in Pathumthani province. Students in each grade is no different. But the study found that different. Students are learning side by eight General Education Qualifications Framework for higher education in the province of Pathumthani different. The students in each group of subjects with a context for learning general education is different, resulting in a learning group study of students in Pathumthani province each side equal according Qualifications Framework for Higher Education.

Suggestion

The findings from the learning side by eight General Education Qualifications Framework for higher education in Pathumthani province, consisting of four styles is a feature of university graduates want. Management General Education Elements of the program And the general education curriculum.

1. Features of university graduates who want to shape the content material as well as courses.Resulting from the integration of the philosophy, vision and feature requirements of university graduates want.

2. Management of General Education in the University. Is related to the management structure.General education should deal with the policy of a decree to all the universities are responsible for the management of supply independently to produce graduates able to meet the ideal, and is output to the campus.

3.The composition of the general education curriculum in universities relevant criteria.Standard and should have a policy to support universities to develop the quality and qualifications of the instructor in the Department of General Education, according to the criteria defined.

4. teaching general education in universities are involved in integration.There should be a policy to support the training and knowledge of the techniques taught in the courses. Promote the Development of Graduate ideal project continues and should be assessed for participation in activities to develop students in each university.

Suggestions for research next time.

1. Teaching general education integrated campus. Which consists of four styles is a feature of university graduates want. Management General Education Elements of the curriculum and teaching general education.

2. Overview of research at the research campus in Pathum Thani. Do not follow the model presented in empirical research should be to assess the effect of the following formats to save the Master of Science graduate from the University of features as standard, and meet the needs of society.

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AEC And The Replacement Thai Labour by Foreign Labour

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Abstract

Opening AEC, principle of labor demand in the labor market planning should be focused on promoting labor export 8 professional careers in terms MRAs. The objective of the labor market study is to determine the goals and quantitative targets while, in a qualitative study of the conditions of employment of the foreign worker. The weakness of Thai labor especially is English and Information Technology (IT), therefore, we should increases the strength of Thai labour, discipline, teamwork, human relationship, for example, in order to have qualification that ASEAN business need.

Keyword : AEC, the replacement, labour

Introduction

Currently news on the AEC (Asean Economics Community) to make someone understand that by 2015, people in ASEAN can go to work in any countries in ASEAN easily. There were some questions about the prospect of Thai labour when ASEAN community open, further, what labour group would get benefit?

The Center for International Trade Studies,University of the Thai Chamber of Commerce (2012) said that the free flow of labor within ASEAN is considered to be one of the most important negotiation topics. The free flow labor is under the ASEAN three Framework Agreements, which comprise:

1) Agreements on the free flow of skilled labor

2) The ASEAN Framework Agreement on Services (AFAS)

3) The ASEAN Comprehensive Investment Agreement (ACIA)

When the upcoming ASEAN, important factors that support the migration of labor are the expansion of development, labor shortages, modifications of population structure, and the needs of the labor market. Moreover, there are other factors that support the migration of labor are Low economic growth while high unemployment rates, lower wage than policy of labor export, political factors, for example.

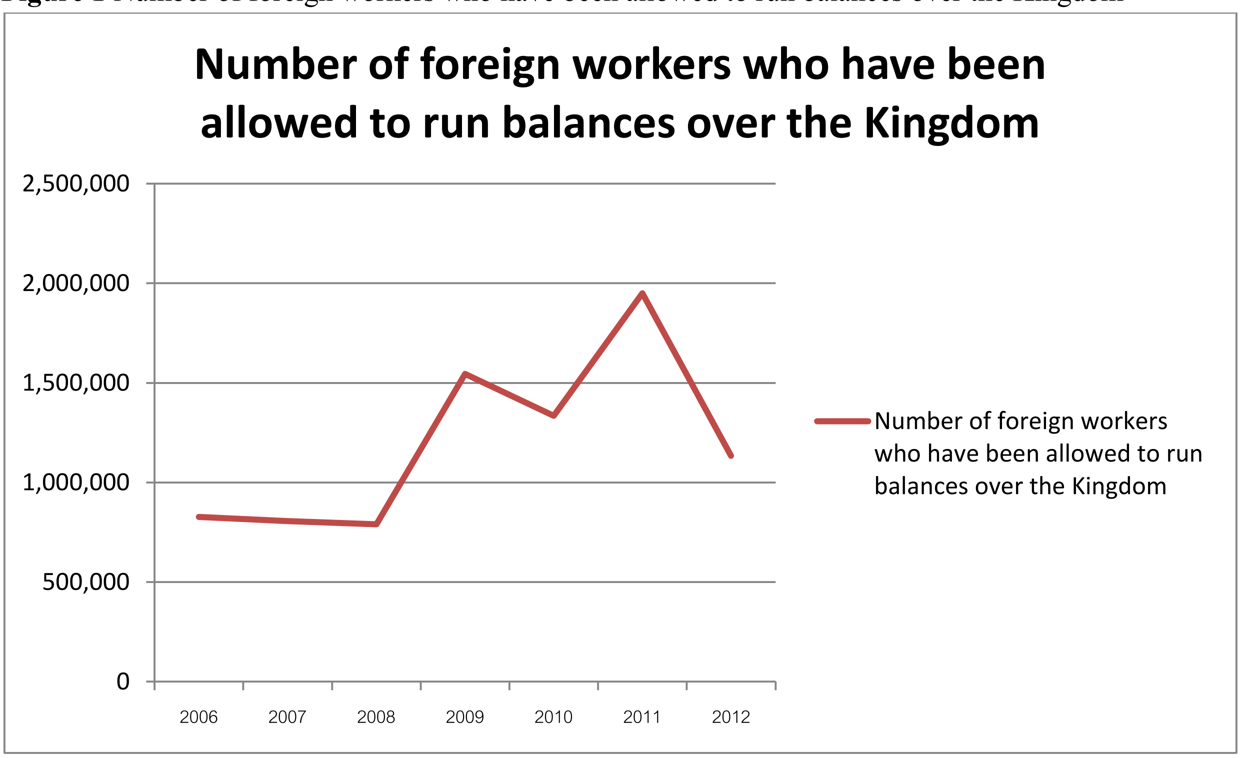
Table 1 The Number of the formal and informal employment by age group, gender and region, Whole Kingdom

Types of employment	Whole Kingdom		
	Total	**Male**	**Female**
The formal employment	14,778,844	8,002,807	6,776,038
The informal mployment	24,799,500	13,363,706	11,435,794
Total	39,578,344	21,366,513	18,211,831

Note: Adapted from http://service.nso.go.th/nso/nso_center/project/search_center/23project-th.htm Copyright 2013 by The National Statistical Office of Thailand. Reprinted with permission.

From table 1, it showed that Thailand had the sum of formal and informal employment 39,578,344 people. The informal employment had 14,778,844 people and the formal employment 24,799,500 people. When AEC will open, it is possible that foreign workers will have the opportunity to work in Thailand. Thai labour might be replaced by foreign workers who come to work due to many factors, for example, lower wage, langauge capabilitied,and other skills are better. It might make Thai labour unemployed increasing by around millions.

Figure 1 Number of foreign workers who have been allowed to run balances over the Kingdom



Note: Adapted from http://wp.doe.go.th Copyright 2013 by The Office of Foreign Workers Administration, Department of Employment Ministry of Labour. Reprinted with permission.

As Figure 1 showed, the number of foreign workers who have been allowed to run balances over the Kingdom increased from 2008 to 2009 rapidly. This is probably because the promulgation of Working of Aliens Act B.E. 2551 on 23rd February 2551 by improving to suit the situation and corresponding to the labor mobility in the world economy. Labor is a major factor that helped propel the country's economy (Department of Employment,2551). The promulgation of Working of Aliens Act B.E. 2551 may be one reason that made the number of foreigners to work in Thailand increased because it is allowed to work legally. Ministry of foreign affairs (2014) indicated that in 2005, there were unskilled foreign workers to work in Thailand around 2 million people, most Burmese was around 1,300,000 people. Furthermore, when AEC will open, it might made foreign workers entering to work would be easier.

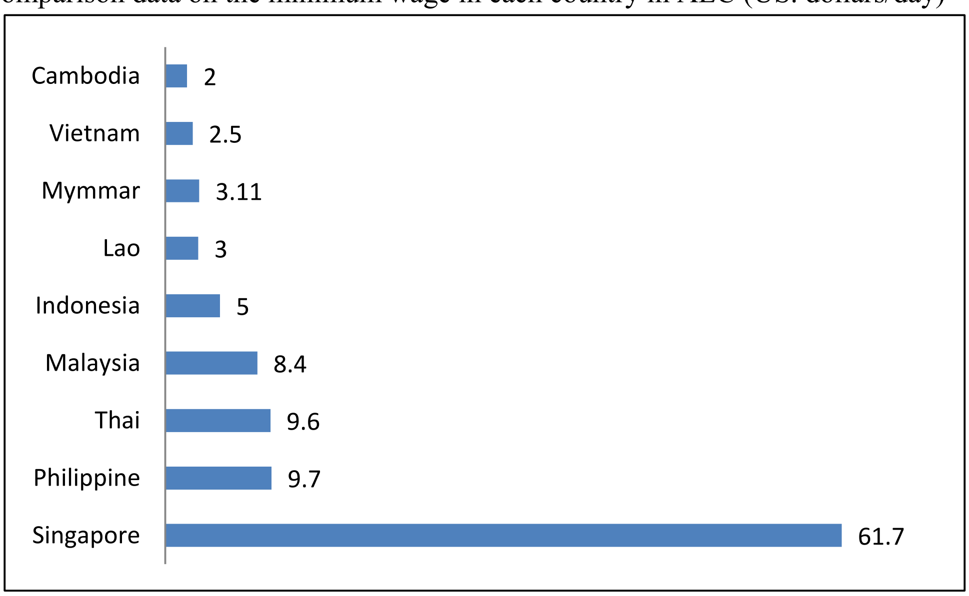
Although, many academics (Kazi : 2013, Ministry of foreign affairs: 2014, TDRI: 2013) said that under the ASEAN 3 Framework Agreements refer to the free flow of professional labour only, two another agreements refer to The liberalization of service and investment. It may be channel which move labor in the industry and services investment from foreign workers in the lower wage and other skills that are better than Thai labour.

The AEC will become an important context to affect Thai labor quickly and widely which may affect the replacement Thai labour by foreign labour when AEC will open. Thus, the author is interested to analyze aspect of the minimum wage, Language Capabilities, and Professional license under the Mutual Recognition Arrangement.

The Minimum Wage

Wages is one factor that attracts labor to work. Matiochon Weekly (2013) noted that we can think of advantages in employment by comparing the minimum wage in each country. For instance, Indonesian got an advantage in aspect of the number of labor sufficiently and labour wage, cheaper than Thailand in low-level skilled labour and semi-skilled labour.

Figure 2 Comparison data on the minimum wage in each country in AEC (US. dollars/day)



Note. Retrieved from *ASEAN Countries Trade and Investment Handbook*. Copyright 2012 by Ministry of Commerce. Reprinted with permission.

As shown in figure 2 is comparison data on the minimum wage in each country in AEC (US. dollars/day). Malaysia and Singapore do not have minimum wage. The minimum wage in Malaysia and Singapore are showed in figure 1. It is calculated based on the average salary of unskilled labours. If any country has a higher minimum wage that would be attracted labour to work from countries with a minimum wage lower. Thailand has a minimum wage higher than Cambodia, Laos, and Myanmar significantly that resulting labour from these countries moved into work in Thailand. From The Labor Department today found that Thailand has migrant labours from Burma, Cambodia and Laos who have permission to live and work legally in Thailand over 2.2 million people (ASTV online manager, 2014). According to Vilmante & Ineta (2012) explained about migration theories that Neoclassical theories of migration can be named Smith (1776) and Ravenstein (1889) and Economic equilibrium theory (Bauer & Zimmermann, 1999). This theory shows the distribution level of labor and capital that labor tends to flow from low wage area to high-wage area. The following proposition outline the differrences of minimum wage among AEC country and the free flow of labor in the low level:

Proposition 1: the minimum wage among AEC country has a positive effect on the free flow of unskilled labor in Thailand.

Language Capabilities

Language is important in communication skills, international contacts, and working with foreigners. If the language is not good enough it will be certainly a barrier to work. From the cross cultural communication competence model, basic knowledge about the language is a interpersonal skill to perform task effectively, furthermore, it allow the cross cultural communication will be successful (Alexei & Paul, 2004). Language of various nationalities were also many differences, but the common language of ASEAN is English. However, the country has an advantage in the use of English as Malaysia, Singapore and the Philippines, Vietnam and Cambodia are also developing English language skills quickly (Siam Business, 2013).

Siam Business (2013) stated that there are many English schools in Vietnam and Cambodia. They also invested in learning English and diligence to develop their skills continuously because they know that the chance to get a good job and high salary depend on the ability to use English as a factor. Thailand seems to develop slower than others in this field, therefore, English skills of thai people need to be developed to pace with the neighbors.

Thus, labour who come from countries with high language skills would have the opportunities in position of the operational level up to senior management level. Language skill is necessary to communicate and management in international management, therefore, in contrast with language skill is expected to have a effect on employment opportunities in the skilled and semi-skilled labour:

Proposition 2: the Language Capabilities of worker among AEC countries has a positive effect on employment opportunities in the skilled and semi-skilled labour in Thailand.

Seven professions

Professional license under the Mutual Recognition Arrangement (MRAs) for seven professions is a factor in employment importantly. MRAs facilitate the movement of professional-level labour, which pertains only to skilled labour with qualifications that meet the standards specified in the MRAs of Asean. Asean member nations have signed MRAs for seven professions – physician, dentist, nurse, engineer, architect, surveyor and accountant (TDRI, 2013). professional-level labour must have a professional license by Mutual recognition Arrangement to be able to work in all countries in

AEC. When AEC will open, foreign companies that invest in Thailand will have the right to choose to hire people from other AEC who have the professional license under the Mutual recognition Arrangement and high work skills to work in Thailand. It may result higher unemployment rate in Thailand if Thai professional-level labour have skill not good enough.

For insatnce, Asean Chartered Professional Engineer (ACPE) allowed engineers who have already registered can travel to work in professional engineering officially among the Parties in the ASEAN countries. Therefore ASEAN countries have provided arrangements for mutual acceptance, called the Mutual Recognition Arrangement (MRA). In each country in Parties provide agency inspect engineers' qualification in order to for formal approval register from ACPE Coordinating Committee again.

Table 2 The number of Asean Chartered Professional Engineer to be certified by ACPECC in ASEAN countries

ASEAN Countries	The Number of Registered
Singapore	204
Malaysia	180
Indonesia	113
Vietnam	84
Myanmar	30
Thailand	0
Total	611

Note. Retrieved from http://thaipublica.org/2014/03/apec-acpe-1/ Copyright 2013 by Thongchai Prunswad. Reprinted with permission.

As shown in Table 2, it showed that engineers in the Asean countries have certification from ACPECC except Thailand. When opening AEC will affect Thai engineers might be replaced by foreign engineers in international companies that invested inThailand because the international companies have right to hire engineers from other countries in ASEAN come to work in Thailand. Thus, The preparation in the quality of labor is important that government agencies should take action urgently.

In addition, it is also an opportunity for multinational companies to invest nearly full mode but there must be a partnership, Thai people due to some legal. However, when the AEC open foreign companies to invest, they can pull foreign labour in profession to work in Thailand. It would result Thai labor Thailand will face high competition that will be employed in these occupations. Furthermore, foreign companies with experience and investments that can compete in the market possible will make Thai professional-level labour who are employed less. It might cause Thai professional-level labour have to find work in other countries which have lower wages and less development than Thailand.

However, some necessary position still need thai labour to work, coordinator for contact the governor, and interpreter , for example. According to Robert & Angelo (1998) noted that although we use English to contact when doing business in other countries, to attempt communication across culture we still have to stick to their own language, rely on translators, and learn the local language in order to avoid missing subtle yet crucial meanings.

Proposition 3: the Professional license under the Mutual Recognition Arrangement among AEC *countries has a positive effect on employment opportunities in the profession field in Thailand.*

The Center for International Trade Studies,University of the Thai Chamber of Commerce (2012) suggested about Thai labor adjustment that although Thai professional-level labour have skill in their career well, they should improve skills in foreign languages for communication must be developed, especially for the English language.

Proposition 4: the language capabilities among AEC country moderates the positive effect of the Professional license under the Mutual Recognition Arrangement among AEC countries on employment opportunities in the profession field in Thailand.

Discussion

Opening AEC, it might make the free flow of foreign labor increase. It is possible that Thai labour will be replaced by foreign labor. Thai labour will lose the chance of being hired. Therefore, Thai labour must develop their skills as equal or better than foreign labor. Thai labour should be emphasized in the development of language (Jackapong, 2013).

However, TDRI (2013) argued that the AEC should not bring drastic change to the Thai labour market as Thailand and Asean nations have trade and services agreements with non-Asean nations worldwide. However, the AEC offers opportunities for Thailand to send its surplus skilled labour to other Asean countries and generate income for Thailand as well as job opportunities for Thai workers.

Moreover, Ministry of Foreign Affairs (2014) stated that after AEC open, to hire migrant workers in Thailand may be reduced or increased depend on market mechanisms. The reduction of hiring migrant workers will occur if manufacturing base that focuses on labour intensive moves to invest in other ASEAN countries which have the rate of wage rate is lower than Thailand, such as, Indonesia, Vietnam, Lao, Cambodia, and Mymmar. Meanwhile it is possible that to hire migrant workers in Thailand are increasing if Thai skill labor is still low level and lack of development which is opposite to the increase in the wages of government. It will make hiring foreign labor increase. The reason which make manufacturing will not move to other countries may be because Thailand is well equipped infrastructure.

Conclusion

Thailand need to prepare labor with the AEC, including to consider the advantages and disadvantages of the AEC affecting Thai labour by level (skilled, Semi-Skilled, Unskilled) labor and 7 professional level labour. Although, seven professions can travel to work in nine countries since 2015, there are still several limitations. For instance, labour in seven professions who wants to work in other ASEAN countries also need to test Professional license with the language of the country where they are going to work. Therefore, the language capabilities would be a barrier in communication to work. In addition, the skills of adapting in the new environment and the ability to work with foreigners it is also a limitation that cannot be overlooked.

For skilled and semi-skilled labour, such as supervisors and managers in low / medium / high, though they are not professional labour to move freely, this group will likely be sent to work other countries temporarily if manufacturing open or expand investment in other countries.

For group of low-level labour (unskilled labor and lowest wage) is the most worrisome. Probably, because Thailand is unable to attract investment by labour with low wages anymore. Besides Philippines, Malaysia and Singapore, there are another 6 countries with lower wages than Thailand when the level of liberalization of investment has increased.

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An Analysis of Novel Translation from English to Thai: Harry Potter and the Deadly Hallows

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Abstract

The study analyzes the translation of the English-to-Thai translation, a novel of *Harry Potter and the Deathly Hallows*, a novel. This story is used for study because the matter of death and the wizarding world may be beyond the translator's scope of prior knowledge. Children and adults are inspired to read the seventh and final novel of the *Harry Potter* series to immerse themselves in a world of imagination and lose themselves in the world of books. In translation, the translator needs to render an equivalent meaning and carefully sustain the flavor of the source language in the receptor language. The theories used in this study are based on Larson's (1948) Meaning-Based Translation: A Guide to Cross – Language Equivalence. Thirty-six chapters of both the Thai and English versions were analyzed and compared. The translation techniques are classified into 18 categories, and problems and errors are investigated. The finding shows that the translator uses languages that is familiar and comprehensible to the readers. However, rather much information in the source language is wrongly translated in the receptor language.

Keywords

receptor language, source language, translation techniques

1. Introduction

Translation is like a key which we use for unlocking the door of languages and cultures. We will get closer no matter where we live in the world. Translated novels have come to offer experiences of the world beyond our personal environment. As a result, translation of novel not only provide us with pleasure but also show segments of life in other cultures which we may have never touched before. Novels lead readers into the world that is more interesting or exciting than our own. Good translation is to render the equivalence and flavor of the source language to the receptor language. Translator plays an important role in sending the messages and ideas from the source language into the target language in order to make it understood by the readers.

Harry Potter and the Deathly Hallows is the seventh and final novel of the Harry Potter series, written by British author J. K. Rowlings. The novels chronicle the life of a young wizard, Harry Potter, and his friends Hermione Granger and Ron Weasley, all of whom are students at Hogwarts School of Witchcraft and Wizardry. A series of many genres, including fantasy, drama, coming of age and the British school story which includes elements of mystery, thriller, adventure, horror and romance. This novel is one of these translated books that has been translated into several languages. The seventh and final novel of the Harry Potter series sold 11 million copies in the first 24 hour of its release. While the original, in this edition, was published in 2014, the Thai version, in this fifteen edition, was published in 2014. In addition, the seven books were adapted into an eight-part film series by Warner Bros. Pictures, which is the second highest-grossing film series of all time as of August 2015. Nowadays, it is still one of the most successful and popular stories for Thai readers. Novel translation has a strong appeal to adults and even youths. In particular, translated novel has been well read by Thai from one generation to another. It is very important that translated works should sustain the flavor of the intended meaning from the source language to receptor language. Therefore, in *Harry Potter and the Deadly Hallows*, there may be some techniques in the source text of the autobiography which seem to be worth studying more or less.

2. Purposes of study

This study is to investigate the translation of the novel *Harry Potter and the Deadly Hallows* from the original English language version into Thai.

1) To analyze the techniques the translator employed.

2) To analyze the problems or errors found in translation.

3. Literature review

Literature review of this research will focus on fours areas of study: translation theories, semantic theories, problems in translation, and novel.

Translation Theory

Newmark (1988) states that "Translation theory goes hand in hand with translation methodology at every stage, so that it acts as a body or reference for the translation process. The central concern of translation is to determine appropriate method of translation."

Definition of translation

Several translation scholars define the term of translation in various ways. The definitions of translation are given by these scholars are as follows:

- Translation is the replacement of text in one language by means of using an equivalent text in a second language (Bell, 1991).
- Translation is a process of substituting a text from one language to another language (Catford, 1965).
- Translation is a change of form or surface structure by transferring the same meaning of the source language into the receptor language (Larson, 1984)
- Translation is a craft to replace a written message from one language into another language with the same message (Newmark, 1995).
- Translation is concerned with the reproduction of the receptor language by retaining the original meaning and style of the source language (Bell, 1991).

The process of translation

Nida (1974) explains that the translation process consists of three stages: (1) analyzing the surface structure of the source language in order to find the meaning; (2) transferring the message from the source language to the receptor language; and (3) restructuring in order to make the language acceptable in the receptor language.

Similarly, Newmark (1998) mentions that there are three basic translation processes: (1) the interpretation and analysis of the source language text; (2) the translation procedure based on choosing equivalents for words and sentences in the target language; and (3) the reformulation of the text intention according to the writer's expectation, and the receptor language's norms. However, Larson (1984) indicates that there are steps in translation processes: (1) analyzing the surface structure in order to determine the meaning, and (2) re-expressing the same meaning by using the appropriate surface structure of the receptor language.

Semantic Theory

Larson and Nida and Taber agree that in all languages, there are four semantic categories that cover meaning. According to Larson (1984), these categories are things, events, attributes, and relations. On the other hand, Nida and Taber (1982) indicate them as "objects, events, abstracts, and relations." These categories are expressed in different terms but the meaning is mostly the same. Things or objects are illustrated by nouns or pronouns, events by verbs, attributes by adjectives and adverbs, and relations by particles, prepositions, and conjunctions. In other words, Larson (1984) claims that meaning components can be explained with detailed:

Things : All animate beings, natural and supernatural, and all inanimate entities

Events : All actions, changes of state, and experience

Attributes : Attributes of quality and quantity

Relations : Relations posited between any two of the above semantic units

Larson (1984) states that there are three kinds of meanings: referential meaning, organizational meaning, and situational meaning. Referential meaning refers to a certain thing, event, attribution, or relation which people are able to perceive or imagine. Organizational meaning means that the information is expressed in a variety of ways and "packaged" into larger units. Situational meaning deals with various factors in communication, including age, sex, the social statuses of the speaker and hearer, relationships, and cultural knowledge.

Problem of translation

When discussing the major problems of translation, Duangrat (1979), who is more concerned with teaching translation, states that a main problem for students is literal translation. In her view, this kind of translation problem is caused by a lack of knowledge in multiple senses, the linguistic structure, idioms, and preference of speakers of the receptor language.

Wimolchalao (1990) points out that translation problems are related two points: (1) translators do not understand the source language, and (2) translators understand the source language but cannot find good equivalent words in the receptor language.

Under the same topic, Supol (1998) mentions that problems of translation may broadly divided into three levels: (1) culture, (2) language structure, and (3) semantics. At the cultural level, translators may lack cultural background in the source language. In other words, the translators know the cultural background but cannot transfer the meaning into comprehensible receptor language. At the level of language structure, sequences of word use and word order cause ambiguity in interpretation by translators. At the semantics level, there are various problems that cause shifts in meaning and interpretation. One problem is the use of nouns in that nouns in English are divided into two types, count and non-count. Sometimes, these two types of nouns have the same forms, but they are translated in different forms. In addition, articles may cause trouble in translation in that both the definite article *the* and indefinite article *a (an)* do not have equivalents in Thai. Another problem is with the use of verbs in that verbs in English mostly take passive voice, especially if there is no subject. In contrast, passive voice in Thai deals with bad meanings. A third problem is the use of pronouns. Thai does not use pronouns as much as English. Thai uses repeated nouns or use other nouns instead. A problem related to adverbs is that translators should critically interpret what an adverb modifies, a word or a sentence. Punctuation marks are problem because they are needed in English but they are not used in Thai. Problems of translating at the word level come when there are many technical terms, dialects, and idiomatic usage in translation work.

Supol continues to explain that errors in translation can be roughly divided into four categories. (1) "Mistranslation" is when the meaning in the receptor language is not accordance with the source language. (2) "Overtranslation" is adding extraneous information not in the source text in order to change the meaning in the source text. (3) "Undertranslation" is incomplete translation can happen when the source language consists of a variety of equivalent words. Therefore, the translator may use a word with a wrong meaning instead of a better word.

Supporting the same idea, Mossop (1990) states that "mistranslation" is a case when a significant source-text feature could have been preserved but has not been preserved it. This is from technical problems of translator, possibly coming from (1) carelessness, (2) a lack of language terminology or subject-matter knowledge, or (3) a lack of basic translation training.

Larson (1984) proposed that the difficulty of translation is that there is a great deal of skewing between semantic and surface structures. In order to translate the exact meaning between the source language and receptor language, translators should place an emphasis on the meaning of the deep structure instead of the meaning in the surface structure.

Novel

Novel, according to the Collins Dictionary, is "an extended work in prose, either fictitious or partly so, dealing with character, action, thought, especially in the form of a story." Longman Dictionary Contemporary English states that novel is "a long written story in which the characters and events are usually imaginary." Abrams (1999) states that the term "novel" is now applied to a great variety of writings that have in common only the attribute of being extended works of fiction written in prose. According to Kimtafsirah (handout: 2010)"the elements of novel are: theme, characters and characterization, setting (setting of place and setting of time), plot, point of view, style, suspense and fore shadowing

According to Kimtafsirah (2010) "a novel is a piece of writing that consist of a series of events." Abrams (1999) states that the term "novel" is now applied to a great variety of writings that have in common only the attribute of being extended works of fiction written in prose. According to Peck and Coyle (2002)"novel are long works with great amount of detail on every page." From the explanation above, the writer concluded that novel is variety of writings which consist of a series of events, made by the author as expression their idea about story of people's and their problem which the characters are representative the value of human everyday experience.

4. Methodology

Subject

The material used in this study has been collected from two books of *Harry Potter and the Deadly Hallows*, the story of the wizarding world. These two books consists of an English version written by J. K. Rowlings and a Thai version translated by Sumalee Bumrungsuk. While the original, in this edition, was published in 2014, 620 pages, the Thai version, in this fifteen edition, was published in 2014, 695 pages.

Procedure

The source text and translated text were analyzed based on Larson's semantic theory framework according to the book "Meaning-Based Translation: A Guide to Cross – Language Equivalence" (1984). In this study, some examples of each pattern from the source text and receptor text are analyzed, compared, and placed side by side in tables to identify both the translation techniques and problems or errors found in translation. Moreover, the findings are presented following each table.

5. Data Collection

In the literature review, library research was conducted by looking for background information on translation theories, semantics theories, problems in translation, and novel from various textbooks and research papers in the field of translation. The researcher collected all these textbooks from various universities as well as from some websites.

6.Data Analysis

This study is qualitative research. The analysis is based on the work of Larson (1984). The observation approach used to accumulate data from both versions of *Harry Potter and the Deadly Hallows* was to compare the same sentence in the source language text with the one in the receptor language text. Each pattern is placed side by side in the table in order to identify the translation techniques used and problems or errors found in translation. The data analysis is divided into two parts. The first part consists of the analysis of translation techniques employed to achieve semantic equivalence. The second part analyzes the problems or errors found in translation. After finding and selecting the translation techniques, the researcher comments to conclude and support these findings.

7. Discussion

There is much more the researcher could say about this paper through analyzing the translation of Harry Potter and the Deadly Hallows.

Regarding lexical equivalents when concepts are shared, the translator uses two techniques, doublets and antonyms, to find the most natural and accurate way to communicate the same meaning in the receptor language. For doublets, the translator translates a single term in the source language to a doublet in order to make the story natural and stylistic in the receptor language. For example, "determined" is translated as "ตั้งใจแน่วแน่." For antonyms, translator uses the opposite word to maintain the same concept in the receptor language. For example, "What the hell was that about? " is translated as "หาสวรรค์วิมานอะไร."

Regarding lexical equivalents when a concept is unknown, the translator uses three techniques, cultural substitutes, loan words, and borrowed words, to find an equivalent expression in the receptor language. Along with cultural substitutes, the translator uses similar meanings in Thai to render the same concept as the source language. For example, "tolerance" is translated as "ขันติธรรม" and "R.A.B" is translated as "ร.อ.บ." It is clear that these two concepts are quite similar in meaning, and the reader in the receptor language will not get confused. What this tells us is that words constantly need to be interpreted in terms of the cultural context. Along with loan words, the translator loans some words from the source language in order to convey the accurate meaning. In this study, there are two types of loan words, simple loan words and loan words with classifiers. Simple loan words are translated literally as Thai without classifiers. For example, the name "Harry" is translated as "แฮร์รี่" and the place "Hogwarts" translated as "ฮอกวอตซ์." In other words, the translator adopted a method of modifying the loan words by adding classifiers. For example, the word "Azkaban" is translated as "คุกอัซคาบัน" and "oak" translated as "ต้นโอ๊ค." Along with borrowed words, the translator borrows words that are known and have become familiar to Thai readers. For example, "champagne" is translated as "แชมเปญ" and "locket" as "ล็อกเกต."

Focusing on relationships between lexical items, the translator uses two techniques, generic to specific and specific to generic, to help the readers understand more clearly the meaning of that term. The translator uses generic to specific terms in translating to avoid confusing a reader. For example, "costume" is translated as "ชุดแฟนตาซี" and "wand" as "ไม้กายสิทธิ์." The translator uses specific to generic terms when having difficulty in translating the source language. For example, "hundreds of people" is translated as "นับร้อย."

Focusing on discovering the implicit meaning of the information in the text, the translator uses two techniques, explicit information and implicit information, to make the content unambiguous. In terms of explicit information, the translator translates the text by adding more information. In this techniques, it is shown that the translator is able to interpret the meaning beyond the literal level. For example, "was holding her short silver knife to Hermione's throat" is translated as "ถือมีดเงินสั้นจ่อไว้ที่คอหอยของเธอ" and "flush ourselves in" as "ชักโครกตัวเราลงไป." In terms of implicit information, the information is sometimes not stated explicitly because it is already known between the author and the reader. For example, "The front of The Quibbler" is translated as "ปกเดอะควิบเบลอร์". In several of the previous examples, we must consider the fact that there are various kinds of meaning. We should not only place emphasis on overt meaning. The covert meaning should also be considered.

For the figurative senses of lexical items, the translator uses three techniques, (1) idioms, (2) euphemisms, and (3) hyperbole to elicit the real meaning from the surface structure. With idioms, the translator recognizes the danger of translating idioms literally. Therefore, in this study, she pays attention to the equivalent meanings by translating idioms in the source language to idioms in the receptor language. From this perspective, it is found that the translator uses natural expressions and relates to the receptor language to modes of behavior relevant to Thai culture. Nevertheless, the translator translates non-idioms in the source language as idioms in Thai so that the reader can understand the flavor according to the ways of Thai culture. For example, the word "bookish" is translated as "หนอนหนังสือ." Furthermore, sometimes the translator translates idioms with a non-figurative expression to render the equivalent meaning. For example, the idiom "serve him right' is translated as the ordinary expression "สมน้ำหน้า." What this tells us is that the translator tries to elicit the meaning of idiom from the text and renders an appropriate meaning. The reader can understand the message with ease, translated both as ordinary expressions and idioms. For euphemisms, the translator understood the meaning and could substitute a new expression for an offensive, unpleasant, and unacceptable expression in the matter of sex and swear words. For example, the word "dead Headmaster" is substituted with the word "อาจารย์ใหญ่ผู้จากไป" and the word "death" substituted with "มรณกรรม."

For hyperbole, the translator translates an exaggeration to its literal meaning and adds details that are understood in the receptor language. For example, "bringing someone back to life" is translated as "การชุบชีวิตคนตาย" and "raise the dead as "ปลุกคนตายให้ฟื้น."

In the area of imaginative description, as the translator is able to produce a mental picture by using word choices to communicate the meaning in translating lively. For example, "dribbled down her chin" is translated as "เรี่ยราดลงมาตามคาง."

In the area of figurative propositions, the translator uses metaphors and similes to convey the exact meaning underlying the figurative form. For metaphors, the translator uses the technique of comparision by not using the word "like" or "as" in the source language in translating to the receptor language. However, in this study, a metaphor is translated as "เหมือนกับ" in the receptor language. Sometimes, the metaphor is literally translated to encourage the readers' imagination. For example, "House prices are sky rocketing" is translated as "ราคาบ้านแถวนี้พุ่งสูงยังกะจรวด." For similes, the translator uses the comparision technique by using the words "like" or "as" in the receptor language. It is seen that similes are translated by using comparable words "เหมือน", "เหมือนกับ", "อย่างกะ" or "ราวกับ" instead of a word-for-word translation, which would be difficult to understand and result in wrong meanings or no meanings at all.

For interpreting the opposite meaning, the translator can comprehensively translate the meaning of irony in the receptor language. It is shown that the translator is able to elicit what the author wants to convey the meaning in the form of irony for the readers. For example, the ironic phrase "Why on earth would he tell you?" is translated as "แล้วทำไมเขาจะต้องบอกเธอล่ะยะ."

For translating onomatopoeia in the source language, the translator is able to find equivalent onomatopoeia in the receptor language. For example, the onomatopoeia "hissing" is translated as "ขู่ฟ่อๆ." This is the way to make a noise like a long sound.

For person reference, the translator uses two techniques, free variation in the use of the pronominal system and figurative uses of person. In terms of the pronominal system's 1st and 2nd person pronouns, the frequent use of "I" and "you" are found more than "he," "she," and "it." It may be because in novel the author directly gives information related to herself. Hence, it is clear that the pronoun "I" is translated as many words, such as "ผม,กระผม, ชั้น,and หนู." In addition, the pronoun "you" is translated as many words in the receptor language, including "นาย, แก, เธอ, and หล่อน." These mean that the translator chooses the appropriate words to make the receptor language colorful and understandable. In terms of figurative uses of person, the translator uses personification by using inanimate objects performing the acts of human beings. For example, "this flower's flight to the ground" is translated as "ดอกไม้ที่บินอยู่บนพื้น." It means that the inanimate object is personified according to the intended meaning of the author in the source language.

It is clear from the findings that the translator uses language that is familiar and immediately comprehensible to the readers, like idiomatic expressions. Notice that she uses a broad choice of lexical items to make the language natural, clear, simple and unambiguous. For example, "Hermione made purple and gold streamers erupt from the end of her wand and drape themselves artistically over the tree and bushes" is translates as "เฮอร์ไมโอนีเสกสายรุ้งสีม่วงและทองจากปลายไม้กายสิทธิ์ ให้มันประดับตัวเองตามสุมทุมพุ่มไม้อย่างมีศิลปะ" and "a pool of molten gold spread from the center of the tent to form a gleaming dance floor" is translated as "แอ่งทองหลอมเหลวปรากฏขึ้นที่ใจกลางกระโจมและแผ่ขยายออกเป็นเวทีเต้นรำที่ส่องประกายวิบวับ."

Over than common translation techniques, problems and errors were found as well. These include mistranslation, overtranslation, undertranslation and inappropriate translation. The problems and errors found in translation may appear because the translator was careless and misinterpreted the text, was not given enough time, or had inadequate documentation. It is probable that these reasons may have made the translator fail to consider the correct meaning when working on a particular word or phrase.

Rather a lot of information in the source language is wrongly translated in the receptor language. It is likely that the translator misinterprets the information in the text. One example of mistranslation is "half of us" mistranslated as "กว่าครึ่ง." The meaning is wrong in that it's only half but the translator did not render the equivalent meaning in the original text. Indeed, it should be translated as "ครึ่งนึง."

In the area of inappropriate translations, the translator chooses lexical items that are inappropriate for the meaning in the receptor language. The example of inappropriate translation is "serious flaw" which is translated as "ข้อบกพร่องฉกาจฉกรรจ์." The order of words in the receptor language is wrongly presented. It should be translated as "ข้อบกพร่องร้ายแรง" which is appropriate and acceptable in the Thai context.

For overtranslation, it is sometimes used in the receptor language in order to enhance the naturalness of the translated work. However, it may skew the intended meaning of the author. For example, "Albus was heartbroken" is translates as "อัลบัสหัวใจแตกสลาย."

For undertranslation, the meaning components in the source language are not completely translated. Even though the translator translates the main idea of the story correctly, the reader cannot understand the exact meaning intended by the author in the source language. The flavor is lost in reading when compared to the source language. For example, "The gate creaked a little as he pushed it open, but James Potter did not hear." is translated as "ประตูลั่นเอี๊ยดอ๊าดเมื่อเขาผลักมันเปิดออกแต่เจมส์ พอตเตอร์ไม่ได้ยิน."

8. Conclusion

This study has presented a qualitative translation analysis of Harry Potter and the Deadly Hallow, both in the source language and receptor language. Using Larson's semantic theory framework, it is found that, the translator adopts the following translation techniques (1) doublets, (2) antonyms, (3) loan words, (4) borrowed words, (5) generic and specific terms, (6) explicit and implicating meanings, (7) idioms, (8) euphemisms, (9) hyperbole, (10) cultural substitutes, (11) images, (12) metaphors, (13) similes, (14) personification, (15) irony, (16) onomatopoeia, (17) free variation in using pronouns, (18) idiomatic translation. In addition, it is found that, there are some problems and errors in the translated text: (19) mistranslation, (20) overtranslations, (21) undertranslations, and (22) inappropriate translations.

In conclusion, the idiomatic translation techniques are frequently used to render the equivalence and flavor of the source language to the receptor language. Obviously, one useful technique is to use Thai idioms translated from idioms in the source language. At the same time, ordinary expressions are translated to idioms that are profoundly meaningful and perfectly understandable in the receptor language. However, it is found that there are some problems and errors in translation that are hard to avoid. Such problems concern the notion of different cultures between the author and the translator, language structure and usage, the translator's misinterpretation, and limited time to translate. Despite the difficulties the translator had in comprehending and translating the source language of the native speaker author, he could produce a special quality of translation, making the issues transparent to all the readers.

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An Analysis of the English Language Skills Needs and Problems Among the Hotel and Restaurant Management Practicum Students in Batangas Province. Basis for an ESP Curriculum Design

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ABSTRACT

Batangas Province is known as one of the most popular tourist destinations in the Philippines. It is home to many beaches, diving spots and varied tourist attractions. This makes Batangas a haven for hotels, restaurant, and tour services as it is frequently visited by local and foreign entities. This also makes the demand for higher quality of hotel services and staff adept in using the English language. Thus, Higher education institutions find ways to address this clamor is for competitive and communicatively competent graduates. This research investigated and analyzed the English language skills needs, problems and on how well their present academic curricula address them. The skills measured were on listening, speaking. reading, writing, grammar and vocabulary. A total of 99 Hotel and Restaurant Management college students who presently undergoing their practicum in different hotels in Batangas Province. It was found out that the language skills needs are very high and the problems encountered by the students are moderate and the schools highly address these needs. However, the schools still need to realign their curriculum as they do not precisely address the highly needed skills and problems.

Keywords: Curriculum design, communicative competence, English skills, Needs Analysis

INTRODUCTION

Communication is the basic attribute of human life and language is the main tool of human communication. Initially, this communication was within societies and communities at local level but it took a new dimension as people from various societies, communities and nations started interacting with each other. The period following the 1950s saw a tremendous increase in the need for communication among the people of the world in various spheres of international contact like politics, academics, economics, technology and culture. The world has started becoming a global village.

This gave birth to the need and pressure of adopting a common lingua franca for this global village to facilitate communication and make it more practical for the people of various linguistic backgrounds. This phenomenon led to the emergence of an international language. English was accorded this privilege and it became the language of international communication. Whatever may be the political or economic reasons and factors responsible for entrenching English in this position, the reality is that these reasons and factors cannot diminish the importance of English and its pervasive use in international affairs.

Presently, English is the language of international economic system. It is a language which has secured a place for itself alongside local languages in multilingual communities and is also learnt by all classes of the society. Its acquisition can guarantee the availability of opportunities to employment, travelling, higher education, and even better life. Most of these people live in countries where English is required for external purposes: to communicate and do business with people in other countries, and to catch up with the advances in the field of business. In addition, English is used as a means to transfer thoughts and cultures and to create good relationships between people in different countries. As a result, English has become an international language and is widely used as a medium for understanding and exchanging ideas among people all over the world.

Nowadays, the role of English is important for tourism industry as a means to communicate, negotiate, and execute transactions with tourists by tourism employees It is an ample indication that English is being used as a lingua franca in all spheres of international activity and it can be claimed that, internationally English has developed a 'special role that is recognized in every country. Regarding all this fact, it can be seen mandatory for students of numerous fields of study to learn English. It can help them to easily communicate with other peoples around the world, having access to the new-developed scientific knowledge of other countries and, as a result, having a better practical life.

Since tourism industry is one of the fastest-growing businesses in the Philippines, it plays an important role in the Philippine economy. Furthermore, Filipinos who are graduates of Hotel Management and tourism courses are in-demand abroad because of their natural hospitality and superb caring ways. In the focal setting of the study, Batangas Province is known as one of the most popular tourist destinations near Metro Manila. It is home to the famous Taal Volcano, one of the Decade Volcanoes, and Taal Heritage town, a small picturesque town that has ancestral houses and structures dating back to the 19th century. The province also has many excellent beaches and diving spots including Anilao in Mabini, Sombrero Island in Tingloy, Ligpo Island in Bauan, Matabungkay in Lian, Punta Fuego in Nasugbu, serene beaches in Calatagan and Laiya in San Juan.

Furthermore, Batangas City has the second largest international seaport in the Philippines after Metro Manila. The identification of the city as an industrial growth center in the region and being the focal point of the CALABARZON program resulted to the increasing number of business establishments in the city's Central Business District (CBD) as well as numerous industries operating at the province's industrial park. This makes Batangas a haven for hotels, restaurant, and tour services as it is frequently visited by local and foreign entities. Such visits also make Batangas' economy growing.

The Problem

Having these, many education institutions in the province, both government and private offer undergraduate level hotel and restaurant management courses in which embedded is the study of English related to tourism business for students who intend to work in tourism or hospitality industry after graduation.

These English courses are involved with the language which is associated with host-guest interaction in the service business, termed as the language of hospitality is often formal, though it very much depends on the level of acquaintance among the participants themselves.

In line with this, the demand for further development of the services is getting higher. The reason behind is its great potential as an industry in generating income and creating jobs. Part of the clamor is for the graduates Hotel and Restaurant Management and Tourism students to achieve fluency, accuracy, and communicative communication ability. People who work in the international tourism and service industry have the opportunity to use the target language on a daily basis. That said, the fossilization of incorrect forms must be avoided. Naturally, professional, polite, service language must be mastered and maintained.

It is generally accepted that English is regarded as a foreign language in the country especially in Batangas where people uses deeply seated Tagalog and accent. Commonly, Batanguenos study English only at schools to communicate with speakers of the language or read texts using the target language. Batanguenos rarely use English in their daily life. As a result, they face problems when communicating with foreigners who speak English.

Similarly, the HRM and tourism students in the province face a major problem when they are in contact with foreign tourists. Their usual problems are using inappropriate words and expressions in speaking, being unable to understand foreign accents, having inadequate vocabulary in reading, and lacking grammar knowledge in writing. This may be explained that not all tourist employees can speak English fluently. Some may use English like a native speaker while others may be able to use a little English or cannot communicate with the language at all. Therefore, it is possible that the tourism employees cannot comprehend and listen to a variety of English accents accurately, choose the appropriate words and expressions, use correct grammar when they speak, read and write about tourism.

This reality supports Prachanant (2012) who indicated that the problems of English language skill included: listening skill speaking fast and speaking with a different accent by native and nonnative English speakers, speaking skill vocabulary shortage, reading skill having a shortage of vocabulary words including technical words, and writing skill poor grammar usage. Added to this are the different individual characteristics or personality that also contributes to language problems.
Clearly, the learning of other subjects is quite different from language learning. The risk of losing language skills is quite high and individuals inside and outside of schools must make great effort continue to improve. In a professional setting, such as in the international tourism and service industry, this is essential.

Although these tourism students are trained to use English in real situations using the syllabus written by the experts of this field, a formal need analysis to help determine the requirements of the English course for tourism employees has barely been conducted. English has so far been taught without systematical survey of needs. There still many institutions who maintain the instruction of general English as an academic subject rather than focusing on the purpose of teaching the language. It result to the core dilemmas where English teachers find themselves in a situation where they are expected to produce a course that exactly matches the needs of a group of learners, but are expected to do so with no, or very limited, preparation time. In the real world, many English instructors and English for Specific Purposes developers are not provided with ample time for needs analysis, materials research and materials development. Therefore, the syllabus is not based on the real needs of tourism employees as it should be. It seems inevitable to carry out a formal needs analysis tourism employee in using English across the country and abroad.

Rationale

This study, therefore, attempted to analyze the English language needs and problems faced by HRM and Tourism students in selected higher education institutions in Batangas. The findings of this study will then serve as a guideline to develop or expand the existing English for HRM and Tourism courses at the higher education Institutions across Batangas in order to develop more effective English for HRM course in the future. Furthermore, identifying the needs and appropriate teaching materials for tourism students will produce satisfied customers as well as plenty of professional fulfillmentsin the future for those committed to doing a good job. Keeping this in view, it is felt that English courses offered at collegiate institutions should target on skills related to job needs and job functions to ensure that the learners are well equipped with the required skills in order for them to perform at the workplaces. This where this study is posited.

Methodology

The study utilized the Descriptive Survey research method for this study because it aims to describe an existing phenomenon and its associations or relationships between things. Descriptive studies, in which the researcher interacts with the participant, may involve surveys or interviews to collect the necessary information. The present study aimed to know what are the present needs and problems of the HRM student regarding their English skill as well as the relevance of the present curriculum with the aforesaid variables- thus the Descriptive form of research.

Participants

The participants of this study comprised Ninety-nine (99) Fourth Year Hotel and Restaurant Management students from 3 prominent schools in Batangas. They are selected as respondents since they have firsthand knowledge of the language requirements in different hotels and restaurants.

Another reason was that they have already taken their basic English subjects. This qualification ensured that the participants understand the nature of the topics being asked in the questionnaire.

Instrumentation

A survey questionnaire was used as the main data-gathering instrument for this study. Some contents of the questionnaire were adapted *from Thawatchai Tangniam's study entitled An Analysis of English Language Needs for Thai Airways Ground Staff*. Other parts of the questionnaire weremade using relevant literature as basis.

The questionnaire is divided into four main sections: the profile of the HRM learners; their present needs and problems with regards to the English skills of litening, Speaking, Reading, Writing, Grammar and Vocabulary. The last part is the question as to whether these language skills needs and problems are addressed by their present English language curriculum.

The questions were structured using both completion type and in the Likert format. In this survey type, five choices are provided for several statements in line with the English skillsneedsbeing measured. The choices represent the level each respondent has on the given statements. Thesample scale below was used to interpret the total responses of all the respondents for every surveyquestion by computing the weighted mean:

Symbol	Range	Interpretation
5	4.20 – 5.00	Very High
4	3.40 – 4.19	High
3	2.60- 3.39	Moderate
2	1.80 – 2.59	Low
1	1.00-1.79	Very Low

The Likert survey will be the selected questionnaire type as this will enable the respondents to answer the survey easily. In addition, this research instrument will allow the research to carry out the quantitative approach effectively with the use of statistics for data interpretation.

To ensure the validity of the questionnaire, the draft version constructed by the researcher was modified and revised based on the suggestion of the two English instructors and one statistics expert. After that, a pilot study was carried out to test the effectiveness and to improve the language appropriateness of the questionnaire. The 15 subjects of the pilot study were requested to filloutthe questionnaire, to give their comments on the content and wording, and to give suggestion s on items that should be added or excluded.

The Problem

Below are the research questions answered in this study.

1. What is the profile of the HRM Practicum student respondents in terms of:
   1.1. gender,
   1.2. language spoken,
   1.3. personal factors affecting English language learning?
2. How do the HRM practicum students assess their level of English skills needs?

3. What is the students' level of assessment on the encountered problems regarding their English skills?

4. To what level do the present school curriculum addresses the needs and problems encountered by the HRM Practicum students?

5. Is there a relationship between the respondents profile and their assessment of problems.

Results and Discussions

1. Profile of the Respondents

Table 1. Gender

Gender	Frequency	Percentage
Male	39	39.4
Female	60	60.6
Total	99	100

It is shown in Table 1 that most of the respondents (60.6%) were female and 39.4% were male.

Table 2. Language Spoken

Language Spoken	Frequency	Percentage
English	2	2.0
Tagalog	28	28.3
Both	69	68.7
Total	99	100

Table 3 indicates that majority of the respondents (68.7%) speaks both English and Tagalog, 28.3% of them speaks Tagalog while 2.0% speaks English

2. Level of Needs, Problems and Problem Addressed by the Present Curriculum

Table 2.1
The Level of Needs, Problems, and Problem Addressed in the Present Curriculum in Terms of Listening Skill

	Level of Need				**Level of Problem**				**Level of Problem Addressed in the Present Curriculum Rank**			
Listening Skill	**Mean**	**SD**	**Rank**	**Interpre-tation**	**Mean**	**SD**	**Rank**	**Interpre-tation**	**Mean**	**SD**	**Rank**	**Interpre-tation**
Listening to and understanding what customers want	4.43	.85	2	Very High	3.04	1.17	3	Moderate	3.60	1.08	2	High
Listening to customers complaints	4.47	.85	1	Very High	3.05	1.13	2	Moderate	3.58	1.09	3	High
Listening to customers satisfaction	4.36	1.03	3	Very High	2.98	1.25	5	Moderate	3.64	1.18	1	High
Listening to personal details and information	4.23	1.07	4	Very High	2.86	1.12	6	Moderate	3.52	1.15	4.5	High
Listening to conversations by phone	4.03	1.16	6	High	3.01	2.22	4	Moderate	3.52	1.18	4.5	High
Listening to foreign accents	4.10	1.01	5	High	3.08	1.15	1	Moderate	3.42	1.08	6	High
Total	4.27	.81		Very High	3.00	.96		Moderate	3.54	.98		High

Legend: *N=99*
4.21 - 5.00Very High
3.41 - 4.20High
2.61 - 3.40Moderate
1.81 – 2.60Low
1.00 – 1.80Very Low

Tables 2.1 to 2.6 contains the respondents assessments of their level of need, problems and how these problems are addressed by the present curriculum.

Table 2.1 shows HRM respondents the four most significant listening activities that the respondent deemed very highly needed to be learned. These were on listening to customers complaints (means score 4.47), listening to and understanding what customers want (means score 4.43), listening to customers satisfaction ((means score 4.36) and listening to personal details and information (means score 4.23).

The composite mean of 4.27 showed that listening skill are very highly needed skills which one must learn to be an effective HRM employee.

In continuation, all the respondents indicated that they find moderate (mean score 3.00) difficulty with regards to their problems in listening. However, they find listening to foreign accents (mean score 3.08) and listening to customer complaints (mean score 3.05) to be the hardest to deal with.

When asked if the present curriculum addressed their present listening problems, they indicated that the curriculum highly responds to their problems as indicated in the mean score of 3.54. Moreover, they assessed that the present curriculum taught them most on listening to customers satisfaction (mean score 3.64) and listening to and understanding what customers want (mean score 3.60).

The above needs assessment showed how important listening skills are in the hotel and restaurant industry. For most of the positions in this industry, general human interactions are essential for guest service experience. In a service industry, clear, engaging, persuasive communication is vital, yet the ability to write well is becoming a rare talent. Staff should make eye contact, initiate conversation, exude confidence and approachability and must have great listening skills. There is an emotional intelligence that developed by really listening to people, feeling their pain, and removing their ego from the equation with an open willingness to help them solve their problem.

Table 2.2

The Level of Needs, Problems, and Problem Addressed in the Present Curriculum in Terms of Speaking Skill

	Level of Need				Level of Problem				Level of Problem Addressed in the Present Curriculum Rank			
Speaking Skill	**Mean**	**SD**	**Rank**	**Interpre-tation**	**Mean**	**SD**	**Rank**	**Interpre-tation**	**Mean**	**SD**	**Rank**	**Interpre-tation**
Answering interviews by future employers	4.24	1.05	5	Very High	3.08	1.08	2	Moderate	3.57	1.25	8	High
Welcoming and greeting	4.24	1.11	5	Very High	2.93	1.36	7	Moderate	3.48	1.15	16	High
Inquiring about customers' needs and Decisions	4.22	1.07	8	Very High	2.98	1.28	4	Moderate	3.49	1.16	15	High
Making polite requests	4.52	3.08	1	Very High	2.82	1.40	16	Moderate	3.64	1.19	5	High
Providing and explaining about room details and facilities	4.21	.97	9	Very High	2.79	1.20	12	Moderate	3.65	1.13	4	High
Offering assistance	4.18	1.06	10	High	2.82	1.29	16	Moderate	3.51	1.19	14	High
Giving customer directions	4.23	1.09	7	Very High	2.96	1.33	5	Moderate	3.44	1.21	17	High
Refusing politely	4.07	1.09	15	High	2.92	1.49	8.5	Moderate	3.87	3.93	1	High
Suggesting travel information (eg restaurants, traditions, tourist attractions transportation etc.	4.26	1.02	3	Very High	2.99	1.19	3	Moderate	3.56	1.11	9	High
Conducting conversations by phone	4.10	1.04	14	High	3.23	3.24	1	Moderate	3.59	1.21	6.5	High
Apologizing when mistakes occur	4.24	1.25	5	Very High	2.82	1.34	16	Moderate	3.53	1.16	11	High
Explaining the reason for mistakes	4.35	1.03	2	Very High	2.92	1.28	8.5	Moderate	3.52	1.10	12.5	High

Negotiating for mutual understanding	4.10	1.07	17	High	2.85	1.20	13	Moderate	3.55	1.15	10	High
Clarifying questions and confirming messages	4.16	1.06	11	High	2.95	1.42	6	Moderate	3.86	4.13	2	High
Pronouncing English consonant and vowel sounds	4.14	1.03	12	High	2.88	1.10	10	Moderate	3.59	1.10	6.5	High
Speaking with appropriate word stress	4.05	1.04	16	High	2.87	1.17	11	Moderate	3.66	1.09	3	High
Speaking politely according to grammar rules and social etiquette	4.13	1.14	13	High	2.84	1.19	14	Moderate	3.52	1.03	12.5	High
Total	4.20	.88		Very High	2.92	1.05		Moderate	3.52			High

***Legend**: N=99 4.21 - 5.00 Very High, 3.41 - 4.20 High, 2.61 - 3.40 Moderate, 1.81 – 2.60 Low, 1.00 – 1.80 Very low*

According to table 2.2, the respondents found it very highly needed (composite mean score 4.20) to develop their speaking skills. Specifically, they needed to be trained more on making polite requests (mean score 4.52), explaining the reason for mistakes (mean score 4.35) and suggesting travel information (e.g. restaurants, traditions, tourist attractions transportation etc. (mean score 4.26).

At the same time, the respondents attested that find moderate problem or difficulty (composite mean score 2.92) on all aspects of speaking but they attested that conducting conversations by phone (mean score 3.24) answering interviews of future employees (mean score 3.08) and suggesting travel information (e.g. restaurants, traditions, tourist attractions transportation etc. (mean score 2.99) proved to be most difficult.

One common problem identified with this result is that these activities are highly interactional and would require the respondents to speak and respond immediately. However, this proves to be a problem given the language barriers which are any differences in language like slang, jargon, translations, dialects, or semantics. Since the hotels have different background of guests which sometimes they use their own style of language. Linguistic and cultural differences can be the barrier of communication. It creates the problem for receiver to complete or understand the language used by the transmitter.

As to whether these problems are addressed by the present curriculum, the respondents rated it at a high level (composite mean score 3.52). Primarily addressed were the activities on refusing politely (3.87), clarifying questions and confirming messages (mean score 3.86) and on speaking with appropriate word stress (mean score 3.66).

Table 2.3

The Level of Needs, Problems, and Problem Addressed in the Present Curriculum in Terms of Reading Skill

	Level of Need				**Level of Problem**				**Level of Problem Addressed in the Present Curriculum Rank**			
Reading Skill	**Mean**	**SD**	**Rank**	**Interpre-tation**	**Mean**	**SD**	**Rank**	**Interpre-tation**	**Mean**	**SD**	**Rank**	**Interpre-tation**
Reading customers travel documents	4.14	.95	1	High	2.95	1.06	3	Moderate	3.38	1.16	3.5	Moderat e
Reading business letters and faxes	4.07	.94	2	High	3.01	.99	2	Moderate	3.38	1.18	3.5	Moderat e
Reading information from the internet	4.05	1.01	4.5	High	2.87	1.08	4	Moderate	3.40	1.16	2	Moderat e
Reading E-mail	4.02	1.00	6	High	2.81	1.14	5	Moderate	3.82	4.25	1	High

Reading brochures and tourism magazines and journal	4.05	1.06	4.5	High	2.73	1.10	7	Moderate	3.26	1.23	7	Moderate
Reading minutes of meeting	4.06	1.10	3	High	3.19	3.22	1	Moderate	3.27	1.25	6	Moderate
Reading news and official information issued by the company	4.00	1.15	7	High	2.79	1.15	6	Moderate	3.36	1.21	5	Moderate
Total	4.05	.89		High	2.91	1.06		Moderate	3.41	1.25		High

Legend: *N=99 4.21 - 5.00 Very High 3.41 - 4.20High 2.61 - 3.40Moderate 1.81 – 2.60Low 1.00 – 1.80 Very Low*

As presented in in Table 2.3, the respondents attested that they highly need to develop their Reading skills as reflected in the composite mean of 4.05. Separately, they emphasized the need on reading customers travel documents (mean score 4.14) and on reading business letters and faxes(mean score 4.07).

The respondents find these two as highly needed because aside from they are the primary situations which they should attend to, these oftentimes are also the common cause of delay for successful check-ins. There are a lot of processes here and practices vary from each hotels. Examples of these are checking for passports or IDs, reservations, refunds if any, check-in times, itineraries, contact details and scans of key travel documents and a whole lot more that it really requires the front office staff to be keen on reviewing these documents.

As for the problems encountered, the respondents acknowledged that they are moderately affected by the problems in reading skills as highlighted in the composite mean of 2.91. They emphasized the problem in reading minutes of meetings (mean score 3.22) and reading business letters and faxes (3.01). These are probably due to minimal exposure to these activities because as practicum students, they are barely allowed to handle documents like these yet because of the confidentiality and technical nature in handling the aforesaid documents.

Furthermore, they assessed that these present problems are highly addressed by the present curriculum but the concentration however was more on reading e-mails (mean score 3.82) and reading information from the internet (mean score 3.22) which doesn't seem to address their present problems encountered. While these two are very important reading skills for hotel and restaurant staff, they must learn more other fields in the job which requires their reading skills.

Table 2.4

The Level of Needs, Problems, and Problem Addressed in the Present Curriculum in Terms of Writing Skill

	Level of Need				Level of Problem				Level of Problem Addressed in the Present Curriculum Rank			
Writing Skill	**Mean**	**SD**	**Rank**	**Interpre-tation**	**Mean**	**SD**	**Rank**	**Interpre-tation**	**Mean**	**SD**	**Rank**	**Interpre-tation**
Writing application letters	4.11	1.02	3	High	2.92	1.14	2	Moderate	3.65	1.24	1	High
Writing business letters in appropriate formats	4.18	.97	2	High	2.88	1.13	3	Moderate	3.62	1.18	2	High
Writing daily reports	3.96	.97	6	High	2.73	1.13	6	Moderate	3.45	1.18	3	High

Writing messages for customers	3.89	1.11	7	High	3.09	3.23	1	Moderate	3.34	1.13	6	Moderate
Taking note of telephone messages	4.06	.98	4	High	2.74	1.16	5	Moderate	3.37	1.23	5	Moderate
Writing memos	4.64	5.20	1	Very High	2.78	1.11	4	Moderate	3.43	1.21	4	High
Writing appropriate e-mails for customers	4.01	1.05	5	High	2.64	1.04	7	Moderate	3.31	1.27	7	Moderate
Total	4.12	1.21		High	2.82	1.10		Moderate	3.45	1.07		High

Legend: *N=99 4.21 - 5.00 Very High 3.41 - 4.20High 2.61 - 3.40Moderate 1.81 – 2.60Low 1.00 – 1.80 Very Low*

Table 2.4 shows that among the HRM respondents the two most significant writing activities that the respondent deemed highly needed to be learned were on writing memos (mean score 4.64) and writing business letters in appropriate formats (mean score 4.18. The composite mean of 4.12 showed that writing is a highly needed skill which one must learn to be an effective hotel employee.

In continuation, all the respondents indicated that they find moderate (mean score 3.45) difficulty with regards to their problems in writing. However, they find writing messages for customers (mean score 3.09) and writing application letters (mean score 2.92) to be the hardest to deal with.

When asked if the present curriculum addressed their present listening problems, they indicated that the curriculum highly responds to their problems as indicated in the mean score of 3.45. Moreover, they assessed that the present curriculum taught them most writing application letters (mean score 3.64) and writing business letters in appropriate formats (mean score 3.62).

The reason behind these is that Business Correspondence as a subject is considered to be part of their English 2 subject and thus being given only a short amount of time to be learned.

Table 2.5

The Level of Needs, Problems, and Problem Addressed in the Present Curriculum in Terms of Grammar Skill

	Level of Need				Level of Problem				Level of Problem Addressed in the Present Curriculum Rank			
Grammar Skill	**Mean**	**SD**	**Rank**	**Interpre-tation**	**Mean**	**SD**	**Rank**	**Interpre-tation**	**Mean**	**SD**	**Rank**	**Interpre-tation**
Knowing and accurately changing the tense (e.g. Present tense, past tense, future tense	4.15	1.05	1	High	2.93	1.12	1	Moderate	3.75	1.09	1	High
Knowing and using appropriate nouns	4.11	1.10	2	High	2.87	1.21	2	Moderate	3.54	1.26	3.5	High
Knowing and using appropriate articles and prepositions (eg. A, an, the, In, on, at	4.05	1.13	4	High	2.81	1.11	4	Moderate	3.60	1.22	2	High
Knowing and using proper modal verbs (eg. Can could, should, shall at al)	4.04	1.11	5	High	2.82	1.17	3	Moderate	3.54	1.21	3.5	High
Knowing and using appropriate adjectives and adverbs	4.07	1.10	3	High	2.76	1.08	5	Moderate	3.53	1.30	5	High
Total	4.08	1.00		High	2.84	1.04		Moderate	3.59	1.14		High

Legend: *N=99*

4.21 - 5.00Very High
3.41 - 4.20High
2.61 - 3.40Moderate
1.81 – 2.60Low
1.00 – 1.80Very Low

Table 2.5 shows the significant grammar skills which the respondents assessed as highly needed as reflected in the composite mean of 4.08. Emphasis is placed on knowing and accurately changing the tense (e.g. Present tense, past tense, future tense) mean score (4.15) and on Knowing and using appropriate nouns (mean score 4.11).

The reason behind these results is that HRM uses technical terms and activities specific for this field and thus students considered them highly needed to be learned.

Interestingly, the respondents attested that they have moderate problems on their grammar skill as reflected in the composite mean of 2.84. Highlighted as moderate cause of problems is placed on knowing and accurately changing the tense (e.g. Present tense, past tense, future tense) mean score (2.93) and on knowing and using appropriate nouns (mean score 2.87).

The respondents further confirmed that their problems are highly attested in the present curriculum as reflected in the composite mean of 3.59. Importance is given on knowing and accurately changing the tense (mean score 3.75) (e.g. Present tense, past tense, future tense) and on knowing and using appropriate articles and prepositions (eg. A, an, the, In, on, at) (mean score 3.75).

The reason behind is that the generic syllabus includes in it the study of grammar rules as part of its enrichment activities. The learners‟ ability to speak comprehensibly in the target language is certainly influenced by the knowledge of English vocabulary and the knowledge of the rules which govern words‟ combination. It is very important to have a luggage of lexis in the learner’s linguistic repertoire, but what is more important is to have the capacity to put these words together in a combination that enables the speaker to convey the intended meaning.

Table 2.6
The Level of Needs, Problems, and Problem Addressed in the Present Curriculum in Terms of Vocabulary Skill

	Level of Need				**Level of Problem**				**Level of Problem Addressed in the Present Curriculum Rank**			
Vocabulary Skill	**Mean**	**SD**	**Rank**	**Interpre-tation**	**Mean**	**SD**	**Rank**	**Interpre-tation**	**Mean**	**SD**	**Rank**	**Interpre-tation**
Knowing and using vocabulary related to tourism industry	4.81	5.18	1	Very High	3.02	1.13	1	Moderate	3.51	1.20	3	High
Knowing and using vocabulary related to transportation	4.23	.95	2	Very High	3.00	1.18	2	Moderate	3.47	1.15	6	High
Knowing and using vocabulary related to food	4.18	.99	4.5	High	2.92	1.09	6	Moderate	3.52	1.13	2	High
Knowing and using vocabulary related to accommodation	4.18	1.00	4.5	High	2.95	1.17	4	Moderate	3.55	1.14	1	High
Knowing and using vocabulary related to festivals and holidays	4.06	.98	6	High	2.98	1.10	3	Moderate	3.48	1.09	4.5	High
Knowing and using vocabulary related to giving directions	4.14	1.01	3	High	2.93	1.12	5	Moderate	3.48	1.15	4.5	High
Total	4.35	1.62		Very High	2.97	1.04		Moderate	3.50	1.07		High

Legend: *N=99*

4.21 - 5.00Very High
3.41 - 4.20High
2.61 - 3.40Moderate
1.81 – 2.60Low
1.00 – 1.80Very Low

According to table 2.6, the respondents found it very highly needed (composite mean score 4.35) to develop their vocabulary skills. Specifically, they needed to be trained more on knowing and using vocabulary related to tourism industry (mean score 4.81) and on knowing and using vocabulary related to transportation (mean score 4.23).

In addition, the respondents attested that find moderate problem or difficulty (composite mean score 2.97) on all aspects of speaking but they attested that knowing and using vocabulary related to tourism industry (mean score 3.02) and on knowing and using vocabulary related to transportation (mean score 3.00) proved to be most difficult.

As to whether these problems are addressed by the present curriculum, the respondents rated it at a high level (composite mean score 3.50). Primarily addressed were the activities on Knowing and using vocabulary related to accommodation (3.55), Knowing and using vocabulary related to food (mean score 3.55). These findings could probably be attributed to the fact that majority of the hands on activities implemented in schools were on food and beverage handling, cuisine and that of hotel room accommodation and management. Fewer activities were concentrated on travel and transportation.

The problem with language learning not only boils down to the linguistic nature of the target language but more so on the psychological aspect of language learning which is considered to be a personal problem on the part of the respondents. They attested that they are moderately affected by the personal problem of language learning as reflected in the composite mean of 2.92. Specifically, their common problem is on the interference from the mother tongue (Tagalog) particularly in pronunciation syntax and idiomatic usage (3.03) and on lack of opportunity to use English in the daily life (2.96).

These problems can be readily observed during the event of language transfer from their native language to the target language. The complication in transfer is that the old first language structures interfere with the process of foreign language learning, either helping or inhibiting it. Transfer is the influence resulting from similarities and differences between the target language and any other language that has been previously (and perhaps imperfectly) acquired. If structures in the second language are similar to those of the first language, then learning will take place easily; however, if 50 structures are realized differently in the first and the second language, then learning will be difficult.

As reflected on the table, the respondents have difficulty on the structural factors of language transfer. Structural factors leading to both types of transfer include those similarities and differences which occur at the level of the formal structure/ the linguistic system of the two languages. As observed, when there are many similarities between L1 and L2, positive transfer occurs and when there are fewer similarities, negative transfer occurs.

The limited events of language contact or usage prove to be an enormous factor in the respondents' language learning. There is limited exposure to the target language thus leading to scarcity of target language practice. Concerning the influence of social context, the English language learner would learn better if he is brought to the context of the English.

However, there other factors to be considered in language learning which include the psychological aspects. Among these are the respondents anxieties which is a serious problem facing students in using the foreign language. Many researchers have shown that anxiety in the foreign language classroom is a real communication barrier, and any student who has experienced this has poor class participation or even refusing to speak in front of audience in the classroom. Shyness and fear of making mistakes where at a certain level, where even good achievers and can express their ideas in the target language, they may feel themselves linguistically inferior and ashamed to talk. This is because of the fear of making mistakes in front of their employers and colleagues. These students prefer not to speak at all and remain silent despite their interests (Segueni, 2005).

Lack of Interest is also a problem where sometimes, individuals do not like to speak because of many reasons. One of these reasons may be that the teacher does not present the lesson well, or the lesson is very difficult to be grasped. The role of the teacher here is to facilitate the tasks for his/her students and to help them to overcome feelings of insecurity and lack of interest. The teacher can reach that by creating a positive atmosphere in the classroom and telling students that we learn from our mistakes. Littlewood (1981) says in this domain: "this atmosphere depends to a large extent on the existence of personal relationships which do not create inhibition, but are supportive and accepting."

Lastly, the respondents assessed that these personal problems on language learning are also moderately addressed (composite mean 3.38) in the curriculum. Highly addressed among the problems are on Interference from the mother tongue (Tagalog) particularly in pronunciation, syntax and idiomatic usage (mean score 3.56) and on unchallenging English subjects (mean score 3.42). These are reflected through the use of English all throughout the different subjects taught and the different language programs implemented.

Table 2.7
Relationship between Personal Problems and English Language Skills

	Listening	Speaking	Reading	Writing	grammar	vocabulary
Correlation Coefficient	.470**	.629**	.604**	.683**	.727**	.760**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000

Reccomendations

1. The HRM Department. They need to realign their curriculum based on the priority needs of the students using the findings of this study as basis. To do this, a curriculum review together with the dean, HRM and English teachers must sit together and discuss priority skills needed to be d eveloped and include it in their curriculum revision. Principles of constructivism and cooperative learning are the best models to follow when they decided to revise their curriculum.
2. The HRM Students. Their language learning are affected by social, cultural and individual factors which can only be addressed by improving initiative, motivation and desire to learn English. Having this, they must really help themselves by participating actively in discussions and activities which requires the use of English.
3. The Higher Education Institutions. They should continue finding best practices that would improve the English skills of the students. They may use the findings of this study as basis or may push for more research-based curricular modification in order to maintain excellence in their craft as producers of quality graduates.
4. Future Researchers. The study revealed that personal problems significantly affect the language skills of the students. They may conduct further studies using socio-cultural context, sociolinguistic and strategic competencies as variables for language learning in order to understand further the personal factors affecting the students language learning

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An Experimental Study of Big Data in Logistics

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Abstract
The logistics industry has been undergoing a series of transformations for the past few years. Many technologies are being used widely today in order to provide more reliable services. As our economy is moving into this new information age, logistics industries are facing a lot of opportunities as well as challenges mainly with integration advancement of e-commerce and evolution of new different data sources like sensors, smart phones, GPS and other smart devices exploded the business generating the large amount of data all the time. However to deal with such complex data, logistics firms requires comprehensive data collection and analytics technologies. In this paper we discuss opportunities and analysis capabilities of Big Data analytics and Hadoop for supporting the current ways of doing business and future innovation in the field of logistics. Thus this paper presents a modern approach to information management and analytics in order to achieve improved operational efficiency for logistic firms

Keywords
Big Data analytics, Hadoop, Logistics.

1. INTRODUCTION

Nowadays, large amount of the unstructured data generating from many sources such as social networks, websites and sensor networks and devices like smart phones, tablets, GPS devices etc., also the total of data volume is expanding continuously all the time. Big Data refers to extremely large, complex data sets that exceed the traditional processing capabilities of the IT infrastructure due to their size, format diversity and speed of generation. It refers to the large and complex data collated from all imaginable sources, which leverages information as the vital asset and includes structured and unstructured data, internal and external data and formal and informal communication. The three dimensions of Big Data that distinguishes it from conventional data are its features, processes and results.

Features: Volume - quantity, the amount of data, Variety – formats, the data types, data from various sources Velocity – speed, the speed of data generated and processed

Veracity – quality of data

Processes: which include capture, curation, storage, search, sharing and transfer

Results: visualization and analysis

Big Data analytics refers to the process of analyzing Big Data to provide deeper insights, discover patterns (correlation and causation) and to throw up abnormal behavior, red flags and outliers also used for making deep analysis, monitoring, taking decisions, improving their quality of services, etc. However, most of the traditional data analysis tools, such as relational databases, are unable to store and manage such very complex data, called Big Data.

Big Data has quickly transformed from the confined realm of a technology to become a business priority that can provide solutions to the long-standing business challenges. It is powerful to transform the process, organization and even the entire industry itself. It helps to unlocks new insights which are inherent with the data. In fact, new technologies and data management frameworks are required to capture, store and analyze both structured and unstructured data from new data sources [4]. Big Data is characterized by the 3 V's: Volume, Velocity and Variety, which the legacy systems based on related data bases cannot handle without sacrificing any ACID properties. Volume denotes the huge amount of data that Big Data denotes, whose starting point is from Terra Bytes (TB) and is varying depends on the scenario. Velocity denotes the rate at data gets generated from different sources like streaming of data from sensors and video cameras. Variety denotes the different data and file types that are available to process. So Big Data can efficiently deal with the sensor data from logistic vehicles in a way to gain business values by performance monitoring and improvement and advanced analytic capabilities.

Big Data can broadly classified into two categories: Human generated digital foot prints (like data through social networking sites etc.) and machine data (like log files saved by routers, switches, firewalls etc.). A large part of these are unstructured data that Big Data can efficiently handle. Open source Hadoop has the biggest recognition in Big Data world which includes the components for solving issues of distributed data management and analysis[6].

The various sensors, GPS system etc. attached to logistic vehicles capture data and send it on timely manner to Data management servers. The clustered servers can extract various information with the help of distributed and fault tolerant computing environment provided by Hadoop[3]. A logistic firm can have thousands of vehicles sending Geographical information and sensor data. Streamlining the maintenance operations, decrease field cost are the targets of Big Data intelligence on Logistics.

2. BIG DATA AND ANALYTICS

The logistic industry is undergoing a fundamental shift from the product-related services to information related services. The customers are empowered with always connected and intelligent information world, which changes the demands and communication requirements with technologies available[2]. So companies has to adapt and adopt to the changing customer demands and at the same time recognize the availability of new data sources and management frameworks. It can generate new sources of revenue for the company.

- *Volume:* In logistic industry, due to widespread digitization (like taking user signatures through smartphones and electronic billing information etc.), the data volume is growing in a great pace.
- *Velocity:* The amount of data getting accumulated at the servers is at higher rate taking the case of all vehicles of the company.
- *Variety:* Big Data deals with both structured and unstructured data that involves different kinds of data have to be incorporated for analysis and getting insights.

3. SYSTEM FRAMEWORK

A System architecture and components

The system architecture is created on the open source Apache Hadoop framework. Hadoop solutions are offered by companies such as Cloudera and Hortonworks. They offer open source implementations with commercial add-ons mainly focused on cluster management. Here we are using the Hortonworks Data Platform for the distributed data storage and processing.

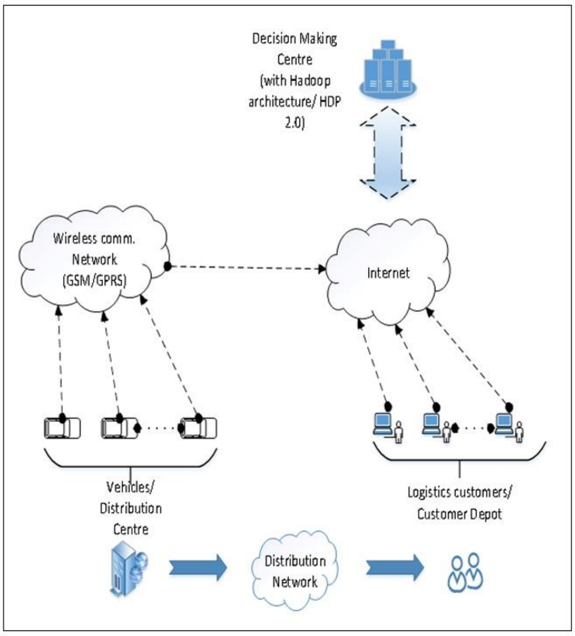

Figure. 1. System Dataflow

The figure above shows the data flow in the proposed system. The data from vehicles will passing over wireless communication (GPRS) to the clustered servers at the data processing center. The major device attached to the vehicles will be a GPS device with a SIM facility, it will send different packets at time intervals with information about fuel, speed, hard acceleration etc.[7]. On the out of coverage areas these packets will be queued by the device and send when comes in coverage. Special fields are there in packets indicating normal packets or queued packets. This unstructured data can be combined with structured data about vehicle details and driver information in the clustered server to gain insights to answer the different metrics designed for analysis. The analysis is done with the help of two basic functionalities provided by the Hadoop framework:

- *MapReduce:* A programming model for executing the tasks in parallel, which consists of two steps Map and Reduce [5]. In Map step, a problem is broken down into many small ones and then sent to servers for processing. In Reduce step, the results of the Map step are combined to create the final results of original problem.
- *HDFS:* A distributed file system that not only stores the data but also ensures fault tolerance through replication.

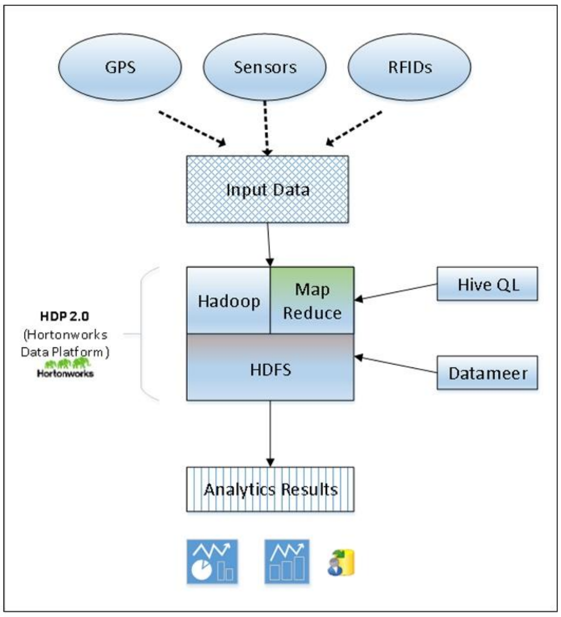

Figure. 2. System architecture diagram

The results of analysis can visualized with the help of data visualization tools like Datameer, through which the metrics used to perform analysis can be answered. The analysis may be performed on a weekly or monthly basis, which will be dealing with Terabytes of data. The insights which otherwise difficult to get can help the companies in optimizing the operational performance and reducing field operation cost.

4. OPERATION MECHANISMS

A sound decision making with the support of information from available geospatial and sensor data requires answering complex queries. And the amount of available data is being rapidly growing with the increasing dissemination of smart phones, digital sensors, social media etc. So analytics using Big Data and Hadoop framework is of greater importance [8]. This paper demonstrates some of the opportunities.

Some of the metrics that can be applied on logistic information is given below:

- Which trucks are idling and wasting fuels
- Drivers with highest risk factor
- Trucks with worst gas mileage and where they are idling
- Negative driving patterns under control of drivers
- Pollution estimation of different vehicles
- Monitor the driving behaviors to improve productivity.

Like this several metrics can be formulated to become the basis of our analytics.

A.Tools and strategies

The customized hadoop ecosystem by Hortonworks includes several tools for managing, controlling and processing the data stored in HDFS[6]. Other than MapReduce and HDFS, the major tools in the Apache hadoop ecosystem which are useful for our analytics are:

- *Hive:* It is a higher level abstraction of hadoop functionalities and a data warehouse system in which the user can specify instructions using the SQL-92 queries and will get converted to MapReduce tasks.

- *Pig:* Pig is another high-level abstraction of Hadoop which is similar to the functionality of Hive. But it uses a programming language called Pig Latin, and it is more oriented to data flows.
- *HBase:* HBase provides a secure, reliable and integrated tool for fault-tolerant columnar storage and also provides quick access to large quantities of sparse data.
- *Zookeeper:* It provides operational services for the hadoop cluster including the synchronization and configuration. Distributed applications use Zookeeper in order to store and mediate updates to important configuration information.
- *Sqoop:* This is a tool designed for the efficient transfer of bulk data between Apache Hadoop and the relational databases.

5. EXPERIMENTAL UNDERSTANDINGS

Through this work, we could study the feasibility of integrating Big Data analytics and hadoop framework for building up the intelligence in logistics industry. With the open source tools readily available, any Enterprise can adopt the secure and stable hadoop distribution by Horton works. The insights based on the metrics can be found in more efficient way than legacy systems. We have taken the case of sensor devices attached to 100 vehicles, with each one sending different packets for fuel, speed, errors, latitude, longitude information etc. The packets are sending at 2-3 seconds difference, using GPRS/GSM. These sensor-data are getting stored at the servers on a rapid pace, extracting the information for real-time tracking purposes is already existing but using these stored data in large amounts to analyze driving patterns, fuel wastage of each vehicle owned by the company, and improving the driver efficiency so as to reduce the operation cost for the company is not existing, which is an effective application of Big Data analytics. The scheduled monthly analysis on the data with the help of hadoop distributions like Hortonworks Data Platform(HDP) can gain these benefits for the company. These benefits require more time and efforts with the traditional systems.

The packets are having different fields with separate identifiers. Here we are considering the fuel, speed and tracking packets for analysis to answer those metrics under consideration. So the data is loaded, refined and visualized with the help of HDP and Tableau, which is a visualization tool. The results can be generated in the form of graphs and charts to get better understanding on the analysis of large amount of data, that makes it easy to identify the trends and patterns. The Big Data analytics can earn more insights from data comparing to the traditional systems in the field of logistics and transportation industry that yields more business values.

Traditionally, the results of analysis were kept in spreadsheets or like tabular reports. But that makes it very challenging to find the trends, patterns and correlations exists in large set structured or unstructured data. Also the traditional spreadsheets and similar tools are no longer adequate for processing and analyzing multiple sources of data which the enterprises want to deal with. This is where the data visualization comes into the picture. Visualization using tools like Tableau helps to communicate complex ideas or patterns with more clarity and precision.

6. CONCLUSION

The legacy systems cannot provide the visibility, insights, control and mobility required to succeed in today's transportation and logistics industry. The logistic firms has to focus on enhancing good quality services by satisfying customer needs and at the same time adapting and adopting the required technological advances like Big Data analytics, which can have a lot of positive impacts for the company and also the economy. So Big Data analytics is a fast growing area that spreads a wide variety of fields and in this paper we explored the opportunities in logistics industry.

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An Exploration of the Communicative Skills and Problems Experienced by Students at Burapha University, Sakaeo Campus

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Abstract

The study explores the communicative skills of the students, as well as the problems that they experienced and how they solved these problems. The participants consisted of 2 English teachers and 430 students in the regular program in the Science and Social Sciences faculty of Burapha University, Sakaeo Campus. The data collection procedures were a questionnaire and an interview. The results were analyzed both quantitatively and qualitatively. The data from questionnaire was presented in the form of a percentage and the data from the interview was presented in terms of description and grouping. The findings revealed that vocabulary acquisition and speaking skills were the biggest barriers in terms of their communicative problems. The use of scaffolding activities were proposed in order to solve the communicative problems experienced by these students.

Keywords

Communicative Skills, Problems with Communicative Skills

1. Introduction

Thailand is a member of The Association of South East Asian Nations (ASEAN) and according to the Article 34 of the ASEAN Community Charter, “the working language of ASEAN shall be English”. Therefore, English will play an important role in the future of Thailand.

In terms of English language education in Thailand, English is a part of the curriculum and a subject that Thai students from the first year of the primary level to the tertiary level. The goal of English language learning in the Thai context is for students to successfully employ the English language in their daily lives, with an emphasis on their communicative skills. However, Thai students study English as a foreign language and therefore lack opportunities to practice English in a real-life situations. As a result, many Thai students, even those at the tertiary level, cannot effectively produce English due to a number of problems.

Burapha University has attempted to encourage students to communicate more frequently in English. The English teachers have tried to develop and integrate English for Thai native speakers at all levels. Furthermore, students are required to take at least two English language courses (English I and English II). The aim of offering these two courses is to give the students some basic knowledge and skills.

The researcher is an English instructor at Burapha University, Sakaeo Campus (BUUSK). Based on five years of experience, the researcher found that the student were not achieving successful results with regard to their English language communication skills. These students also tended to be quiet and failed to make eye contact with the instructor, even when being asked questions in a classroom setting. Similarly, many researchers (Biyeam: 1997, Dornyei: 1995, Rost: 1996, and Ogane: 1998) have pointed out that people who use English as a foreign language may experience difficulty with regard to their communication skills. These problems may not only arise in the classroom, but in their day to day lives as well. In order to understand the real causes of English communication problems, the researcher would like to explore the problems experienced by students at Burapha University, Sakaeo Campus and the approaches that they used to try and solve them.

2. Literature Review

This study was focused on problems with communication skills. Therefore, the literature review presents theories about oral communication and communicative competence.

Communication has been defined as the process of speakers and listeners exchanging plans and discovering intentions (Grice, 1957). Canale (1983), cited in Prinyajarn (2007), claims from Breen and Candlin (1980), Morrow (1977) and Widdowson (1978) that communication is understood to have different characteristics, namely that it is a form of social interaction and normally acquired and used in social interaction. It involves a high degree of unpredictability and creativity in terms of both the form and message. It also takes place in discourse and sociocultural contexts which provide appropriate language use and also clues as to the correct interpretation of utterances. These characteristics, as defined by Breen, Candlin, Morrow and Widdowson provide a very useful description of the nature of communication. Oxford (1990: p. 4) defined communication as "a mutual exchange between two or more individuals which enhances cooperation and establishes commonality." Communication is also seen as a dynamic process which depends on the negotiation of meaning between two or more persons who share some knowledge of the language being used. There are also different forms of communication, such as verbal and non-verbal communication. Verbal communication is written and spoken language. In general, verbal communication refers to the use of words while nonverbal communication refers to the type of communication that occurs through means other than words, such as expressing thoughts, feelings, demonstrating your emotional state through body language, making gestures or remaining silent. This type of language does not use words and not part of the lexical layer of the language. However, this study is concerned only with the spoken verbal communications of BUUSK students in order to understand the problems experienced by these students in terms of their English communicative skills.

Communicative competence

According to Canale (1983), cited in Brown (2000), the theoretical framework of communicative competence covered four main areas: linguistic competence, sociolinguistic competence, discourse competence and strategic competence. Canale also explained, in Brown (2000), that firstly, linguistic competence consisted of knowledge of lexical items and the rules of morphology, syntax, sentence-grammar semantics and phonology. This is the same competence that we associate with mastering the linguistic codes of a language. Secondly, sociolinguistic competence involves knowledge of both discourse and the sociocultural rules of a language. This competence requires an understanding of the social context in which the language is being used, such as the roles of the participants, the information they share and the function of the interaction. Only in a full context of this kind, can judgments be made on the appropriateness of a particular utterance. Thirdly, competence in discourse is in many ways the complement of grammatical competence. It is the ability to connect sentences in stretches of discourse and to form a meaningful whole out of a series of utterances. Discourse refers to everything from simple spoken conversation to lengthy written texts. While grammatical competence focuses on sentence-level grammar, competence in discourse is concerned with intersentential relationships. Lastly, strategic competence is the knowledge of verbal and non-verbal communication strategies that may be called into action to compensate for breakdowns in communication due to performance variables, insufficient competence, or limiting conditions in actual communication, such as an inability to recall something. Moreover, it enhances the effectiveness of communication, such as speaking deliberately slowly for rhetorical effect. It can be assumed that there are a lot of sub-skills which need to be utilized before communication can actually be produced. In this study, the participants are all beginners in terms of the level of ability in English. Therefore, the researcher focused on their linguistic competence.

Oral Communication Skills

Communication can be defined as an exchange of ideas between people, either orally or in writing. In this research, the speaking skills of the students will be emphasized. Speaking takes place in the presence of listener and the listener responds. Byrne (1986) defined oral communication as "a two way process between the speaker and the listener and involves the productive skills of speaking and the receptive skills of understanding". This process is also helpful in terms of improving language learning. Staab (1992) stated that "oral language is important not only as a vital communication tool that empowers us in our daily lives but also as a valuable way to learn" (p.7). Staab (1992) also considered listening and speaking to be oral communication skills. Staab went on to say that: "oral communication skills mean both speaking and listening to oral language, both talking and listening are lifelong activities and probably our most important communication tool" (p.6). Based on the previously mentioned work of Staab, it can be assumed that listening and speaking skills work together. Moreover, they are integrated skills and the development of one skill leads to the development of the other. Brown (1994) confirmed that the integration of listening and speaking skills, can be described as oral communication skills, because listening can be developed indirectly through integration. Speaking is fundamentally a linguistic activity. Before language learners speak, they should have some knowledge of pronunciation (sounds), morphology and lexis (words and their parts), grammar and syntax (structure), semantics, discourse (conversation and utterances), pragmatics (usage and its rules), fluency (ease of speech, confidence, coherence and speed), in addition to topicality (themes and ideas). It seem to be a complex process since "learners need to develop at the same time knowledge of grammar, vocabulary functional language and communicative skills. Attention to the systems of language is crucial, but the development of fluency and contextual accuracy are equally important goals" (Hedge, 2000, p.261).

As previously mentioned, communicative skills consist of both listening and speaking. Therefore, speakers should have communicative competence or knowledge of sub-skills in order to produce words or sentences for communicating

Oral Communication Problems

Gan (2012) classified oral communication problems into two main categories: linguistic problems and communication anxiety. This study only focused on linguistic problems. When language learners communicated in English, they required competence or linguistic knowledge, which consist of syntax, morphology, phonology and semantics. The natural intuition of Native English speakers in terms of grammatical accuracy and their sense of what language is proper is what linguists rely on. Therefore, a norm for the spoken English of non-native English speakers should be established and measured. In order to communicate in English successfully in all aspects of their daily lives, non-native speakers of English need to possess language efficiency. According to Mitchell & Myles (1998), most second language learners are faced with problems such as "incomplete success and fossilization". The two major categories of this phenomena include five psycholinguistic and sociolinguistic views. The psycholinguistic view refers to the processes in the human brain to acquire, use and understand language. Therefore, a grammatically meaningful sentence can be generated by the lexical and grammatical structures, including the processes that enable language users to understand utterances, words, texts and so on. The sociolinguistic view refers to how society and culture have expectations and the influence of the context in language use. Individuals belong to social classes or are categorized into socio-economic classes. Social factors, such as geographical features, social classes, etc. result in linguistic variations and sociolects occur. This study was conducted from a psycholinguistic perspective.

Methodology

3.1 Participants

There are 860 regular program students in Burapha University, Sakaeo Campus. The participants in this study consist of approximately half of the students in the regular program. Therefore, the participants in this study consist of 430 students from eight majors in Burapha University, Sakaeo Campus: Logistics and Border Trade, Human Resources Management, Public Administration, IT, Business Computing, Natural Resources and Environment, Natural Product Technology, and Agricultural Technology. The representative participants were selected at random from these majors and completed the questionnaire. Moreover, five students from each major were selected randomly for interviews. Furthermore, two English teachers at Burapha University, Sakaeo campus were interviewed in order to investigate the problems they had experienced in terms of the communicative English skills of their students. They were asked specifically about their problem solving skills in English and strategies to improve their communicative skills. The two English teachers were interviewed about improving the communicative skills of their students. Furthermore, all of the participants in this study were Thai university students.

3.2 Data collection

In this study, the procedure was divided based on the research questions. In order to explore the problems that BUUSK students experienced in terms of their communicative skills, two-part questionnaires were distributed. The first part was concerned with personal data and the second was concerned with their communication sub-skills. The students had to sequence their problems or weaknesses in terms of communication skills or sub-skills. In order to compare data from the different resources, their English teachers were interviewed to confirm the communicative problems experienced by their students. During the interviews, audio recorders were used to recheck the data. After identifying the problems, the two English teachers were subjected to an in-depth interview in order to better help their students to improve their English communication skills.

3.3 Data Analysis

In order to analyze the communicative problems experienced by these students, there were three resources for data: questionnaire, interview and audio recording. The data from questionnaire was grouped and presented in form of percentage. The data from the interview and audio recorder were transcribed. After that the two English teachers were given in-depth interviews regarding the development of the English communication skills of Thai speakers of English.

4. Results and Discussion of the Results

The data from the questionnaires and the semi-structured interviews were used to answer Research Question 1. Communicative skills contain the following sub-skills: speaking, listening, grammatical items and vocabulary. Quantitatively, the following tables reveal the number of BUUSK students who claimed that attitude effects their skills and that they have problems with their communicative skills.

According to the results, 41.4 percent of the students had problems with speaking English. 21.4 percent of the students had problems with listening. 9.5 percent of the students had problems with grammatical items and 27.4 percent of the students had problems with vocabulary skills. It can be assumed that speaking skills are the most important skill in terms of negatively effecting the communicative skills of BUUSK students. Similarly, the interview data on the students also supported what the students said about their speaking problems.

"I fear that the interlocutor does not understand what I said."

"I am too shy to speak with my classmates or friends."

"I do not know how to make my friends understand about what I said."

"I lack of the opportunities to employ English in any situation."

"I cannot communicate in order to express my ideas."

"I cannot sequence grammar."

"I cannot recall the vocabulary."

(Student interviews)

Moreover, it seems that the students need their English teacher to encourage them to develop their speaking skills. The material from the interviews will be presented as qualitative data. The data from the interviews with the English teachers also indicate that the students have weak speaking skills. The teachers gave examples that in the classroom setting less than half of the students even attempted to answer their questions:

"Almost all of students keep quiet in the classroom. They did not answer my questions, unless it is very simple and easy item"

(Teacher interviews)

"They avoid looking at my eyes because they fear that I will call on them to answer questions."

(Teacher interviews)

In addition, the data from the previously mentioned table showed that vocabulary is one of the main problems experienced by BUUSK students. This skill is the second most important skill after speaking. In the interviews, both of the English teachers agreed that this problem is as important as speaking because vocabulary is one of the sub-skills of speaking and that these skills work together.

"I cannot remember or recall the vocabulary while I want to express my opinions."

"I only know Thai meaning but I do not know how to speak it in English."

(Student interviews)

On the other hand, the data from the interviews with the English teachers claim the following:

"If they do not have knowledge of the vocabulary, they cannot speak what they think"

(Teacher interviews)

One of the English teachers revealed that she used to ask her students questions in English in order to find out their ideas. She found that only one or two students could express their ideas, while the majority of the students kept quiet. She asked the quiet students, 'Do you understand my question?' Some of them said 'Yes', while others said 'No'. She also asked the students who said 'yes', but they failed to respond to the second question. Then, the teacher asked the students who said "yes", "why don't you answer my question?' They said they did not know enough vocabulary in English, and therefore were unable to express their ideas.

Another significant problem for BUUSK students was listening. 21.4 percent of the students claimed that listening is one of the problems which can cause barriers in English communication. Most of the students said that they did not understand what the teacher said. To illustrate the situation, one of the students revealed that their English teacher played a video clip twice and then instructed the students to complete a gap-fill exercise based on what they had seen. However, he admitted that he could not catch all of the conversation between the foreigners on the video clip.

"English teachers or the foreigners sometimes speak too fast, I do not understand and cannot catch the words"

"English teacher sometimes speak continuously such as 'It is'. He pronounces 'It tis' which make me confuse in meaning that what is 'tis' mean"

"In English class, the teacher assigns students to do the role play exercise. I do not understand what the classmate say because the teacher selects students by randomly. We did not have time to prepare together, so I cannot response the interlocutor conversation."

(Student interviews)

In short, the results of the quantitative analysis revealed that the majority of students had both speaking and vocabulary problems. According to the interview results, qualitatively, the students indicated that they were shy and afraid to speak English because they feared that they may speak incorrectly. They tried to avoid using English, especially speaking and vocabulary skills. Similarly, the English teachers stated that the behavior of the students in the classroom was that they kept quiet when the teacher asked questions and avoided making eye contact with the teacher. This was due to the fact that they could not answer the question in English. Moreover, they cannot arrange words in a sentence. Research question 2 examined approaches to problem-solving and encouraged BUUSK students to improve their English communication skills.

As previously mentioned, speaking is the most significant problem for most students. These communication problems arise at the beginning of the process and result in the students being unable to produce spoken English. The English teachers were interviewed in order to identify the approaches to problem-solving and encouraging the students to improve their English. The English teachers at Burapha University, Sakaeo Campus attempted to solve the problems that their students experienced with communicative skills by acting as tutors. The students are taught the basics and will be treated as if they are primary level students. Then, the teachers encourage the students to speak out and practice their pronunciation through the use of movies, songs, presentations and role play activities. The teachers felt that if students had better pronunciation, then they would become more confident and successful speakers. Moreover, these activities can also develop the listening skills of these students at the same time. However, vocabulary games should not be abandoned. Teachers should try to include material which includes prefixes and suffixes, the roots of vocabulary items, synonyms and antonyms and guessing meaning. They could also play games in order to help them absorb the English vocabulary as well as enhance their memory or their use of mnemonic techniques.

According to the interview with one of the English teachers, scaffolding techniques can be used to solve the speaking problems of the students. From this perspective, a teacher in an EFL learning situation can be regarded as a collaborator or a coach, who provides appropriate scaffolding to allow students to increase their capacity for learning. Scaffolding can be defined as a method of structuring an instructional task in a way that helps learners gradually advance through the process (Khamwan, 2007). Pressley and McCormick (1995) and Hausfather (1996), cited in Khamwan (2007) have developed Vygoysky’s concept and proposed ways that scaffolding and reciprocal teaching can be effective strategies to access the Zone of Proximal Development. Scaffolding requires teachers to provide students with the opportunity to extend their current skills and knowledge. This indicates that scaffolding is one of the techniques which enhance the communication abilities of students, and in particular, speaking skills. Therefore, scaffolding is required to assist BUUSK students because it will help students to succeed in terms of their learning and improve their speaking process.

5. Conclusion and Implications of the Study

This study was concerned with a survey of the communicative skills and problems-solving abilities of BUUSK students. Based on these findings, it is clear that these students have major problems with regard to their speaking and vocabulary skills. Therefore, English teachers should enhance their skills with activities which motivate them to be more confident. Moreover, scaffolding techniques can help students who lack confidence to speak up.

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Analysis of Interlanguage Pragmatic Performance of EFL Learners: A Case Study of Apologies

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Abstract

This study investigated the interlanguage pragmatic (ILP) of EFL learners' speech acts of apologies at Kasetsart University. The subjects were 40 undergraduate students enrolling in 4 English courses namely Foundation English 112, Foundation English 113, Fundamental listening-speaking, and English for Ground and In-flight Attendants in the second semester of the academic year 2011. The data was collected using a Discourse Completion Test (DCT) with rating scales for the severity of offense. Next, simple random sampling was applied to equate the number of the subjects in each group. The data was analyzed using both qualitative and quantitative methods. The quantitative method was used to analyze opinions rating the severity of offense in 30 contexts, and to compare the subjects' opinions with five native speakers'. The ILP of the subjects' speech act of apologies and L1 transfer were investigated using the qualitative method. Results from statistical analysis indicated a significant difference between the subjects' and the native speakers' opinions rating the severity of offense ($p<.05$), except for the subjects enrolling in the course English for Ground and In-flight Attendants. The qualitative analysis reported that most frequently the subjects used directed apologies. In certain situations, they combined apology strategies such as remedial support, request for forgiveness, explicit explanation, and expression of lack of intent together with the explicit expression 'I'm sorry'. In addition, the subjects reduced politeness when they apologized people with low seniority or young age. The analysis of expressions of apologies revealed that most errors were from using English structure incorrectly for non-finite verbs, tenses, vocabulary, prepositions, spelling, idioms, and adding 'am' in front of other verbs. L1 transfer was evidenced by using Thai language structure to compose English sentences. This caused misplacing of words when they expressed apologies in English. The effect of Thai culture was very small in number, since very few subjects used 'wai' or smiled when they apologized. The results of this study supported teaching speech acts in the classroom.

Keywords: interlanguage, pragmatic performance, interlanguage pragmatic, apologies

Introduction

Some studies in the field of interlanguage pragmatic indicated that language learners misused of grammatical and pragmatic competence in various situations. According to Ellis (cited in Jordà) [1], the learners' language can be seen as a consequence of learners' language development. The developmental process shares similarities with L1 acquisition which is called 'interlanguage'. This term is first used by Selinker [2] to refer to the language that L2 learners construct. The term 'interlanguage' conveys the same meaning as Nemser's 'approximative systems','idiosyncratic dialects' and Corder's 'transitional competence'. Corder claims that interlanguage is predictable. This is supported by several studies done by Blum-Kulka, House and Kasper [3]. They did some cross-cultural studies contrasting language of speech acts used by L2 learners and native speakers. The findings indicated that non-native speakers (NNS) developed their language differently from native speakers (NS) and also in a slower and incomplete manner (cited in Bardovi-Harlig) [4]. The reason for this might be because learners do not get input on pragmatics from direct instruction. In addition, they do not know how to use language of speech acts appropriately in different situations concerning politeness and accuracy.

Interlanguage pragmatics (ILP) in the field of second language teaching and learning is the main concern for language teachers to investigate learner's language. As communicative competence does not include only knowledge of language system, but also pragmatic rules of language use. Errors of appropriacy on the part of non-native speakers may have more negative effects than grammar. These errors may characterize the speakers as being rude and offensive. Therefore, it is necessary for L2 learners to be taught appropriate and authentic ways of speech act realization to facilitate learners' pragmatic development.

Previous studies focusing on pragmatic knowledge indicated that learners' linguistic and cultural background affected learner's language use. The findings found the difference between learners' pragmatic knowledge and that of the native speakers, and other learners with different backgrounds. L2 learners can limitedly use forms of language they learn in their speaking. This causes difficulty when they have to use language in more advanced or more formal patterns. The study of Eisenstein and Bodman [5] found that Thais and Americans used speech acts of apologies differently. The findings showed that the perception of severity of offense of the situations, and distance were key concerns. On the other hand, other factors such as speaker's internal factors and social status provided less impact on learner's language choice. Moreover, some findings showed that the difference between Thais' and native speakers' speech acts came from the effect of Thai culture. This claim is consistent to Olshtain [6] who states that Russian learners use more politeness strategies in L1 than in L2. However, style-shifting is used more often among native speakers than L2 learners. Some studies state likewise; therefore, aspect of politeness appears in many studies on interlanguage pragmatic.

Literature review

Interlanguage Pragmatics (ILP)

According to Kasper and Dahl [7], interlanguage pragmatics is defined as the study of non-native speaker's use and acquisition of L2 pragmatic knowledge. Their definition of interlanguage pragmatic is in a narrower sense, referring to nonnative speakers' (NNSs') comprehension of speech act knowledge. Consistently, Blum-Kulka, House and Kasper define ILP as the study of language which L2 learners acquire and use. Therefore, definition of interlanguage pragmatic does not only fall on linguistic aspect but also includes politeness and concept of speech acts framework. In Bachman's [8] model of communicative competence, pragmatic competence and language competence are subdivided into sociolinguistic and illocutionary competence. Both provide learners' ability to operate strategic aspects of speech act performance. For the most part, study of ILP in the branch of second language research has focused on the illocutionary and politeness dimension of speech act performance. Research has centered on the comprehension of indirect speech acts, factors to ease or to make pragmatic comprehension more difficult. Some studies demonstrate that advanced learners are able to infer their ability in the comprehension of indirect speech acts while lower proficiency learners may have difficulty dealing with language in a more complex or a more advance level. Researchers who study in the field of interlanguage pragmatic are House-Kasper, and Blum-Kulka [9]. Moreover, there are some researchers who did their studies by comparing learners' language with the native speakers'. Those studies investigated learners' ability in demonstrating pragmatic perception among cultures. For example, Olshtain's (cited in Jordà) study found that EFL learners felt that apology in Hebrew is less required than in English. There are some types of evidence which show that some advanced learners fail to comprehend the speakers' intention or proper selection of politeness form. Other studies done by Walter [10], Rintell and Mitchell [11] and Zimin [12] found that the failure of learners' developing pragmatic competence was from overgeneralization or simplification. This process occurred internally during the development period.

To conclude, the study of interlanguage pragmatic in general is the study in the field of sociolinguistics focusing on the analysis of cross-cultural contexts, L2 linguistic knowledge and strategies used in selecting speech acts of L2 learners comparing to NS.

Although pragmatic rules are believed to be universal, IL pragmatic is found to be different among cultures. It's important that the production of speech acts is crucial for L2 learners. To use language in an inappropriate manner may cause the speaker to be rude or offensive; although, it is expressed without such intention. To use L2 language to communicate effectively, learners must know their partners' purpose including discourse rules such as turn taking, interrupting, cohesion and coherence.

Politeness Theory

During communication, the speakers and the hearers interact with each other. The speaker and the hearer maxims are used to interpret the utterance to convey indirect messages and the reason why such indirectness must be used. Some speech acts are intrinsically polite, while other acts such as requests or orders represent a threat to negative face. Apologies are seen as face threatening acts (FTAs) to the speaker's positive face since the speaker will indicate that he/she regrets doing and will be damaging his/her own face. In one way or another, human interaction comprises communicative acts which threaten the 'face' of the speaker or the hearer. Brown and Levinson [13] propose a scale to evaluate the degree of politeness in three dimensions. They are 'distance' (D), 'power' (P), and 'ranking' (R). Distance refers to the social distance between the speaker and the hearer which is a scale of horizontal difference. Power refers to the relative power which is a scale of vertical difference. Ranking refers to the absolute ranking of positions in a particular culture. According to Brown and Levinson, the values of D, P, and R are culturally different. The way the speaker evaluates D, P and R may cause the speaker to utter differently. Therefore, the distinction between 'positive' or 'negative' politeness of Brown and Levinson is used to show the hearer distance and involvement in an interaction. Although both types of politeness are used in certain societies, 'negative' politeness seems to be more important than 'positive' politeness.

The Noticing Theory

Bailystock [14] proposes two different ways that linguistic knowledge is stored. They are 'explicit' and 'implicit' knowledge. Explicit knowledge refers to conscience facts that learners have about the language. Implicit knowledge is the intuitive information that learners operate in order to produce responses. The first type of knowledge can be manipulated, examined, and articulated, whereas the second type contains unanalyzed information and can be expanded by unconscious acquisition. Bailystock's model describes two cognitive components of language processing: analysis of knowledge, and control of processing. However, his model does not explain how the processing components develop. Schmidt [15] argues that Bailystock's model misses inference processes. Schmidt claims that learning seems to be conscious. According to Schmidt, the knowledge has been established through conscious learning. He presents two distinctive terms: noticing and understanding. Noticing refers to unconscious acquisition, whereas understanding is the process of organizing linguistic knowledge. This linguistic knowledge is stored in memory. To learn a second language, noticing is necessary, whereas understanding is helpful. Since individual learners process the language input differently, input which connects to pre-existent knowledge is the input that contributes to learning. According to Schmidt, acquisition of pragmatics in second language is explained in the framework of communication and cognition. Ishihara and Cohen [16] raised the concept of noticing and understanding in their study. They claim that learning pragmatics concerns the necessary level of awareness of the linguistic forms and contextual factors. Thus, explicit teaching of pragmatics can lead to learners' pragmatic development.

The Speech act of apologies

According to Searle [16], apologies relate to expressive speech acts. It is defined as compensatory action to an offense in the doing by A which has affected B. Brown and Levinson's terminology indicated that apologies are generally perceived as 'negative politeness'. They claim that apologies are speech acts which redress 'face-threatening act'. In the same way, Goffman [17] views apologies as remedial interchange serving to reestablish social harmony after an offense. Trosborg [18] differentiates apologies into two types: the apology as a remedial act, and the apology as a face-saving act. Trasborg proposes five strategies that the speakers select when they apologize. They are: (1) opting out, (2) minimizing the degree of offence, (3) indirect apologies, (4) direct apologies, and (5) remedial support. According to Blum-Kulka, House and Kasper, the speech act of apologies can be: (1) an expression of apology, (2) an explanation or account, (3) an acknowledgement of responsibility, (4) an offer of repair and (5) a promise of forbearance. The expression of an apology results speakers to use a word, an expression or a sentence which contains a performative verb such as "apologize", "forgive", or "sorry". It can be expressed in the following formulas: "I'm sorry", "I apologize", or "Please forgive me". 'Excuse me' is generally used with strangers or when speakers will intrude another person's physical space. The distinction between apologies in Thai and in English is that Thais frequently use 'ขอโทษ' and add 'ค่ะ' or 'ครับ' to indicate politeness while NS of English uses different formulaic expressions in different situations. The effectiveness of apologizing is raised upon the degree to which the apologizer acknowledges severity of the offence and selects an appropriate strategy to compensate the damage.

The Present study

This study investigated interlanguage pragmatic performance of EFL learners at Kasetsart University as follows: (1) to analyze the apology strategies in English, (2) to compare the learners' language with native speakers of English, and (3) to study the transfer of L1 into L2.

The subjects of this study were 40 Thai undergraduate students at Kasetsart University, Bangkok. They were randomly selected from students enrolling in 4 English courses, namely Foundation English 112, Foundation English 113, Fundamental Listening-Speaking, and English for Ground and In-flight Attendants in the second semester of the academic year 2011. Native speaker's apology responses were collected from 5 foreign teachers. Their nationalities are British and American.

Instruments

Data was collected using a questionnaire. It is the Discourse Completion Test (DCT) with 3-point rating scales to rate the severity of offense of the contexts. The subjects both Thai and native speakers (NSs) were asked to write the speech act of apologies in different contexts. To avoid misunderstanding, Thai translation was given on every item. The questionnaire was distributed in the classroom. The subjects were given one hour to finish. The DCT questionnaire was constructed requiring apologies to 5 groups of people as follows:

Group 1 senior foreign teacher
Group 2 young foreign teacher
Group 3 host family in foreign country,
Group 4 stranger (customer)
Group 5 younger people or the same age

The factors which were used to design the situations were Brown and Levinson's FTA factors: distance (D), power (P), and ranking (R).

The DCT questionnaire includes the following offense contexts:

Group 1 and 2 (senior or young teacher)

1. You bump into a foreign teacher who comes out of the lift. The teacher loses his/her balance.
2. You have appointment with your teacher, but you arrive almost one hour late.
3. You borrow a book from your teacher and you lose it.
4. You do not finish your work so you do not submit your homework.
5. Your phone rings loudly in the classroom.
6. You come into the classroom while your teacher is giving a lecture.

Group 3 Host family in the foreign country

1. You arrive late without informing your host. When you come back, you see your host waiting for you.
2. You arrive 30 minutes late for dinner. (Everyone should have dinner together that day)
3. You have your friend at home without asking for your host's permission.
4. You break a plate while washing it.
5. You come into the living room while your host is having a guest.
6. You forget to buy fruits which your host family asks you to buy.

Group 4 Strangers (customers)

1. The client complains because you cannot find the booking record. (you are hotel staff)
2. The client complains because the porter bring the suitcase to the wrong room. (you are hotel staff)
3. You spill coffee onto a passenger. (you are flight attendant)
4. A passenger complains that the plane boarding is behind schedule. (you are a ground staff)
5. A customer complains that the food service is too slow. (you are a waiter/ waitress)
6. A customer complains that the room is too old and dirty. (you are front office staff)

Group 5 People who are younger or of the same age.

1. You blame someone for taking your shirt. Later on, you find out that you misunderstand.
2. You do not greet your friend in the library because you do not look at him/her.
3. Your roommate asks you to drive him/her to the coach station, but you refuse.
4. You take your roommate's book without telling him/her.
5. You forget to buy lunch for your friend.
6. You take a book on the table in the library. It is the book that someone has already checked out.

Data analysis

Data was analyzed by both quantitative and qualitative methods. First, the data from subjects' opinions rating the severity of offense in each situation was analyzed for means and standard deviations. Next, the mean scores between the subjects and the NSs were compared using t-test to find out the significant difference. Second, the data from DCT questionnaire was analyzed for apology strategies, and accurate speech act of apologies. To check for an accuracy of language use, the NSs were consulted. Third, the apology responses were investigated by mean of errors from L1 transfer.

Results of the analysis

Table1 t-test analysis comparing opinions rating the severity of offense between the subjects and the native speakers

Paired differences	$\bar{x}$	SD	t	df	Sig (2tailed)
Pair 1 E.112- NS	-.1810	.3735	-2.654	29	.013*
Pair 2 E.113 - NS	-.2520	.36922	-3.739	29	.001*
Pair 3 List/SP- NS	-.4446	.35838	-6.796	29	.000*
Pair 4 E.254-NS	.0524	.35971	-.0819	29	.432

Results from t-test analysis showed that the mean scores of the students' opinions rating severity of offense from Eng. 112, Eng.113, Listening-Speaking were significantly different from that of the native speakers' at .05 level. In contrast, the opinions of students learning English 254 (English for Ground and In-flight Attendants) showed no difference in statistics.

Apology strategies

Analysis of speech act of apologies revealed that most of the subjects used direct apologies by saying *sorry*. They reduced the severity of offense by expressing sincere regret and promised not to repeat the offense. In some situations which were judged to be at the high level of offense, the subjects combined two or three strategies together.

From the analysis, the subjects used 8 strategies to apologize as follows:

(1) an expression of apology, the subjects apologized explicitly such as:

- *I'm sorry, I apologize, excuse me.*

(2) an explanation of the situation, the subjects tried to reduce the severity of offense by giving explanation of the offense such as:

- *I'm sorry. I had accident.*
- *I'm sorry teacher. I try my best but I have many homework so I haven't finish yet.*

(3) a promise of non-recurrence, the subjects promised not to repeat the offense such as:

- *I'm sorry. I'm sure that it won't happen again.*

(4) an acknowledgement of responsibility including self-blame, the subjects claimed that it was his/her responsibility such as:

- *I'm sorry. It's my fault.*
- *I'm sorry. I shouldn't make everyone wait for me.*
- *I'm awfully sorry teacher. Please excuse me. That is my fault. How can I help you?*

(5) an expression of apology and wai/smile, the subjects reflected Thai culture when he/she apologized by performing a 'wai' or smiled.

(6) an offer of repair, the subjects reduced the offense by offering to replace the damaged objects such as:

- *I'm sorry. Could I buy a new one for you?*

(7) verbal redress, the subjects showed concern for the offended party such as:

- *I'm really sorry teacher. I didn't mean to do that. Are you hurt teacher?*

(8) opting out, the students kept silent, said nothing during the incident.

In addition to these strategies, the subjects intensified their apologies by adding *very, really, awfully, and so* to show politeness with older people or those in a higher position for example *I'm really sorry, teacher.*

Degree of politeness also increased when the subjects caused problem or violated someone's physical well-being. On the other hand, they reduced politeness when they apologized younger people or those with low seniority by expressing *Sorry. I didn't mean that.*

According to the frequency analysis, the subjects used 2 strategies to apologize younger people or those with low seniority. These strategies were:

(1) an expression of apology such as:
- *I'm sorry. /Sorry.*

(2) a refusal to acknowledge quilt such as:
- *Sorry, I'm confused. /I misunderstood.*

To reduce the severity of offense, the subjects used certain strategies such as:

(1) remedial support strategy:
- *I'm sorry. I'll buy a new one for you.* (57.5 %)
- *Oh, God! I'm really sorry. I forgot it! Please wait, I'll go to buy it now. I know you are hungry. I'm so sorry.* (65%)

(2) expressing lack of intent such as:
- *I didn't mean to do it.*

From frequency analysis, the results showed that the subjects used low percentage of verbal redress strategy. (17.5%)

Severity of offense

Quantitative analysis showed that the subjects rated degree of offense differently between older people, younger people, and those at the same age. The subjects judged the offense to senior teachers with higher severity than that with younger teachers. The percentage of the rating was 77.4 percent when he/she bumped onto the senior teachers accidentally. On the contrary, the percentage dropped to 67.7 percent when this offense occurred to younger teachers. Among the 30 apology contexts, the subjects rated the offense to the host family in the situation that the host family waited for him/her at night and unlocked the door for him/her the highest (80.6%). The other context which was rated at the highest level was the situation that a flight attendant spilt coffee onto a passenger (80.6%). To apologize, the subjects used more than one apology strategy express apology and explain the situation or promise of non-recurrence) such as:

- *I'm sorry. I come back late and didn't tell you before. I'm so sorry to make you worry.*
- *I pretty sorry. I didn't tell you and I don't know you are waiting. Honestly, this situation will not happen again.*
- *I awfully sorry sir/madam. Please accept my apology.*

On the contrary, the situations which caused less damage such as breaking the plate while washing it, and a customer complained that the plane was delayed were rated at the low level (48.4% and 41.9% respectively).

The apologies in these contexts were as follows:

- *Sorry. I didn't mean it.*
- *I'm sorry for the delay and really sorry for your inconvenience.*

Other apology contexts such as not greeting someone you know, refusing someone's request, taking someone's book without asking were also rated at the low level (64.5%, 54.8%, and 67.7% respectively). The expressions are:

- *I'm sorry. I didn't see you.*
- *I'm sorry. I can't help.*
- *I'm sorry for taking your book without permission.*

Comparison between non-native speakers (NNS) and native speakers (NS)

The comparison of the speech act of apologies between the subjects and the native speakers revealed that the native speakers' apologies were not different from that of the subjects' in term of politeness or apology strategies. However, native speakers could use more advanced and more complex expressions than the subjects. Due to the limit proficiency in English, most of the subjects could use only formulaic apologies such as *I'm sorry* OR *sorry.*

Non-native speakers'(NNS) apologies

- *I'm very sorry teacher.*
- *I'm terribly sorry teacher.*
- *I apologize for being late. Please forgive me, teacher.*
- *I'm sorry. I'll check it now.*
- *I'm so sorry. I forgot to buy some fruits. I'll buy the next day.*

Native speakers' (NS) apologies

- *I'm terribly sorry. Please accept my apologies.*
- *I'm so sorry that I'm late. Please accept my apologies.*
- *I'm terribly sorry sir/madam. We don't seem to be able to locate your booking. I will sort it out.*
- *I forgot to pick up the fruit, but I'm heading out now to go get it.*

Analysis of L2

Analysis of English language revealed 8 types of error as follows:

1. Wrong use of non-finite verbs

- *I took your book. I will* *telling* *you.* The subjects use *will telling (v-ing).* The correct form of verb is infinitive without to *tell.*
- *I'm so sorry* *to took* *your book without permission.* The past tense of *take* is used. The correct form of verb is infinitive of *take.*

2. Wrong use of preposition

- *I'll* *drive for* *you.* The correct form is *I'll drive you.* No preposition is needed.

3. Wrong vocabulary

- *I lost your book but I will* *take* *it to you.* Here the correct word is *return.*
- *I will* *develop* *my manner.* Develop is wrongly used. The right word is *improve.*
- *I'm really sorry for my* *quilty*. The right word is *carelessness or fault.*

4. Wrong spelling

- The subjects write *pleses*. The correct word is *please.*
- The subjects write *miss understand*. The correct word is *misunderstand.*

5. Wrong modal

- *I* *must* *tell you.* The correct modal is *should.*

6. Adding *am* in front of other verbs.

- *I am apologise.*
- *I am lost the book.*
- *I am forgot.*

7. Verb missing

- *Next time I'll permission you.*

The correct expression is *Next time, I'll ask your permission.*

8. Wrong tenses

- *Sorry. I don't know that you have* *borrow* *that.*

The correct form of tense is past participle *borrowed.*

L1 transfer

The subjects' apologies showed L1 transfer on both grammar and vocabulary.

Transfer of L1 structure

Example 1

- *I'm very sorry because* *I hurry to go*.

The word position in this sentence is located following Thai language structure. ฉันรีบไป

To correct this sentence *I'm in a hurry* is replaced *hurry to go.*

Example 2

- *I think it* *doesn't have own.*

In Thai: ฉันคิดว่ามันไม่มีเจ้าของ

The native speakers used the expression such as

- *I didn't notice you had already borrowed this book.*

Example 3

- *I'm really sorry to make your book lost.*

In Thai: *ฉันขอโทษที่ทำหนังสือคุณหาย*

To correct: *I'm really sorry that I lost your book.*

In Thai: *อาจารย์ ผมขอโทษ ผมจำไม่ได้ว่าเอาหนังสือไปไว้ที่ไหน*

To correct: *I really don't remember where I left your book.*

Example 4

- *I will buy a new one return to you.*

To correct: *I will buy you a new one.*

Example 5

-*I'll be careful more.*

In Thai: *ฉันจะระวังให้มากขึ้น*

To correct: *I'll be more careful. Professor, I'm sorry. I really don't remember where I put your book.*

Conclusions

The results of this study indicated that the subjects rated the severity of offense differently from that of the native speakers' at the .05 significant level. However, the rating of subjects enrolling in the course English for Ground and In-flight Attendants showed no significant difference. Moreover, they were able to use more appropriate form of politeness when they apologized. This is because the language they learn in the classroom requires them to perform certain speech acts such as request, apology, or complaint in various situations. Thus, it was confirmed that those who were taught speech act of apologies in the classroom showed more accuracy of language use. The result was consistent to Schmidt's, Borkin and Reinhart's [19]. The comparison between NS's and NNS's speech acts showed that the difference was from the language competence of the two groups. As stated in other study that acquiring appropriate forms of apology is problematic for non-native speakers (NNS) (House-Kasper and Blum-Kulka) [20]. In this study, the result showed 8 apology strategies used by the subjects. They were: (1) an expression of apology, (2) an explanation of the situation, (3) a promise of non-recurrence, (4) an acknowledgement of responsibility, (5) an expression of apology and wai/ smile, (6) an offer of repair, (7) verbal redress, and (8) opting out. The apology strategies of the subjects supported Fraser's [21] claim that the wrongdoers use two or more strategies to resolve the conflict when they apologize. The subjects combined two or more strategies together for example they combined an expression of regret with a request for forgiveness, and/or a remedial support, and/or an explicit explanation, and/or an expression of lack of intent. The explicit expression of apology found in the study was 'sorry' which was intensified by 'very', 'really', awfully, and 'so'. 'Apologize' was the expression used in a small scale.

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Asia Contra Flow: The Prospects of Malaysian Film Going Global

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ABSTRACT

Hollywood - has been dominating the international film industry since World War 2. It controlled 53% of the film industry; Canada (87%) and the United Kingdom (73.5%). The advancement of information communication technology (ICT) has gradually altered the landscape, transforming the monotonous or one way film direction into multidirectional flows and cracking Hollywood's monopoly as the only centre for creative industry. The disruption triggers emergence of rivals in India (Bollywood), Hong Kong, South Korea, Japan, China, Thailand, the Phillippines as well as in Malaysia, paving ways for the rise and flowing of Asian films for Asian and Asean countries. Classic example can be seen through South Korea's *hallayun* (Korean Wave). Local scenario witnessed Merong Mahawangsa and Vikingdom - produced by KRU Studio - leap the trans-border film boundary. From the other side of the coin, the local film producers were also invited to participate in international film festivals such as Cannes in France and Sundance in America - reflecting international recognition and acceptance. The local film industry needs to have a strong, vibrant and dynamic ingredient too. Nevertheless, incentives introduced by the Government to spur growth of the local film industry; including an allocation of RM200 million fund for local film producers; rebate for local and international production houses which uses Malaysia as its shooting locations; and the introduction of two policies namely National Film Policy and National Creative Industry Policy – could well be considered as timely and appropriate in providing impetus to the local film industry.

Keywords: National Creative Industry Policy, Asia Contra-Flow, hallayun

INTRODUCTION

Hollywood's dominance in the international film industry started wayback since the World War 2, and today, it churns out movies which are being screened in almost 150 countries around the world. Its enduring grip was the result of World War 1 and 2, which effectively killed off Europe's film industry. Statistics show that between 40 and 90 percent of films screened around the world are either produced in Hollywood or by the United

States-owned transnational companies (Wendy Su, 2010). As in 2003, in the European continent, Hollywood films controlled 53% of the French film industry; Canada (87%); and the United Kingdom (73.5%). Among the contributing factors to the Hollywood's dominance are huge local market (the United States), the use of English as the language medium (opening doors to international market), the inability of smaller domestic film makers in developing and poor countries to compete on global scale, and the efficiency of the Hollywood's film studio system. Hollywood contributes RM612 bilion every year in term of revenue to American government (www.mpaa.org)/

Apart from possessing economic value, Hollywood films also play important role in injecting American culture, which has been effectively utilised as an element in the form of entertainment that cuts across popular culture genres such as romance, humour, violence, fantasy, drama, fiction and imagination. The elements enable viewers to free themselves from realities of life and step into the world of imagination Lim and Har (2007) explains, the revenue and response to local films in many countries is incomparable to the response well received by the Hollywood films. The American cinema is now seen as a yardstick of achievements in filmmaking. It becomes the root of influence for Hollywood films to seep into global cultures and eventually carfting Hollywood as a Trojan horse for America's cultural invasion in the minds of the younger generation. Today, Mickey Mouse, Donald Duck, Snoopy and Garfield are not just popular toys; they are also the source of happiness for children. While Spiderman, Superman and Batman, already immortalised in films, are firmly imprinted on young minds as manufacturers come up with superhero-based merchandise such as posters, clothes and books. Lim and Har (2007) also claims that Hollywood films such as *The Lord of the Rings* trilogy, the *Harry Potter* series, the *Matrix* trilogy and the Star Wars franchise not only reaped profits running into billions of US dollars from all over the world, but they also dominate the global world of fantasy. The global successes of Hollywood films, according to Katz and Leibes (Thussu, 2006:168) in Lim and Har (2007) boils down to five factors, namely: universal themes and ideas which were accepted widely with mass appeal; varied and flexible storylines which boosted family values; availability of these films on the market; growth of television networks across the world; and the aggressive marketing strategies employed by American media conglomerates. Sardar (2008:121) is of the opinion that the United States as an empire is using Hollywood films to promote itself as a nation that prioritises the good of mankind, presenting the country as a global power against evil doings. Through Hollywood's war films, viewers were constantly and repeatedly told of the American soldiers who were always inevitably on the side of the "good guys" -- fighting tyranny, cruel dictators who oppress people and deny human rights. The storylines also encourage viewers to make choices in life based on Western values – be it on consumerism, democracy, gender equality or technological edge - and further boosted chances for the United State to win all wars and finally emerged as the world's sole and undisputable superpower. To Neal Gabler (Sardar, 2008), the United States is a republic based on entertainment, with film as its main weapon. Gabler also stated that film offers escapism and was instrumental to the creation of the great American dream's mythology, which has been, in reality a nightmare to other countries. Swann (1991), on the other end, pointed out that the 'American lifestyle' slogan, which interpretes development and high quality life is now widespread, expressing thanks to Hollywood films. Swan also revealed the close working relationship between the United States' Department of State and the Hollywood film industry in "painting the right image'. It is also said that a large number of former United States' Department of State employees were once attached to Motion Picture Association of American (MPAA) – a film ratings, lobbying and anti-piracy governing body. This include its 18 years president since 1945, Eric Johnston, who rebranded the Motion Picture Producers and Distributors of America to become MPAA as well as created the Motion Picture Export Association (MPEA) to promote American films abroad by opposing production company monopolies in other countries. The former United States Special Ambassador to West Asia in the 1950s was well-liked and liased effectively between Hollywood and Washington.

Meanwhile Griffith Johnson who was the vice president of the MPAA for 30 years since 1953, was also a top official in the United States Department of State. His last post was Under Secretary for State Department from the 1950s to the 1960s. By planting former United States government officials in the MPAA, Hollywood's trade association, the U.S. government is able to control all filming activity in Hollywood, including using it for war propaganda campaign.

HISTORY OF THE MALAYSIAN FILM INDUSTRY

As for Malaysia, the government has realized the importance of cultural products such as film as an income-generating industry while at the same time promoting local culture and heritage to the world. The government also noted that in order to materialize this, a quality and competitive film industry is required in order to prolong the existence of both the industry and the local culture. History shows that Malaysia was among the first among Southeast Asian peers to have an established film industry headquartered in Singapore. The first Malay feature film, *Laila Majnun*, which was directed by B S Rajhans was produced in 1933. Eversince, there was no turning back in terms of variety and genres. It reaches its peak with a studio system pioneered by Shaw Brothers via setting up Malay Film Productions anchored by the late Tan Sri P Ramlee, a charismatic actor, comedian, songwriter, director and scriptwriter. P Ramlee wrote 360 songs, acted in 63 films (40 in Singapore, 23 in Malaysia), and directed 34 films (16 films in Singapore between 1955 and 1964, and 18 films between 1966 and 1973 in Kuala Lumpur). He won the Best Male Actor award at the Asia Film Festival 1957 for his role as father and son in *Anakku Sazali*; the Best Asian Comedy Film award in 1959 for the self-directed *Pendekar Bujang Lapok*; and was named The Most Versatile Actor through *Ibu Mertuaku* at the same film festival in 1963 (Millet, 2006). Other Malay film star recognized internationally include the late Ibrahim Pendek, who starred with Rock Hudson in 1962 western film..*The Spiral Road* (www.arkib.gov.my). It was then notable that the development of Malaya's film industry was contributed by film directors of India citizen. Among them were B S Rajhans, L Krishnan, S Ramanathanand and B.N Rao. Aside from B S Rajhans, who was famous for directing his first film in Malaya (Laila Majnun), B. N Rao.was yet another famous director who produced high-grossing box office films. Rao was the individual responsible for introducing horror genre to Malaysia through his Pontianak series, with Maria Menado as a household name for films of this genre in 1957. Rao was born in 1908 in Kerala, India, and had joined the Shaw Brothers' Malay Film Productions in 1953. He then joined Cathay – Keris in 1956 (Millet, 2006: 44-45). But as with many industries, including Hollywood, the golden era of the Malay film industry began to lose its lustre. The fall of the Malay film industry from its glory days was due to the shrinking number of cinema-goers, the introduction of television in 1963, the rising cost of production, fallout between studio employees and their bosses, the separation of Malaysia and Singapore, and the flooding of films produced in Indonesia, Hong Kong, Bollywood and Hollywood (William, 2002) in the local market.

ASIA CONTRAFLOW

Today, the flow of information between the Asian countries is more balanced. This is because more information about Asia and the world is written or analysed through the eyes of Asia, and the region's voice is being heard across the world.In this 21st century, the development of information technology and communication, satellites, video-on-demand, online newsportals, trade liberalisation and the deregularisation of laws have hastened the contraflow process. Thussu (2006) is of the opinion that this increased contraflow from the North to the South, East to the West, and the South - South, is due to the appearance of global media companies which prioritisemarketing and revenue from advertising.Global media companies spearheaded by the United States and other Western countries monopolisedthe global media industry. This is especially true with the United States, backed by the strength ofits political power.

Keane (2006: 835-853), explains that Asian countries established themselves in the international film industry via three waves: firstly through buying Western media companies and ICT giants, for instance the purchase of Lenovo by China, the setting up of Sony Pictures by Sony, and Samsung's grip on the hardware industry; secondly, the creation of content that is interesting and well-accepted, spurring Hollywood to produce remakes of films such as *The Ring* (2002) and *Dark Water* (2004); and thirdly the emergence of famous Asian directors and actors such as Zhang Yimou, John Woo, Ang Lee, Jackie Chan, Gong Li, Jet Li and Chow Yuen Fatt who have made a name for themselves in Hollywood.

Hong Kong directors and actor are famous for their action flicks involving swordfights as featured in *Crouching Tiger, Hidden Dragon* and kung-fuin Hero. Keane (2006) states, to develop its potential in the culture industry particularly in film, Asia launched five development models which have given it an edge to compete with Hollywood. According to Keane, among the approaches used by Asia are:

a) Outsourcing for lower labour costs

The cost of filming is high in Hollywood, forcing studios and producers to search for cheaper, alternative locations to shoot. This search for an ideal location has many countries clamouring for the attention of Hollywood's studios, in hopes of becoming the next 'it' location. Among the developed countries angling for Hollywood are Australia, New Zealand, Canada, South Africa and Romania, while the developing countries actively seeking the attention of Hollywood producers are China, Thailand, Mexico and Malaysia. To attract these filmmakers, a plethora of incentives are offered by these countries such as tax exemptions, subsidies, equity investments, and filming fee exemptions, in addition to the necessary equipment for filming, which includes cheap labour.

Otmazgin (2005:499) states that the low production costs in China, Thailand and Malaysia make them suitably attractive as production hubs.Malaysia became the focus of Hollywood studios when Sean Connery and Catherine Zeta Jones starred in *Entrapment,* which in one scene was filmed with the Petronas twin towers in the background. The same went for *Anna and The King,* which starred Chow Yuen Fatt and Judie Foster, and was filmed at a golf resort in Batu Gajah which served as the grounds of the King of Siam's palace.

b) Copying Hollywood's production techniques

Keane explains that among the factors that contributed to the boom in the growth of China and India's culture industry was their readiness to copy successful business models and film techniques from Hollywood.This copying was extended to software and equipment, which saw costs slashed as there was no need for research and development. At the same time, according to Otmazgin (2005), East Asia also began promoting regional culture through the establishment of music television network Channel V, which was inspired by music and youth entertainment channel MTV. This programme consistently introduces Asian music genres.

c) Joint production and franchise

The current international film trend is the recycling and adaptation of Asian films.The successes of films like *The Ring* (2002: Japan), *Dark Water* (2004:Japan), *My Sassy Girl* (2001:Korea), *My Wife is A Gangster* (2001: Korea), *Infernal Affairs* (2001: Hong Kong) and *The Eye* (2003: Hong Kong), attracted the interest of Hollywood film makers who produced features based on these Asian flicks, with a Hollywood twist.

d) Specific market

All the different ethnicities and their cultures can now be presented to the international market. Cowan (2002) in Keane (2006:845) explains:

"Traditional African drumming remains as tradition, but it has developed its marketibility through the fusion of African rhythms with acoustic and electric guitars."

With the array of channels, thanks to the development of information technology and communication, the global audience is more quick and open to accepting different cultural products.

e) The development of media industry clusters

Industry clusters have long been recognised as an effective way of developing a sector because of the emergence of many specific industries that need select policies to ensure competitive growth.

Yusof (2003) in Keane (2006: 846) states:

"...clusters have existed for some time in East Asia. Low-tech manufacturing clusters in Japan produce everything from auto parts to eyeglass frames, while high-tech clusters are often co-located close to universities."

Keane (2006) asserts media industry clusters in Japan, Hong Kong, China, Seoul and Taipei (Taiwan) have an edge because of the creative synergies of the local community and the availability of international funds.Talents honed in universities and colleges merge with international ideas and tastes, and the existence of solid financial and advertising industries have helped foster the growth of the cultural and creative industries. As a result, these clusters have been able to export high-tech handheld devices, software, hardware, corporate financial services, movies and television series.

According to Otmazgin (2005:507), Bollywood is the biggest producer of films in the world, with 800 films made a year and exported to South and Central Asia, including Southeast Asia. It wields a strong influence in Singapore, Hong Kong and Malaysia because of these countries' multi-racial population. Otmazgin also states that Hong Kong has the third largest film industry in the world after India and the United States. In 2003, for instance, it produced 79 films that reaped US$419 million at the box office, and US$1,050 million from exports in the form of video tapes, DVDs and VCDs.

Keane (2006) concludes that the 'peripheral' term that has been linked to Asia is no longer relevant because of reasons that include the emergence of the cable television and satellite market; the increase in international joint production activities; the exchange of genres and formats between the Western and Asia; and the boom in Asia's middle class. Asia is no longer a region that accepts U.S. films wholesale; it now exports its own cultural products.

Cahdha and Kavoori (2000: 416) state that the same phenomenon is taking place in countries such as Brazil, Mexico and Egypt,which through their exports of cultural products to the rest of the world, have not only changed the course of the cultural product flow, but also the hegemonic model that was represented through cultural imperialism.

Annebelle Sreberny (2000:96) states:

"...Indeed the flow of televisual materials from Brazil to Portugal is one exampleof how contemporary cultural flows reverse the

historic roles of imperialism, while Latin American telenovelas on Spanish television channels in the USA has been called 'reverse cultural imperialism'."

Bollywood, with its annual production of some 800 films a year is Asia's biggest film producer, and beats the United States which produces over 700 films over the course of the same period. But Bollywood's influence is limited to the Indian subcontinent and its diaspora around the world. It is no match for the United States despite the sheer number of films it produces. In 1993, Hollywood raked in a staggering 750 times the profit earned by Bollywood studios (Lim and Har, 2007).

Since Dadasaheb Phalke (whose real name is Govind Dhundiraj Phalke and is known as the father of film in India) produced the first film in India titled "Harishchandra"in 1913, India ploughed full steam ahead, and has toiled endlessly to produce films for its domestic market and the Indian diaspora. Among the countries importing films from India are Tanzania, Kenya, Uzbekistan, Tunisia, Cote d ' Ivoire, Mauritius, Guinea, Morocco, Tajikistan, the United Arab Emirates, Russia and Malaysia (Lim and Har, 2007) whereas popular Indian films that have proven a hit internationally are *Dhart iKelal* (1946), *Shri 420* (1955), *Perdesi* (1957), *Mother India* (1957), Do *BingaZamee*n (1953), *JagteRaho* (1957), *Pather Panchali* (1955), *Shantata! Court ChaluAahe* (1971), *Sholay* (1975), *AapkeHainKoun* (1994), *KuchKuchHotaiHai* (1998) and *Ham SaathHain* (1999).The strength of Bollywood films lie in the melodramatic storyline, the beautiful backdrops and the good-looking heroes and heroines. Many of the films are family-oriented, or based on history or mythology, or fall into the genres of comedy or romance, particularly across the caste divide.

With the pressure on to produce so many films a year, Bollywood studios have taken to adapting storylines from Hollywood films for its local market.According to the editor of Trade Guide, Tarun Adarsh, 60 percent of Bollywood films are based on old Indian and Hollywood features. He is of the opinion that Bollywood screenwriters only copy the characters, plots and storylines from these older films.

H.I Schiller (1992) in his book, ***Mass Communications and American Empires*** stated the flow of cultural products is one-way, that is from the West (the United States) to developing nations (Third World) and poor countries without there being a counterflow. Schiller is of the opinion that communication can be capitalised on and used as a way to control the world because the United States has succeeded in dominating the globe in terms of culture, politics and economics by using communication as a conduit to spread its culture across the world.

The combination of information technology and communication such as Internet, satellite and third generation wireless technology developments (4G) as well as the role played by global media companies like TimesWarner and Viacom enables the said content to be accessed by local society via television or personal computer via the internet.

There are two-way movement between the United States and developing and poor countries. This counterflow has witnessed American films partially produced in India, Australia or Egypt.

Communications researchers like Micheal Keane (2006) state that the production of cultural products is no longer concentrated in the United States.and several European countries (core), and exported to developing and poor countries (periphery). Instead, information technology and communications have enabled the export of cultural products from ‘periphery’ countries to ‘core’ countries.

Kim (2008) states that the rapid development in the fields of satellite, cable television and digital networks, as well as the deregularisation and liberalisation of the broadcast and telecommunications industry in the 1990s, has created a new global media landscape. It has seen the birth of a new phenomenon which has seen a flow of cultural products that is no longer necessarily dominated by the United States. According to Kim, this counterflow is the result of the change in media control where the reins are no longer held by countries per se, but media giants that are commercially and consumerism-driven to enter international markets. As a result, media globalisation does not occur uniformly, but differs in form from one

There are two forms of significant media globalization phenomenons taking place in Asia. According to Kim (2008:2), the first is the flow of cultural products from the West to Asia, where the United States is still dominant; and the second where Asian transnational media companies have taken on a role as regional players, which, with the rise of the region’s middle class, have become the agents of cultural globalisation in Asia. Kim states, Asia including India and China have become a target market for these transnational media companies, and a place to test out hybrid films that combine global and local values..

Even though viewers in Asia prefer local films and television programmes, the widespread availability of American film and television shows remains the main aspect of the media globalisation process. The export value of American films and television programmes is estimated at US$1.835 billion, making Asia among the important regions for Hollywood to market its products. Among the agencies responsible for spearheading the process of media globalisation in Asia are Hollywood, MTV, Disney, CNN and Google. In Japan, China and South Korea, Hollywood films control 62 percent, 45 percent and 41 percent of the respective countries' film industries. And the figure would have been higher had these countries lacked the capacity to produce their own films, considering the high cost of making these features instead of just screening Hollywood movies.

Asian media companies are able to manufacture cultural products because of the support of their respective governments. The governments of Japan,South Korea, Taiwan and Hong Kong identified this industry as one that is able to generate revenue and contribute to the economy. This is in line with the ambition of all Asian countries to shift from being manufacturing-based economies to knowledge and innovation-based nations.

Even though global transnational media companies, particularly from the United States, still dominate the flow of information from the West to Asia, there also exists such a flow between the Asia-Asean-West Asia region, bound together by culture, language and history. According to Keane (2006) in Kim (2008), the existence of media capitals which serve as film productions in countries in East, Southeast and South Asia have boosted the flow of cultural products in the region.

Meanwhile Asia is witnessing the emergence of the middle class as a result of government policies which has enabled its people to further their studies. This particular segment of society, according to Thomas (2005) in Kim (2008), is closely linked to the global economy and culture as this group has been educated in the West and is serving with Western transnational firms. They are cosmopolitan and information technology-savvy and enjoy seeking out entertainment as they have the means for it compared to the working class. This new breed of lifestyle consumers are able to enjoy different cultural products because they are capable of doing so, and the rise of the middle class in Asia, including Malaysia, as a result of education opportunities and strong economic growth, has enabled these consumers to make their entertainment choices from a wider array of entertainment programmes, be they in the form of film, television, Internet or DVD.

CONCLUSION

Malaysia has a great potential to become one of the main film exporters in Asean and Asia considering herself situated in Malay Archipelago which is geo culturally link to 300 million population who speak Malay and have similar root. The vast opportunity for local film to be exported to

Asean region and Asia lies with strong and vibrant local film industry. The Malaysian government has put a lot of effort to rebuild local film industry, and one of the strategy is to give RM200 million fund to local film producers. The fund will give impetus to local film industry to produce more quality film and revive the industry to its glory day. The move has shown couple of success, one of it is the number film produced yearly, 80 titles in 2014 and Malayian box office hit more than RM 17 million through *Police Evo, Munafik* and *The Journey.* The Korean Wave is a good example how Asian country can penetrate international market with its music, films and Opah Gangnam dance style. The diverse culture in Malaysia is an opportunity for local film producers to tell the world about our culture richness. The success story of animation film *Upin* and *Ipin* penetrated market abroad such as Indonesia and gained popularity among Indonesians showed that local film has an opportunity to be exported regionally and globally.

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Beings a Professional Teacher of Graduate Diploma Students in Teaching Profession, North Bangkok University

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Abstract:

"Research on Being a Professional Teacher of Graduate Diploma Students in Teaching Profession, North Bangkok University". The purposes of this research were as follows: 1) A study of being a professional teacher of Graduate Diploma Students in Teaching Profession, North Bangkok University, 2) A comparative study of being a professional teacher amongst the Graduate Diploma Students in Teaching Profession, North Bangkok University divided into three categories of age, gender and substance learning groups. The samples in this research were 115 graduate diploma students. In this research, questionnaire was employed as a tool for data collection while descriptive statistics included percentage, mean and standard deviation such as T-test and F-test at the significant level of 0.05 were used for data analysis.

The findings of the research suggested that there were the highest mean scores in relation to the ideology of being a teacher of the Graduate Diploma Students followed by the roles of a teacher in society, maintenance of discipline and professional standards as well as characteristics of a good teacher respectively. However, when each of items on the research concerning respect to other people regardless of ethnicity, religion, economic status of family, gender and age were taken into consideration, the mean scores were rated at the highest level followed by being generous, kind, open to listen to students from their point of view and willing to give students advice whereby there were the lowest mean scores relating to no plagiarism.

Based on hypothesis testing in relation to being a professional teacher of the Graduate Diploma Students, North Bangkok University, the results indicated that there was statistical significance difference in age and gender at 0.05 level while there was no statistical significant difference in substance learning groups.

Keywords: Being a professional teacher, Graduate Diploma in Teaching Profession

Introduction

Education is the process of enabling people to improve the quality of life and live happily with others in society. Moreover, education is important in national development which can bring positive changes, and a person who has the potential to influence the future development is "teacher". A teacher plays a vital role in educating and helping students acquire academic knowledge and skills so that they will have a better living and become good members of society. Therefore, a qualified and spiritual teacher is crucial in educational quality development. Not only does teacher inspire students, but he/she also encourages students in learning in order to help students gain new knowledge as well as foster morals, ethics and values amongst students. Teaching life skills is also important to assist students in their future work life and living with others.

However, a good teacher is not just kind to their students, he/she must have ideology, devote themselves and be committed to their students. Furthermore, a good teacher must be a good role model for students and is willing to improve quality of education which can lead to national development (Sakarin Suwannaroj 2007:40). Teacher, as a high professional status, must be well-trained with knowledge and skills and has professional ethics, occupational standards, a license to practice teaching profession and be under a regulatory organization such as the Teachers Council of Thailand to ensure that students will receive a high quality education (Samak Chinnabutra 2002:22). The Teachers Council of Thailand has authority to control and monitor professional standards in accordance with Section 49 of Teachers and Educational Personnel Act. B.E. 2546 (A.D. 2003) comprising three categories: 1) standards of professional knowledge and experience, 2) standards of performance, 3 standards of conduct or code of ethics.

For this reasons, North Bangkok University is committed to produce competent teachers in order to conform to Education Reform set forth in the Act stating that teacher is like a national model. It implies that "a teacher does not only pass on knowledge to their students, a teacher also means a person who lives in ethical and moral principles as well as follows ethical standards, and educational psychology is an important element of being a teacher. Therefore, a study of being a professional teacher of the Graduate Diploma Students in Teaching Profession was the main point of this research. We hope that this research will be a useful resource to improve curriculum and provide teacher professional development for the Graduate Diploma Students in Teaching Profession.

Objectives

1. A study of being a professional teacher of Graduate Diploma Students in Teaching Profession, North Bangkok University.
2. A comparative study of being a professional teacher amongst Graduate Diploma Students in Teaching Profession, North Bangkok University divided into age, gender and substance learning groups.

Definition of Terms

A professional teacher means a teacher who has the following qualities:

1. Ideology of being teacher
2. Characteristics of a good teacher
3. Maintenance of discipline and professional standards
4. Roles of a teacher in society

Ideology of being teacher shall mean passionate heart for teaching, faith, morals and ethics of teaching.

Characteristics of a good teacher shall mean kindness, sensibility and caring for students.

Maintenance of discipline and professional standards shall mean to be in compliance with discipline, and code of ethics as well as respect for the law.

Roles of a teacher in society shall mean a contribution to society, engagement in social service activities and building interpersonal relationship.

Graduate Diploma Students in Teaching Profession shall mean students who are currently studying for Graduate Diploma in Teaching Profession at North Bangkok University.

Expected Benefits

1. To acknowledge the desire levels of Graduate Diploma Students in Teaching Profession, North Bangkok University to be a professional teacher.
2. To deliver information derived from this research to the responsible organizations for course schedule management of Graduate Diploma Students in Teaching Profession, North Bangkok University.

Research Concepts

Independent Variable | **Dependent Variable**

Demographics
-Age
-Sex
-Substance Learning Group

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Being a Professional Teacher of Graduate Diploma Students in Teaching Profession, North Bangkok University
-Ideology of being teacher
- Characteristics of a good teacher
- Maintenance of discipline and professional standards
-Roles of a teacher in society

Research Hypothesis

1. The desire levels of Graduate Diploma Students in Teaching Profession, North Bangkok University to be a professional teacher was different.
2. Different demographic groups had effect on the desire levels of Graduate Diploma Students in Teaching Profession, North Bangkok University to be a professional teacher.

Research Methods

Population and Sample Group

The number of 115 Graduate Diploma Students in Teaching Profession, North Bangkok University was our population, and selected by using census.

Research Tool

Instructional Questionnaire was employed as a tool for gathering data created by concept, theory and relevant research so as to have it associated with the research. The following were the main parts of creating the questionnaire.

1. Collection of data and relevant research as well as a study of concept and theory.
2. A study of rating scale creation with comprehensive data.
3. Data correction as advised by experts and assessment of the research tool.
4. A tryout study of the questionnaire was conducted with a non-sample group of 30 students, and Cronbach's Alpha score (α- Coefficient) was 0.95.
5. A complete questionnaire was employed to gather data.

The following three chapters described the data collection process for this study:
Chapter I Demographics –age, sex and substance learning group
Chapter II Questionnaire – There were 5 rating scales for a study of being a professional teacher

of Graduate Diploma Students in Teaching Profession, North Bangkok Universityincluding31 questions for English usage, and comprising 4 sections as follows: 1) 6 questions for the ideology of being teacher, 2) 20 questions for characteristics of a good teacher, 3) 17 questions for maintenance of discipline and professional standards, 4) 5 questions for roles of a teacher in society.

The following were rating scales for each of questions:

5 = Highest
4 = High
3 = Moderate
2 = Low
1 = Lowest

Chapter III Suggestions – Open-ended questions

Data Collection

The researchers used questionnaire for gathering data from 115 Graduate Diploma Students in Teaching Profession, North Bangkok University, and then conducted analysis of questionnaire answers.

The statistics used in the data analysis are as follows:

1. Percentage was used to describe frequency and percentage of the respondents.
2. Mean and standard variation were used to describe the desire levels of Graduate Diploma Students in Teaching Profession, North Bangkok University to be a professional teacher.
3. T-test statistics were used to compare variances in two sample groups as well as the desire levels of the Graduate Diploma Students in Teaching Profession, North Bangkok University to be a professional teacher.
4. F-test (One way Anova) was used to compare variances in more than two sample groups and as well as the desire levels of the Graduate Diploma Students in Teaching Profession, North Bangkok University to be a professional teacher. The results revealed that there was statistical significant difference, so the researchers conducted the multiple comparison test by using Scheffe's method.

Research Findings

Chapter I Demographics

The findings of the research suggested that most Graduate Diploma Students in Teaching Profession, North Bangkok University were female with a distribution of 71.3% of female students and 28.7% of male students, and 58.3% of those students aged 25-34 years followed by 35 to 44-year-old students (26.1%). The results also showed that 39.1% of the students taught in early childhood school while 13.91% of those taught in art subject group.

Chapter II Students' Perspectives on being a Professional Teacher

The research's findings suggested that there were the highest mean scores of 4.59 in relation to ideology of being teacher of the Graduate Diploma Students in Teaching Profession, North Bangkok University followed by the roles of a teacher in society with the rating scale of the highest level and the mean scores of 4.55. For the maintenance of discipline and professional standards, the rating scale was at the high level with the mean scores of 4.48 while there were the lowest mean scores (4.47) in relation to characteristics of a good teacher with the rating scale of the high level.

However, when each of parts relating to the ideology of being teacher of the Graduate Diploma Students in Teaching Profession, North Bangkok University were taken into consideration, the overall rating scale was at the highest level with the highest mean scores of 4.59. The research also showed that when each of items relating to adherence to religion and monarch policies was taken into account, there were the highest mean scores of 4.73 with the rating scale was at the highest level followed by faith in career, commitment to students and education, maintenance of discipline and professional standards and democratic mind with the mean scores of 4.62 and the rating scale of the highest level while engagement in public service activities was rated as the high level with the lowest mean scores of 4.37.

From the overview of this research paper, the rating scale relating to characteristics of a good teacher from the perspectives of the Graduate Diploma Students in Teaching Profession, North Bangkok University, was at the high level, but when each of items concerning respect to others regardless of ethnicity, religion, economic status of family, gender and age was taken into account, there were the highest means scores of 4.73 with the rating scale of the highest level followed by being generous, kind, open to listen to students from their point of view and willing to give students advice with the rating scale of the highest level and mean scores of 4.70 while there were the lowest mean scores of 4.23 with the rating scale of the high level in connection with living a simple life and being economic person.

The overall maintenance of discipline and professional standards from the perspectives of the Graduate Diploma Students in Teaching Profession, North Bangkok University was at the highest level, but when each of items in connection with maintenance of reputation which might not tarnish the honor of teachers was taken into account, the research revealed that there were the highest mean scores of 4.67 with the rating scale of the highest level followed by no disparagement to other religions with the mean scores of 4.64 whereby there were the lowest mean scores of 3.07 relating to no plagiarism.

The overall rating scale in respect of the roles of a teacher in society from the perspectives of the Graduate Diploma Students in Teaching Profession, North Bangkok University were at the highest level, but when considering each of items relating to kindness and generosity given to others, there were the highest means scores of 4.64 with the rating scale of the highest level followed by living and good conduct in society with the mean scores of 4.63 while there were the lowest mean scores of 4.55 with the rating scale of the high level relating to academic work productivity.

The results of hypothesis testing as shown in table 1 below:

Table 1: Comparing by gender

	Gender				t	P-Value
	Male		Female			
	$\overline{X}$	S.D.	$\overline{X}$	S.D.		
Ideology of being teacher	4.70	0.35	4.54	0.38	2.012	0.047*
Characteristics of a good teacher	4.59	0.30	4.43	0.30	2.656	0.009**
Maintenance of discipline and professional standards	4.53	0.29	4.46	0.34	1.031	0.305
Role of a teacher in society	4.65	0.50	4.51	0.47	1.413	0.160

* statistical significant at .05 level

** statistical significant at .01 level

From table1, according to hypothesis testing in respect of the ideology of being teacher and characteristics of being a good teacher from the perspective of the Graduate Diploma Students, North Bangkok University as the results indicated that there was statistical significant difference in gender at 0.05 level.

The following parts indicated the desired level of the Graduate Diploma Students in Teaching Profession, North Bangkok University to be a professional teacher by age ranges as

1. There was statistical significant difference between students aged 25-34 years and 35-44 years at 0.05 level relating to the characteristics of good teacher.

2. There was statistical significant difference between students aged less than 25-34 years and student aged 35-44 years at 0.05 level relating to the roles of a teacher in society as shown in the table 2 below:

Table 2: Comparing with age and beings professional teacher

		SS.	Df.	MS.	F	P-value
Ideology of being teacher	Between Groups	1.024	3	.341	2.499	.063
	Within group	15.159	111	.137		
	Total	16.183	114			
Characteristics of a good teacher	Between Groups	.951	3.00	.317	3.641	.015*
	Within group	9.670	111.00	.87		
	Total	10.622	114.00			
Maintenance of discipline and professional standards	Between Groups	.660	3	.220	2.111	.103
	Within group	11.558	111	.104		
	Total	12.218	114			
Role of a teacher in society	Between Groups	2.004	3.00	.668	3.081	0.03*
	Within group	24.064	111.00	.217		
	Total	26.067	114.00			

* statistical significant at .05 level.

** statistical significant at .01 level.

Table 3: Comparing with substance learning group and being professional teacher.

		SS.	Df.	MS.	F	P-value
Ideology of being teacher	Between Groups	.618	7	.088	.607	.749
	Within group	15.565	107	.145		
	Total	16.183	114			
Characteristics of a good teacher	Between Groups	.175	7	.025	.256	.969
	Within group	10.447	107	.098		
	Total	10.622	114			
Maintenance of discipline and professional standards	Between Groups	.330	7	.047	.424	.885
	Within group	11.888	107	.111		
	Total	12.218	114			
Role of a teacher in society	Between Groups	.662	7	.095	.398	.902
	Within group	25.406	107	.237		
	Total	26.067	114			

* statistical significant at 0.05 level.

** statistical significant at 0.01 level

From table 3, the research showed that there was no statistical significant difference in the different substance learning groups of the Graduate Diploma Students in Teaching Profession, North Bangkok University regarding the ideology of being teacher, characteristics of a good teacher, maintenance of professional standards as well as the roles of a teacher in a society.

Conclusions and Discussion

The findings of the research suggested that there were the highest mean scores in relation to the ideology of being teacher of the Graduate Diploma Students in Teaching Profession, North Bangkok University. It is reasonable to assume that being a professional teacher must have the following qualities: commitment to students, maintenance of discipline and professional standards, engagement in social service activities, adherence to ethics as well as be generous and kind to their students – all of those shall mean the ideology of being teacher. Most importantly, a professional teacher must have faith in their career. These findings were consistent with the research of Wannipa Sukriyapong (2009) on “characteristics of a good teacher from perspectives of the internship students in the Faculty of Education, Khon Kaen University which revealed that there were the highest mean score in respect of attitude to passionate heart and faith in teaching profession. In addition, this research paper was consistent with Narin Sangraksa’s research (2011) on Synthesis Study of Body Knowledge in Mental and Spiritual Development from storytelling about success among teachers and students in Education Systems: Development in Educational Youth in Descendants for Humanized Educare, in which it showed ideology construction of the directors and teacher at Umphang Wittayakom School according to the director’s quote – Khun Prasong “Move forward even if the world is on fire; Move forward even in the midst of gloomy circumstances; Move forward even if there is criticism; Move forward even if you are the subject of the rumors; Move forward, there are learning lessons in the past, Move forward- nation, religion, monarchy and move Thailand towards a sustainable development". The said quote shows that the ideology of being teacher is very essential as it indicates faith, willingness and career positioning. In addition, the study was consistent with Jamjuree Jammuang's research; "If ideology means concept of goodness and a goal that people want to achieve, a soldier might have ideology of protecting nation, peacekeeping or a farmer might have ideology of growing rice for feeding people, doctor might have ideology of curing and saving people's lives. For the ideology of being a teacher, it might be a passionate heart for teaching to provide students with creative learning as well as help students gain knowledge and become a good person.

In section of adherence to religion and monarch policies relating to the ideology of being a teacher of the Graduate Diploma Students in Teaching Profession, North Bangkok University, it indicated there were the highest mean scores with the rating scale of the highest level due to the fact that the king of Thailand is the head of state and the King is loved and revered by most Thai people. Moreover, the Ministry of Education honored His Majesty the King: "The Teacher of the Land" on the Occasion of His Majesty the King's 7th Cycle Birthday Anniversary, 5th December 2011 since His Majesty's royal duties in development of formal and informal education and setting up education fund for children including Philosophy of Sufficiency Economy conceived and developed by His Majesty the King. The philosophy is important to Thai society and education, so the Thai cabinet passed a resolution to honor His Majesty the King: "The Teacher of the Land" on the 21st day of December 2010. Professor Tongthong Chandransu which have made teachers play an important role again and enhance confidence in a person who wishes to become a professional teacher. The word of teacher is meaningful in itself and most Thai people have great respect to teachers which can motivate teachers to fulfill their own responsibilities and perform job well. Also, anyone who wishes to pursue this career, they are certainly sure that they are honored to do this job and make the right choice (Benjamat Paethong: 2011). For this reasons, all teachers love and revere the king.

Furthermore, a teacher must have morals, and ethics upon religion. Religion means the founder's teachings of a religion which advise people to do good deeds and refrain from doing evil. People who have faith in a religion, will persist in the performance of good deeds, refrain from doing evil and cleanse the mind of defilement greed, hatred and delusion (Sunai Suppa et. al. 2016). A teacher must be also kind referred to Buddhadasa Bhikkhu's preachment (quote: Prit Siribannapitak. 2015) held at Wat Suan Mok Phlaram on 4-9 September. Buddhadasa Bhikkhu said that teacher, as a venerable person, should have code of ethics, kindness, generosity, and intellect so as to as provide students with knowledge as well as foster morals, ethics and values among students.

In section of respect to others regardless of ethnicity, religion, economic status of family, gender and age relating to the ideology of being a teacher of the Graduate Diploma Students in Teaching Profession, North Bangkok University, it indicated that there were the highest means scores with the rating scale of the highest level. We assumed that being a professional teacher must have kindness to students without prejudice –does not matter they are rich or poor which was consistent with Dhamma for teachers, namely wrong course of behavior and prejudice from which teachers have to prevent, 1) prejudice caused by love or desire; partiality – To help only people you love, 2) prejudice caused by hatred or enmity – To treat someone bad because you hate them, 3) prejudice caused by delusion or stupidity,

– To treat someone bad because you hate them, 4) prejudice caused by fear – To help influential people. Therefore, teachers need to understand different personalities' types, have a strong sense of justice, treat students without prejudice and be glad to help students, colleagues and directors. All of these things will make students happy and have respect to teachers. In addition, teachers must not abuse their authority such as threatening, speaking in an impolite way, mocking or insulting. Understanding of the different personalities' types will help teachers build positive relationship with students. When students feel that they are treated well, they will be more willing to have a go at hard work, which can drive students' life success in education. ("Teacher's code of ethics" 2016: online).

In section of maintenance of reputation which might not tarnish the honor of teachers, relating to the ideology of being a teacher of the Graduate Diploma Students in Teaching Profession, North Bangkok University, the research revealed that there were the highest mean scores of 4.67 with the rating scale of the highest level. It is reasonable to assume that teachers must be a good role model for students, have well-disciplined, and comply with the rules and code of ethics. These findings were consistent with the research of M.L. Pin Malakul (quote: Chamnan Laorakpol. 2016)in which it stated that teachers are the most important persons in education as they are committed to providing their students with the highest possible quality education which bring benefits to society. In addition, teachers have a powerful influence on producing highly qualified graduates in the areas of system methods, analytical thinking, performance management as well as personality and professional development. All of those should be constructed by teachers, and teachers' personalities truly has an effect on student performance according to the idiom "Like Teacher, Like Student" If teacher behave in a good way, student takes after their teacher in behaviors. A role model have influence on children's lives especially TV and movie characters, or neighbor's behavior both in positive and negative ways. Children who have the lack of attachment to their family, and are passed on with bad behavior by their teachers will conduct themselves in a way that brings them into disrepute. Therefore, teachers need to be reminded that they must be a good role model for their students as it is their moral responsibility to contribute to the society.

In section of kindness and generosity given to others, relating to the roles of a teacher in society from the perspectives of the Graduate Diploma Students in Teaching Profession, North Bangkok University, the research revealed that there were the highest means scores. It is reasonable to assume that not only do teachers play role in teaching, they also contribute to society to be regarded as a teacher at heart. These findings were consistent with the research of Phufah sawekpan (2016) stating that teachers should help and support their colleagues as much as they are able. Also, these findings were consistent with the research of Apissaara Sukamphee (2016) stating that teachers are parts in developing society by means of educating people in community as to academic area and vocational training in order that they can adapt from what they learn to real life as well ascreate employment opportunities which can lead community to development.

Suggestions

- Suggestions for Research

Those suggestions in the Chapter III given by the Graduate Diploma Students in Teaching Profession showed that teachers who do not have a license to practice teaching profession or temporary teachers are not afforded equal opportunities and prestige like those who have a license or government teachers. Teachers without a license or temporary employees will be treated in different ways not only their co-workers but also their superiors. For example, they will be assigned many tasks more than the government teachers do or given words or actions which show contempt.

- Suggestions for Future Research

Future research should be conducted in different types of sampling to make comparison of being a professional teacher amongst Rajabhat University students or any students in Teaching Profession Program.

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BRAND RECOGNITION AND THE MARKETING TOOLS OF SELECTED FAST FOOD CHAIN IN LIPA CITY: BASIS FOR MARKETING STRATEGIES

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INTRODUCTION

The trend in developing countries is that more consumers are dining frequently outside their homes and mostly dining out has been in the fast food sector. Consumers are attributing these factors due to scarcity of time in a highly competitive, dynamic and ultra-fast life. Thus, they put emphasis on the quick meal solutions to address the busy lifestyle and faster preparation due to the jobs they have. Consumers lead rapidly busy lives, which means that the time allotted in cooking meals is being divided between work and other commitments. Cooking now has turned to be a chore instead of being a leisure activity.

Brand recognition serves as an indicator of consumers' knowledge about a product, the power of its presence in the consumers' minds and how it can be remembered. Consumers easily identify the presence and obtainability of a company's product or service. Loyalty of customers can be measured through repurchase of the same brand over a period of time. This results into an emotional attachment with the brand to which consumers develop. Customer loyalty results in an emotional attachment to the brand, which is driven primarily by commitment and affection. The consumer develops fondness for the brand in a manner similar to a relationship. Market is flooded with endless choice of product brands. Consequently, making a choice out of many brands is a difficult task for the consumer.

Companies are developing brands with the primary aim of attracting and maintaining consumers. Researchers and practitioners have identified the necessity of loyal customers, because these people spend more, purchase more on a regular basis, are inclined to search for information about the product, are more resilient to competitors' offering and are more likely to extend positive 'word of mouth'. The change in awareness of consumers has made them to choose favorable brand in the market. Thus, if companies want to beat their opponents, they must develop their brands likeable to purchasing public. Brand awareness is an important factor in influencing customers to buy the product specifically who are familiar and willing to buy at any given price. Once consumers decide to buy product, the brand comes to their minds immediate, which means that the product has better brand name recall at it has a great influence in the buying decision. This shows why a product with better brand awareness tends to have a better market share and better quality image. In addition, when consumers select a product, they look into the perceived quality of the brand. It helps customers in having a subjective conclusion on the overall quality of the product that answers what makes it different with other brands and becomes a first choice among consumers. Besides, companies need to raise the bar in building up brand loyalty. It is a common knowledge that the cost to attract a new customer is higher than maintaining a loyal customer.

THE PROBLEM

This study evaluated brand recognition and its effect on the buying behavior of customers of selected fast food chains in Lipa City.

In general, the study entails to answer the following question.

1. What is the profile of the customer-respondent in terms of
   1.1 age,
   1.2 gender,
   1.3 nature of occupation and
   1.4 level of income ?
2. To what extent does the brand recognition affect the buying behavior of customers of selected fast food chain in Lipa City, in terms of:
   2.1. brand name,
   2.2. price,
   2.3. place,
   2.4. product
   2.5. reputation
3. Is there a significant relationship between consumer's profile and the buying behavior of customers of selected fast food chain in Lipa City?
4. What programs can be offered that will be beneficial to consumers and fast food establishments?

METHODOLOGY

A convenient sample of 139 subjects was chosen. Mouton (1996) defines a sample as elements selected with the intention of finding out something out of the total population from which they are taken. A convenient sample consists of subjects included in the study because they happen to be in the right place at the right time (Polit & Hunger 1993:176). The respondents were chosen based on their presence and availability at the time when the researchers administered the questionnaire.

FINDINGS

1. Profile of the Customer Respondents

The customer respondents, age bracket of 20 – 24 years old made the highest frequency count of 46 or 33.09% while the age range of 30 – 34 years old yielded the least frequency count of 16 or 11.51 percent.

In terms of gender profile of customers, 99 out of 139 total-respondents or were female while 40 were male.

In terms of nature of occupation, 102 or 73.88% were from private, 27 or 19.42% were from government and 10 or 7.19% were from others.

In terms of level of the income of P16,001 – P20,000 got the highest frequency count of 45 and the income level of P20,001 – P24,000 made a frequency count of 12 .

2. Extent of the brand recognition and its effect to buying behavior of customers of selected fast food chain in Lipa City.

The respondents perceived that brand name moderately affects them with respect to the marketing tools being used by selected fast food chains where it garnered an overall weighted mean of 3.61.

The respondents believed that with price affects the marketing tools of selected fast food chain and it gained an overall weighted mean of 3.36.

Place as a factor in marketing tool has a moderate affect as perceived by the respondents wherein it garnered a composite mean of 3.62.

According to respondents, product moderately affects them on the marketing tools of fast food chain which can be viewed at a composite mean of 3.47.

With regard to brand name reputation, it moderately affects the respondents as a factor in the marketing tools of fast food chains and it garnered a composite mean of 3.63.

3. Relationship Between the Profile of the Respondents and their Perceptions on Brand Recognition to Marketing Tools of Selected Fast Food Chains.

In terms of buying behaviour, the correlated t-values of 1.776 for gender and 1.655 for level of income were less than the probability values at 0.05, thus rejecting the null hypothesis.

In terms of price, the correlated t-values of 2.142 for occupation and 2.019 for level of income were less than the probability values at 0.05, thus rejecting the null hypothesis.

With regard to place, the correlated t-values of 1.897 for gender and 2.019 for occupation were also less than the probability values at 0.05, thus rejecting also the null hypothesis.

For product, the correlated t-values of 1.776 for gender, 1.655 for occupation and 1.776 for level of income were also less than the probability values at 0.05, thus rejecting also the null hypothesis.

Moreover, the correlated t-values of 1.897 for occupation and 2.142 for level of income were again less than the probability values at 0.05, thus rejecting the null hypothesis.

The other variables stated in the table that were not mentioned were found to have no significant relationships when grouped according to the respondents' profile.

These safely implied that the perceptions of the respondents on brand recognition affecting the marketing tools of selected fast food chains have significant relationships in terms of : price when grouped according to their occupation and level of income; place when grouped according to their gender and occupation; product when grouped according to their gender, occupation and level of income; and brand name reputation when grouped according to their occupation and level of income.

Conclusions

The following conclusions were drawn based on the analysis and interpretations of the different data.

Majority of the respondents are young professionals, female, working in a private sector and have an income of P16,001 – P20,000. The respondents believed that brand name, place, product and brand name reputation moderately affect them while all of them believed that price affect their buying behavior towards fast food chain.

There is significant difference between consumer profile in terms of age, gender, nature of occupation and level of income and their buying behavior in terms of brand name recognition, place, product, price and brand name reputation.

Recommendation

Based on the conclusion drawn, the following recommendations were given:

1. Managers and staff of fast food chains should provide consistent service and quality of products to their respective customers.

2. Fast food chains must offer competitive price of products to its customers.

3. Fast food industry should rapidly switch their attention to new technologies regarding the security of the customers.

4. Managers must realize on what products or services are most likely to be needed by consumers.

5. Further studies about the same topic are recommended.

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Chinese Tourists' Expectation towards Tourist Attractions in Phra Nakhon Si Ayutthaya Province

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Abstract

This research aimed to study Chinese tourists' expectation towards tourist attractions in Phra Nakhon Si Ayutthaya Province. The participants in this study were tourists from People's Republic of China, Hong Kong Special Administrative Region of the People's Republic of China, Taiwan and Singapore visiting Ayutthaya Province during November-December 2015, and questionnaire in the Chinese language was employed as a tool for data collection whereby the researcher examined the validity of questionnaire and translated the questionnaire into Thai after the return of the questionnaire. Then, the results were categorized and a tryout study of 30 sets of the questionnaire was conducted for checking reliability, and Cronbach's Alpha score (α- Coefficient) was 0.8499. After evaluating validity and reliability in survey research, the researcher carried out data collection from the sample group (Convenience Sampling) of 384 people. The research's findings suggested that most tourists who visited Ayutthaya Province came from People's Republic of China with the age range from 31-40 years old. They also were married, worked for private companies with an income of higher than 6,000 Yuan per month, and level of education was lower than a Bachelor's degree. In section of Chinese tourists' behavior, the research indicated that the main purpose of their visit was vacation and pleasure followed by cultural learning. Furthermore, Chinese tourists desired to visit historical sites, and preferred to take the trip with travel agents. Most of them were accompanied by their friends, and stayed at a hotel for first time visit. In relation to Chinese tourists' expectation towards Tourist Attractions in Phra Nakhon Si Ayutthaya Province, the research found that they have great expectation toward religious sites, temples and Chinese spirit houses.

Keywords

Expectation, Chinese Tourist, Phra Nakhon Si Ayutthaya Province.

1. General details

Tourism is an industry that plays an important role in economic and social development of the country as well. The foreign tourists decided to travel and spend money for their trip satisfyingly. These visitors have gradually been increasing for years. A part of the national income comes from foreigners and that make money to the circular flow of economic in Thailand. In addition, the tourism industry, this helps creating job opportunities for professional service businesses and other related careers. The statistics from the Department of Tourism, Thailand, this based on the former report and surveying situations reported that the Survey of foreign tourists that spend leisure time as visitors from January-October 2014, the highest group is Chinese. As comparing from last year, they continues to be a champion of the national tour group visiting Thailand. They visited in the amount of 19,739,600 persons.

Also, statistics from the report, foreign tourists spend leisure time as visitors from January-October 2014, declining as 8.72% that compared from the same period last year. The income from tourism are as 905,107 million baht, declining as 6.13%. However, compared from the same period in year 2013 as in 6.13%, representing 6.13 percent of the first month of the year showed expansion. (Development Agency for Tourism, 2011-2012). However, both the government and private cooperation, promoting markets for tourism to stimulate foreign tourists as the target market to grow by promoting facilitation and security. By these collaborative plans, the government agencies and private support for the tourism's role in helping to improve the quality of life, job creation and increased revenues to Thailand. People of all regions of Thailand have been gotten this impact as an important tool in driving economic cause.

Ayutthaya, a major attraction of the historical, cultural and architectural significance. The Chinese tourists came to Thailand as tourists. Tourist Attractions In Ayutthaya And spending money on tourism for more which produces results have high expectations for the tourist to visit the Grand Palace. A recreation facility Building construction is Aesthetic appeal and is studying etc. So the research is expected to study Chinese tourists that visit the visiting attractions in Ayutthaya. To benefit the relevant Tourism authorities and related entrepreneurs. The data collection and the results from the study is to develop tourism places in Thailand. In addition, to strengthen with the support for Chinese to visit Thailand as the most effective growth.

The Research Objectives

1. To study the expectations of tourists on tourist attractions in Ayutthaya province.
2. To study the performance of Chinese tourists to the tourist attractions in Ayutthaya.

Metodology

Population and sample

This study focuses on the study of personal and behavioral factors affect the expectations of Chinese tourists per tourist attractions in Ayutthaya province. Population and sample in the research of Chinese tourists coming from the hometown, People's Republic of China Hong Kong SAR and Singapore People's Republic of China travelling in Ayutthaya province travel guide. And make the information store for tourists in the place of residence and storage is the November-December before tourists visited tourist attractions, and the duration of b.e. 2558 storage is the November-December 2015.

The tools that are used in research.

The tools used to research include the query conditions, expectations of Chinese tourists per tourist attractions in Ayutthaya province is divided into 4 sections, namely section 1 is the basic information about the respondent's gender, age, marital status, occupation, education level and income per month. A question text style list check part 2 questions about the weather is the expectation of the Chinese tourists per tourist attractions in Ayutthaya province in side. 1. side 2 side. ancient places of worship the natural side 3. 4. cultural art centres on 5.6. souvenir craft industry on the other side.Question text style is a scale estimates part III information about tourist behaviour. The main purpose of travel of tourists. How to get the person traveling. The number of times to travel. Place of residence Attractions category 4 as additional suggestions.

To collect the data.

Data collection operations. Researchers follow the sequence of steps As follows:

1. Queries to find who created research Value matching (Validity), including the proposed experts verify the number 3 people examine the update questions, solve a cover and correspond with what you want to study, and translated into Mandarin Chinese.
2. Research the information store for tourists in the place of residence and storage is the November-December before tourists visited tourist attractions, and the duration of November-December 2558.
3. Upon receipt of the questionnaire. The study validated and all the data in the query, and the query, then the number of queries derived classification.
4. Put the query to perform the Test (Try Out), with Chinese tourists, tourist attractions in Ayutthaya province. 30 series to test for confidence (Reliability) of the tool using a coefficient alpha of the cross l(Cronbach Alpha Coefficient) naba from a query to find the confidence in equal to 0.8499 sentiment.
5. after the validated questionnaires. Quality of technical precision and confidence, and then apply the query only to collect. Actual data with a sample number of 384 people defined by the sampling based on the (Convenience Sampling).

Statistics used in the data analysis.
Operations research, analyze data, follow the sequence of steps. As follows:
1. Personal data analysis Information about Phuket's tourist attractions and information about behavioral expectations of the military Phuket's tourist attractions in Ayutthaya. By using (Statistics Description), Distribution frequency (Frequency), the percentage value (Percentage) average (Mean) and Standard Deviation (Standard Deviation).
2. Analysis using statistic as (Inferential Statistics) to test the hypothesis by using Analysis one-way ANOVA, One Way Analysis of Variance-(ANOVA) to test the difference of the level of expectations of Chinese tourists for tourist attractions in Ayutthaya. The case found that the value of significant difference 0.05 to compare pair with (the Least Significant Difference: LSD).

The research results

Section 1 To summarize of data analysis. Its personal factors about the expectations of Chinese tourists per tourist attractions in Ayutthaya. It is classified by personal factors as follows: gender, age, hometown. Marital status, profession, income per month, and the level of the sample group study found that most male is 54.4 per cent aged between 31-40, 30.2 percent as most tourists come from the People's Republic of China, 60.7 percent most married status, 57.8 per cent work as private company employees. There are 51.3 percent of revenues more than 6000 Yuan per month, or more 52.3 percent and lower-level education level Bachelor of 57.5 percent.

Section 2 To summarize information about behavior of Chinese tourists per Phuket's tourist attractions, tourist attractions in Ayutthaya province. As follows: behavior in Phuket's tourist attractions in Ayutthaya found that most samples from the main purpose for travel, relaxation and entertainment. 90.1 percent traveled by 90.4 percent of travel agency the person traveling is 43.8 percent traveling friends for the first time. 77.3 per cent in most hotels, and tourist 94.0 per cent, interest category attractions 56.0 percent ancient.

Section 3 To summarize the results of the data analysis about the expectation level of Chinese tourists per tourist attractions in Ayutthaya province, as follows:
1. types of ancient palaces, museums, architecture and found that Chinese tourists, the overall expectation level (average 4.56), when considered as a text list, found in the level of expectations by most average sort descending is unique, only (average 4.74) and looks beautiful buildings (average 4.58) in the level of expectations is very old and are having an interesting history (average 4.49), and has an interesting history, and is a place for knowledge (average 4.44).
2. In terms of the types of places of worship and the temple. The Chinese tourists found that the level of expectation by included in most levels (average 4.60) when considered as a text list, found in the level of expectations by most average sort descending is a cultural-specific beliefs that reflect local suite (average 4.67) to visit to pay respects (4.61 average), old and ancient that make sense to believe in faith (average 4.58), is a religious ritual (4.57 average), and is about religious knowledge study (average 4.57 average).
3. The nature, the river found that tourists are expected, the overall levels of (4.46 average), when considered as a text list, found in the level of expectations by most average sort descending is a naturally beautiful (4.55 average) and p visit interested local community (4.50 average), the trajectory in the expectation level is very. Travel Tourism (4.33 average).
4. Culture and art culture category arts found that Chinese tourists. There are expectations the overall level (4.43 average) when considered as a text list, found in the level of expectations is very average sort descending is a variety of cultures. The traditions and Arts (average 4.46) has Sen. Attract and invite tourists to come visit (average 4.46) and reflects the lifestyle of the community a unique community of (average 4.39).
5. In terms of place category places, entertainment centres Found that Chinese tourists are expected, the overall level (average 4.38) when considered as a text list, found in the level of expectations, sort by. The average value is descending into entertainment centres

to stress (average 4.45) as attractive places, use (average 4.36) and food and beverage services are adequate (average 4.35).

6. In terms of industrial type handicraft goods, trade center souvenirs and shopping advice. Found that Chinese tourists are expected, the overall level (average 4.29) when considered as a text list, found in the level of expectations is very average sort descending is a place that sell a variety of goods (average 4.34), the price of an item is appropriate (average 4.32), and has a fully equipped recreation (average 4.23).

7. In tem of types of parks, it found that Chinese tourists are expected, the overall levels of (average 4.38) when considered as a text list, found in the level of expectations, sort by the average descending is a place for recreation and entertainment. (average 4.39) have facilities the Grand tourists (average 4.38) and a variety of recreational activities (average 4.37) to test summary assumptions about expectations

Discussions and Recommendations

1.From the research found that the Chinese tourists mainly male, aged between 31 – 40 in year 2002. From the people of Republic of China, the group of tourists in the age of the work. To choose the time of its travel abroad have a time holiday, Therefore, Travel agents should be held at tourist attractions are diverse for short and long term to attract tourists, traveling in Ayutthaya throughout the year and to meet the needs of a wide range of tourist groups. And its ratings, its diverse both remote trip short and to attract tourists to travel to travel. For Ayutthaya ratings along the year, this meets the various needs of tourists.

2. From the results of the research, it found that performance rating of most Chinese tourists travel The main purpose for leisure and entertainment, the second is to study the culture show. Chinese tourists need its attraction to rest. It also reflects the attention with its attraction to study culture, the culture industry in each region. Its diverse and unique advantages that is attracted to its aggressive Sen"s tourists tourism and study according to their interest. Therefore, attractions with tourists in travel and to study the way of life of the community should have its conservation. The well-being of the traditional community is sensitivity. In addition, if any community, culture, traditions, beautiful and unique lifestyle. It can be developed as a tourist attraction to study the cultures' group.

3. From the results of the research, this found that Chinese tourists are expected to travel in the province of temples and types of ancient palace, museum, architectures and its expectation level is in the high level. This result shows that Chinese tourists pay attention to historic rating. So both attractions of this type, it should maintain its identity of individual attractions to its traditional beauty. It includes a variety of traditional cultures and performing arts as local community.

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Communicative Strategies for Overcoming Language Barriers:
A Case of Fourth-Year Business English Students Learning Business Case Studies

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Abstract

The area of focus for the research project is to find out pieces of information through keen observation, deduction, penetration and perception by understanding the cause and effect based on the identification of relationships and behaviors within a model, context, or scenario. By learning and discovering recently strategies on how to best teach English to pupils, the researcher hopes to provide effective strategies to overcome their language risks and barriers. As the researcher beginning to conduct class in English for Business Case Study for the Senior College students, it would be found that a classroom would not only be an education room in which classes are conducted, especially in a college, but also an environment where instructors initiate the strategies to overcome English language difficulties students to learn, thus, helping out to increase teacher's-students' communication. In my class (Level 2 = Pre-Intermediate Level, they scored 86.08 %, and continually increased as they engage in brainstorming and rhetoric argument. So, the researcher concludes that the pupils score from the case study increases because language barriers are overcome. As the researcher of this research, it has been found out that barriers can be succeeded in dealing efforts to increase students-teacher communication, and still have difficulty in answering , "how", "why" and "if" questions, finding difficulties to make connections, when it comes to arguments, debates and case studies. The findings suggest that the language barrier generates negative emotional and cognitive responses, and prevents ESL students from taking certain actions such as seeking necessary information or comprehending the case analysis. Thus, the study will be evidently important for the proper recognition of strategies in removing barriers for English language learners in Thailand and learn it as quickly as they could. Performance of the students, survey forms, cases and other insights gained from co-teachers would be an additional advantage to further conduct in-depth research studies.

Keywords barriers, deduction, initiate, penetration, strategies

Introduction

"The limits of our language" means the limits of our world. -Wittgenstein, 1922, p. 149-

Nowadays, students on the 21st century have facing a lot of language barriers brought by increased globalization forcing them to interact across linguistic boundaries with the teachers. Since language affects almost all aspects of everyday life, there need more of a focus on communication barriers by researchers and practitioners engaged in international business and management (Henderson, 2005). The issue of language barriers is particularly critical during intercultural which is very common in a bilingual institution. Such intercultural encounters may be influenced not only by cultural differences but also by language barriers. The mere fact that Native English

Speakers are required most in the universities in Thailand, most lecturers who can only speak English may greatly affect local Thai learners which will lead to difficulty in acquiring information.

Lately, there has been an increasing debate about the status of teaching English language in Thai society: (The Nation, 2012) Is it an appropriate thing to speak English most of the time in the classroom? Or may use translation in some cases? And how to remove the barriers to establish commonality in speaking? The nation believes that imposing English language on Thai people is against their culture, heritage, and their unique identity. Well, in Thailand English teaching and learning, do problems can be solved by employing "native speakers"? How can teaching and learning English will be a big success for the students?

The study will be self-evident and important for the proper recognition of new discoveries and strategies in setting different classroom environment to help English language learners in Thailand learn as quickly as they could. Performance of the students, survey forms, and other insights gained from co-teachers would be an additional advantage to further do an in-depth research. The following are the areas for consideration: speed: speak slowly and clearly, asking for clarification, frequently check for understanding, avoid use of idioms, be concise and specific, define business context terms, choose your medium of communication effectively, be patient, cross-cultural bias and use different channels of communication.

Removing language barrier is becoming essential in Thailand society nowadays due to the emergence of Asian Economic Community (AEC) English language can become a common language for Thai and act as a magnet for them to have a major role in globalization. Language is not only a medium of communication, but also linked to an individual's identity (Lauring, 2008) therefore these barriers may influence various aspects of the service experience.

Review of Related Literatures

Language is the key to a person's self-identity. It enables the person to express emotions, share feelings, tell stories, and convey complex messages and knowledge. Language is our greatest mediator that allows us to relate and understand each other (Imberti, 2007). It can be defined as a system of conceptual symbols that allows us to communicate. It also provides us with a significant frame of reference and a relational context that sustains our identities (Imberti, 2007).

The social identity theory (Tajfel, 1974; Tajfel & Turner, 1979) focuses on the understanding of psychological processes driving intergroup discrimination. The categorization of in-groups versus out-groups can be generated when students recognize certain cues, such as language, that delineate cultural differences. Not being able to identify with other cultural groups may lead to negative attitudes towards such groups (Bartel, 2001). A sense of ignorance due to such differences can prevent L1 students from interacting with students with the same level but different background and experiences. Consequently, the understanding of the link between language and social identity patterns is of great importance to the international language.

According to a popular folktale, language is often likened to a two-edged sword; while it communicates, it can also excommunicate. It includes those who share the system, but it also excludes who do not (Popular Folktale). Therefore, it is difficult to imagine how we might think or know differently if we spoke another language other than our mother tongue- or in addition to our native tongue.

Surprisingly, literature is silent regarding the effects of language barriers on ESL students. However, literature on intercultural encounters and low literate students may be relevant.

The Impact of Language Barriers and Cultural Differences in a Classroom Setting and Experiential Encounters

Given the exploratory nature of this study, grounded theory was adopted as the methodological framework for data collection and analysis (Charmaz, Glaser and Strauss, 1967, Strauss and Corbin, 1990). Qualitative interviews and case studies were used as the main source of data.

The face-to-face, semi-structured interviews were conducted in English, averaging a one hour talk. An interview protocol consisted of forty questions probing the interviewees regarding their experiences as students and working life situation in Thailand and abroad. During the proceedings, they were tasked to answer 4 case studies consisting of 16 questions. The students' answers on the oral and written tests vary from time to time.

The 20 students are the fourth year Business English major and the 40 students who are studying in an English Academy (beginner, novice, intermediate and advanced).

The purpose is to get the variation of answers from my students and how to group them in according to the level in order to communicate effectively with one another. The first part of the test is rhetorical argument; second the case study analysis through written explanation and thirdly the brainstorming into group cohesiveness wherein the students themselves have similar or difference in background and interests. On the second part of the test, the students themselves took part in thinking and working in paired group on the pronunciation drills. Regardless of the level whether pre-intermediate, intermediate, and advanced level, or contact status (having studied or not having studied at least two years with a native speaker), educational level (fourth year, bachelor degree, and post graduate), and language background, there are still common barriers in language acquisition between the teacher and the students.

It was found out that the deviant forms consist of the following types: Other substitutions meaning on a certain word, partially acquired expressions, and translations. By careful experiment, I asked 100 percent of the students to work individually, 50 percent by paired work, and 50 percent into group work. The results can be best shown in tables and graphs:

Interview Questions

Demographic Questions
1. What is your country of origin?
2. What is your first language?
3. How long have you been in Thailand?
4. Have you ever been to other English-speaking countries (e.g. England)?

Perceived English Use Questions
5. Have you experienced difficulty in listening, speaking, and writing in the beginning of your study?
6. Have you had difficulty with English language for your social and academic interactions in the beginning of their study?
7. How has your use of English changed since you began working in the U.S. (other countries) in terms of frequency of use?
8. How has the degree to which you feel comfortable communicating in English changed since your study began working in the U.S. (other countries)?

Perceived Stress Level Questions
9. How stressful were you when you had difficulty in listening, speaking, and writing in the beginning of your study?
10. How has your stress level changed since you studied with the foreign teachers?
11. In the beginning of your studying in the university, what are some of your stress inside the classroom while interacting with your professors and classmates?
12. What kinds of academic and/or personal goals would you like to achieve why you study English in an institution?
13. How did you prepare your English to live and study in the U.S. (other countries)?
14. What kind of concerns did you have in regards to your English ability?
15. Did you expect to have language barriers in the course of your living and studying in the U.S. (other countries)?
16. Describe the differences between your first language and English?

17. What are the differences in the ways to communicate between two languages?
18. What are differences in thinking process between two languages?
19. What was the most difficult aspect in learning English?
20. Describe your first day on campus (or at work).
21. Describe your experience of the first class.
22. Describe your experience outside of campus.
23. What things have been the most problematic for you to live and study using English language?
24. Tell me about any difficulties that you had due to your language barriers at that time.
25. Under what situations did you experience language barriers the most?
26. Tell me about your thoughts and feelings related to language barriers at that time?
27. How did your language barriers impact your daily life in the beginning of your study in the U.S. (other countries)?
28. Is it hard or a struggle to communicate with other nationalities of English?
29. How do you prepare yourself for AEC?
30. Is learning English easy or hard for Thai people?

II. Questionnaires on Case Study

1. Durban Dragons is a big football club. Recently fewer people have been watching its matches and ticket revenue is falling. Some people say that ticket prices for matches are too high and should be reduced. The club has high fixed costs and needs to improve its cash flow. The club directors have been trying to gain sponsorship and a number of businesses are very interested.

(a) What is meant by 'cash flow'?

(b) Give two examples of fixed costs that a business like a football club would incur.

(c) Identify and explain two ways the cash flow of Durban Dragons could be improved.

(d) Identify and explain two reasons why businesses might want to sponsor football clubs like Durban Dragons.

(e) Do you think if Durban Dragons reduce ticket prices for matches this will increase revenue? Justify your answer.

2. Gresham Textiles manufactures high quality clothing. Production is labor intensive.

Managers are paid more than production line workers in the factory. The business is investing in automated machinery. The management also wants to introduce lean production methods.

(a) What is meant by 'labor intensive'?

(b) Identify two suitable sources of finance that Gresham Textiles could use to finance the investment in automated machinery.

(c) Identify and explain two reasons why factory managers are paid more than production line workers at Gresham Textiles.

(d) Identify and explain two ways lean production methods could reduce costs in the factory.

(e) Do you think that a change to automated methods of production would benefit customers of Gresham Textiles? Justify your answer.

3. Jergen Cosmetics makes a range of beauty products for women in country A. 'We are a market orientated company' said Klaus, the Managing Director. 'One of our business objectives is to increase sales turnover. We have just set up our own website and increased our marketing budget. Our country's economic growth is forecast to be 4% next year and this will guarantee our company's profitability.'

(a) What is meant by 'market orientated company'?

(b) What is meant by 'Managing Director'?

(c) Identify and explain two benefits to Jergen Cosmetics of setting business objectives.

4. Greenfield manufactures furniture. The company imports wood and other raw materials from several countries. Marcos is the Managing

Director of Greenfield. Marcos said that his company was affected by import quotas and changes in exchange rates. He said: 'Greenfield has to buy its raw materials from other countries as there are no timber (wood) resources in our own country.'

(a) What is meant by 'import quota'?

(b) Identify two ways that Greenfield's business might harm the environment.

(c) Identify and explain two ways in which changes in exchange rates could cause problems for Greenfield.

Findings

In the first order analysis, the oral interview was carefully conducted and the particular types of questions were assigned to different levels and responses. I used the constant comparative method in order to compare within and across interviews as an iterative interpretation of data (Glaser and Strauss, 1967). On the second order analysis, I used the case study analysis wherein the students vary in answers according to their own background, experience, and interpretation.

Language

All interviews pointed out language barrier as the main reason for stress. Interviewees mentioned that the difficulties in expressing themselves and difficulty in understanding vocabulary words were the main problems. During the study, the following are mindful questions that I further asked,

1. How about your ways to communicate with others?
2. How about your class participations?
3. How about your thinking process?
4. How have you been coping with your language barriers?
5. How have you adjust yourself to overcome the barriers?
6. What obstacles have you faced in coping with your language barriers?
7. What changes have you noticed about the ways you use English since beginning your study in the United States?
8. What changes have you noticed about the ways you communicate with others in English?
9. What changes have you noticed about the ways you participate in class discussions?
10. Describe to me the differences in the ways you feel about yourself since you have been studying English.

The profiles of the students (who are all females) are presented in the table and their corresponding final mark.

Table 1. Profile of Students

Interviewees	*Gender*	*Age*
Participant 1	*F*	*23*
Participant 2	*F*	*24*
Participant 3	*F*	*22*
Participant 4	*F*	*22*
Participant 5	*F*	*23*
Participant 6	*F*	*21*
Participant 7	*F*	*20*
Participant 8	*F*	*21*
Participant 9	*F*	*24*
Participant 10	*F*	*20*
Participant 11	*F*	*22*
Participant 12	*F*	*21*
Participant 13	*F*	*23*
Participant 14	*F*	*22*
Participant 15	*F*	*21*
Participant 16	*F*	*22*
Participant 17	*F*	*21*
Participant 18	*F*	*20*
Participant 19	*F*	*25*
Participant 20	*F*	*24*

Table 2. Academic Performance

Time Spent in US	*Status in Thailand*	*Remarks*
2 months	*singer*	*88.13*
1 week	*office assistant*	*92.25*
-	*internship*	*81.65*
-	*businesswoman*	*90.00*
-	*tutor*	*96.50*
-	*internship*	*87.50*
-	*internship*	*83.03*
4 months	*work overseas*	*91.75*
-	*human resource*	*83.75*
-	*internship*	*86.00*
-	*internship*	*91.48*
-	*internship*	*87.50*
-	*programmer*	*83.25*
-	*hotel receptionist*	*74.85*
-	*internship*	*75.90*
-	*internship*	*79.75*
-	*internship*	*90.25*
-	*internship*	*82.25*
-	*internship*	*84.25*
-	*cosmetics*	*91.75*

After the 50 hours of teaching and learning with the students, the following outcomes are attained:

fluently, automatically, immediately, confidently and clearly. How can we validate these outcomes? How can we measure and categorize into levels.

Level 1: Beginner
Able to satisfy minimum courtesy requirements and maintain very simple face-to-face conversations on familiar topics. A native speaker must often use slowed speech, repetition, paraphrase, or a combination of these to be understood by this individual. Similarly, the native speaker must strain and employ real-world knowledge to understand even simple statements/questions from this individual. Misunderstandings are frequent, but the individual is able to ask for help and to verify comprehension of native speech in face-to-face interaction. Vocabulary is inaccurate, and its range is very narrow. The individual often speaks with great difficulty. By repeating, such speakers can make themselves understood to native speakers who are in regular contact with foreigners but there is little precision in the information conveyed. Needs, experience or training may vary greatly from individual to individual; for example, speakers at this level may have encountered quite different vocabulary areas. However, the individual can typically satisfy predictable, simple, personal and accommodation needs; can generally meet courtesy, introduction, and identification requirements; exchange greetings; elicit and provide, for example, predictable and skeletal biographical information. Vocabulary is extremely limited and characteristically does not include modifiers.

Level 2: Novice
Able to satisfy routine social demands and limited work requirements. Can handle routine work-related interactions that are limited in scope. In more complex and sophisticated work-related tasks, language usage generally disturbs the native speaker. Can handle with confidence, but not with facility, most normal, high-frequency social conversational situations including extensive, but casual conversations about current events, as well as work, family, and autobiographical information. The individual has some difficulty understanding native speakers in situations that require specialized or sophisticated knowledge. Additionally, the individual can participate in personal and accommodation-type interactions with elaboration and facility; that is, can give and understand complicated, detailed, and extensive directions and make non-routine changes in travel and accommodation arrangements. Simple structures and basic grammatical relations are typically controlled; however, there are areas of weakness. In the commonly taught languages, these may be simple markings such as plurals, articles, linking words, and negatives or more complex structures such as tense/aspect usage, case morphology, passive constructions, word order, and embedding.

Level 3: Intermediate
Able to satisfy most work requirements with language usage that is often, but not always, acceptable and effective. The individual shows considerable ability to communicate effectively on topics relating to particular interests and special fields of competence. Often shows a high degree of fluency and ease of speech, yet when under tension or pressure, the ability to use the language effectively may deteriorate. Typically the individual can participate in most social, formal, and informal interactions, but limitations either in range of contexts, types of tasks or level of accuracy hinder effectiveness. He/she is generally strong in either structural precision or vocabulary, but not in both.

Level 4 : Advanced
Able to speak the language with sufficient structural accuracy and vocabulary to participate effectively in most formal and informal conversations in practical, social and professional topics. The individual uses the language acceptably, but with some noticeable imperfections; yet, errors virtually never interfere with understanding and rarely disturb the native speaker. The individual can effectively combine structure and vocabulary to convey his/her meaning accurately. The individual speaks readily and fills pauses suitably. In face-to-face conversation with natives speaking the standard dialect at a normal rate of speech, comprehension is quite complete. Although cultural references, proverbs and the implications of nuances and idiom may not be fully understood, the individual can easily repair the conversation.

Can use the language as part of normal professional duties such as answering objections, clarifying points, justifying decisions, understanding the essence of challenges, stating and defending policy, conducting meetings, delivering briefings, or other extended and elaborate informative monologues. Can reliably elicit information and informed opinion from native speakers. Without searching for words or phrases, the individual uses the language clearly and relatively naturally to elaborate concepts freely and make ideas easily understandable to native speakers. Errors occur in low-frequency and highly complex structures.

Discussion

The study will be important for the proper recognition of new discoveries and strategies in setting different classroom environment to help English language learners in Thailand learn as quickly as they could. Performance of the students, survey forms, and other insights gained from co-teachers would be an additional advantage to further do an in-depth research. The following are the areas for consideration:

<u>Speed: speak slowly and clearly</u>

Speaking slowly and clearly is one of the primary concern of Thai learners in order to easily grasp what has to be learned.

<u>Asking for clarification</u>

Provide students with clear information. Ask questions to help students work through the activities. This will enable learners to recall and recognize knowledge.

<u>Frequently check for understanding</u>

At the end of the class, ask the students if they understand the teaching through the use of assessment standards such as oral questions, quizzes and worksheets.

<u>Avoid use of idioms</u>

Idiomatic expressions are newly acquired language that maybe new for the Thai students; thus minimizing this will prevent confusion and ambiguity.

<u>Be concise and specific</u>

Use your words deliberately by using simple words.

<u>Define business context terms</u>

Extend the meaning of words with those more knowledgeable that will help the students to internalize the meanings of these concepts. Explain and justify the concept in order for the students to integrate what they really know.

<u>Choose your medium of communication effectively</u>

Learn American communication styles as apply to formal and informal communication with professors and classmates. As a teacher, make use of instructional conversations whose purpose is to foster learning.

<u>Be patient</u>

Examine the cognitive reactions/emotional in terms of anxiety, fears and embarrassment of the learners. Patience is a virtue.

<u>Learn about cross-cultural bias</u>

Learn about differences in cultural communication in order to adapt communication skills in negotiations. Make use of related topics for communication to make into connections and use of language in that community. Integration of difference finds the students themselves to adapt adaptability and create multiple perspectives.

<u>Use different channels of communication</u>

Grant students more independence and freedom in terms of what technology to use to aid them to study and to learn.

Conclusion

A new environment requiring a new language must remove language barriers to stimulate learning and creativity. The participants viewed language barriers as an opportunity for challenge and simulation that motivated every learner to work harder. As such, a sense of self-confidence and can-do spirit will enable the students to feel stronger and have the chance to speak about their individual experiences. Attitude toward communications is also a big impact in overcoming language barriers.

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Competition of Domestic Airlines in Thailand

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ABSTRACT:

Upon review of the general condition of domestic airline industry, it appears that low cost airlines have emerged and created the market customer segmentation in airline business. Both premium and economy products are offered to provide various options to the consumer. From competition analysis using five forces model, domestic airline industry has been in highly competition environment. Driving forces from producers or compactors in this industry are at intense level especially on price competition. At the same time burden of entry is raised to the high level as those new comers are required to have large amount of capital investment for hiring employees and buying aircrafts. The bargaining power of the supplier is also high since it takes time for the domestic airline on buy or charter aircrafts of their operation, and to receive airport permission for landing. From the overall picture, the new comer should not enter this business at the moment. From the analysis of strength, weakness, opportunity, and threat, the strength of the domestic airline industry are the most safety mode of travel, the traveling time saving, and more varieties of distribution channels. Its weaknesses include high price compares to other modes of travel, high cost of operation, and the service image problem especially food served on board. Its opportunities include the government effort to make Thailand become a hub of aviation business in Southeast Asia and government's stimulus measures for economic improvement via domestic tourism. However, its threats come from global economic crisis, domestic political problems, and oil price fluctuation.

Therefore, business strategies to eradicate weakness by benefiting from opportunities occurred are an increase in various food menu at reasonable quality, and affordable price, and clear advertisement about the fares. The strategy to benefit from opportunity by using company's strengths is to look for business partner in order to increase distribution. Moreover, to reduce weakness and avoid obstacles, the company should manage cost efficiently to reduce risk from oil price fluctuation. For the government, it should promote and encourage domestic tourism and also focus on public relation to increase the number of tourist from aboard via road show or world expo at international level.

KEYWORDS: Competition of Domestic Airlines

Introduction

Aviation industry nowadays has greatly expanded and competed intensely as well as the fluctuation of uncertainty factors; for instance:foreign currency exchange rates, increasing price of fuel oil, etc.

These uncertainty factors all effect on the business operation. Therefore the businesses must be adjusted and set the strategies for current administration,the administrator need to analyze all the significant external environment and internal data of the business been used as the guideline on planning, policy formulation as well as decision making for the effectively business implementation and can compete in the industries.

In 2013; nevertheless, the worldwide severely confronted with the crisis of an unprecedented high increasing price on fuel oil caused the airlines unexpectedly raised the fuel surcharge. The increasing of fuel surcharge obviously caused the higher airfare. Furthermore, the situation was such severe that several airlines closed down or consolidated business. The increasing fuel oil had an effect on the higher transportation cost, the jet fuel reached the highest price of 180 USD a barrel led to the airlines could not afford the cost burden. The fuel oil trended to considerably decrease in the second half of 2013; however, the aviation industry did not recover as expected.

Due to the fact that the airlines provides the risk insurance in advance, the lower fuel oil price causes more the loss. In addition, another main cause that has an directly impact on Thailand is the domestic political chaos toward the economics atmosphere and the investment of the country, particularly the tourism sector confronted with the critical crisis that was counted as the main proportion and influenced the decreasing number of domestic airlines passengers. By the year 2011, the increasing number of passengers was at 12.03 %, 10.38% in 2012, but the passengers decreased at 6.41 in 2016 .

Owning to the fuel oil problem and the domestic politics, the domestic airlines business needed to change to survive for the business operation as well as launching the supporting measurement of airlines business by the government. Therefore, the study of competition and strategic implementation for the domestic airlines business would be the solutions ways and used as the data to examine the present situation which were benefit for the airlines business and new airlines that would like to take part in business including being the data for the domestic airlines industrial development planning in the future by the government.

Research Purposes

1. To study the competition of domestic airlines business condition
2. To study the strategic implementation of the domestic airlines business market.
3. To analyze the strength, weakness, opportunity, and barrier of the domestic airlines and propose for the development strategy in the

Research Instrument

The questionnaire concerns general information of the informants and also close-ended response questions. The subjects were queried about the satisfaction of the domestic airlines service selection; namely, airlines service, airfare, sales promotion, distribution channel, feature condition, customer assistant, and service procedure and also close-ended response question. The domestic airlines recommendation asking by open-ended response question was for further development recommendation.

Data Analysis and statistics

The first part of question asking about informants' general information was analyzed by percentage, the second part asking about airlines service, airfare, sales promotion, distribution channel, feature condition, customer assistant, and service procedure was analyzed by Mean, and the second part concerning domestic airlines service selection comprising airlines service, airfare, sales promotion, feature condition, customer assistant, and service procedure was analyzed by Standard Deviation.

Data Collection

Data collection for airlines business or airlines industrial in Thailand was conducted from government and private agencies ; namely, Thai Airways International Public Company Limited, Tourism Authority of Thailand, airlines agencies, and another related agencies to analyze all data comprising overall information of the market, name list of airlines agencies, business operation problems, number of domestic passengers or customers.

Results

The study of domestic airlines competition condition showed that domestic airlines related directly to tourism industry of Thailand because mainly passengers were tourists who travelled in Thailand. Therefore, the airlines business relied on the growth and strength of tourism industry in Thailand. Thailand previously had only the national airlines but later after the airlines liberalization in 2000, the low cost airlines aroused in 2004 and trended to be more competed; particularly, capital aspect which was the main factor of the airlines business success. Nowadays, there are obviously market and customer segmentation among the low cost airlines causing the premium goods and service with the low cost people can select.

Table 1 Analyze of Five Forces Model for the influential competition barrier of domestic airlines business in Thailand

Competition Barriers	Direct Impacts		
	High	Moderate	Low
1. Barrier to approach to the industry	●		
2. Competitor or Manufacturer Motivation	●		
3. Bargaining Power of Suppliers	●		
4. Bargaining Power of Customer		●	
5. Threat of Substitutes		●	

สรุปกลยุทธ์ TOWS Matrix Strategies

	Organization Strength (S)	**Organization Weakness (W)**
	S1 Travelling by airplane is high secure **S2** Several of ticket distribution channels **S3** Travelling time is safe	**W1** Higher price for airfare than other travelling way **W2** High cost for taking part in business **W3** Image problem **W4** Food does not meet demand
Organization Opportunities (O) **O1** Foreign government policy **O2** Tourism promotion policy **O3** Domestic tourism value	**S1 S3 O2 O3** : dissemination of high safety airplane travelling and tax deductions is available **S2 O1 O2** : Increasing of the airlines alliances for multiply distribution channel	**W3 W4 O1 O2** : Bad image solution for customer and in-flight meal by attending both of domestic and foreign government projects
อุปสรรค (T) **T1** Economic crisis **T2** Politics problem **T3** Oil Price Fluctuation	**S3 T3** : Airfare fixation or slightly increase **S1 Ti T2** : Offering airlines safety information in response to strengthen customers' reliance	**W1 W2 Ti T2** : Cost decreasing plan to solve irregular situation problem; for instance, effectively customer assistant allocation, pre-order for oil , and etc.

Source: Data Analyze

The secondary and primary outcomes from the questionnaire analyzing could be summarized as the strategy for airlines' implementation in order to increase efficiency and business profits as followings;

1. Product aspect

1.1 In-flight meal improvement such as increasing variety of menu, freshness of food, main course could be changed to refreshment and reasonable price with food quality.

1.2 Other Additional services in response to create more customer's satisfaction, such as sport programme radio, other magazines, energy drinks, and etc. In addition, the airlines may offer other free services, such as extra luggage weighting or additional in-flight refreshment service, and etc.

2. Airfare aspect

2.1 The advertisement obviously inform the airfare what fee service and total amount of airfare, so the customer will get authentic information and create satisfaction among the customers.

2.2 Various price setting which is the highest level of strategy for the customer because they can select what service they like and this strategy must be continuously implemented.

3. Distribution channel aspect

3.1 Air ticket buying promotion via airlines website, airlines counter service rapidity increasing, and customers' convenience.

3.2 Quality every distribution channel improvement and reach the same standard and search for new distribution, such as shopping center nearby the tourism spots, bus terminals, and so on.

4. Market promotion aspect

4.1 Various business alliance enlargement, such as every bank credit card can be affordable, shopping malls nearby the tourism spots, tourism attractions, as well as local transportation system, and so on.

5. Customer assistant/personnel aspect

5.1 Customer assistants' service rotation arrangement to be reasonable, the customer assistants are in the area seen vividly by the customer, so they will not feel lack of caring from the customer assistant.

6. Service process aspect

6.1 Business management to be more rapidly and safety to eradicate the tardiness occurring from the airlines, and aircraft inspection and maintenance being ready for service.

6.2 Check-in system development, baggage loading, and procedure reducing through the customer assistant or using self-service in order to save more time.

7. Physical environment aspect

7.1 The aisle on airplane is narrow, so queue arrangement is important. The passengers who sit at the back zone will board the plane first and follow by the front zone seat passengers with the overlap boarding time

Discussion

After external environmental consideration by using Five Forces Model of the airlines was found that barrier getting to the industry were pressure from supplier or competitor in the industry, and suppliers' bargaining power were at high level pressure. However, customers' bargaining power and substitute goods barrier were at moderate level pressure. In addition, business competition mainly was the price that appealed the customers and the competition was severer. According to the analyze, it showed that if new business came, the existed business needed to make the differences; standing on one self's strategy, searching for new route met customers' demand which were advantage for the airlines' economic status must be stable oil price fluctuation dealing with the oil price fluctuation. Joint venture between airlines and foreign firms could be happened for the capital but the foreign firms could totally held shares not more than 49%. This shares holding's regulation was benefit to the air liberalization, the airlines business was easier to run.

According to the theory analyze, market component could be presented each of strategy aspects obtaining from the questionnaire; in-flight meal should be improved for the service aspect such as variety of menu, food freshness, menu changing from main course to refreshment, reasonable price, and so on. The airlines' price must be clearly informed what fee included, the total amount of price. For the market promotion the airlines should search for variety of business alliance, such as credit card or shopping mall nearby tourism spots, etc. Moreover, the distribution channel should be promoted to buy via the website, the airlines counter service also should be done more quickly. The aisle on airplane is narrow, so queue arrangement is important. The passengers who sit at the back zone will board the plane first and follow by the front zone seat passengers with the overlap boarding time. In addition, Customer assistants' service rotation arrangement to be reasonable, the customer assistants are in the area seen vividly by the customer, so they will not feel lack of caring from the customer assistant. Lastly, airlines management should be more rapidly and safety to eradicate the tardiness occurring from the airlines, and aircraft inspection and maintenance being ready for service.

For the strength and weakness of domestic airlines business were found that the airlines business's strength were the high safety travelling, various channels for the ticket distribution, and decrease travelling time. However, the domestic airlines business's weakness were higher price than other transportation, high cost for business, bad image for service, and in-flight meal did not meet demand of the customers. For the domestic airlines business opportunity were being the aviation center in Southeast Asian continent by the need of Thai government, economic stimulation measurement through the domestic tourism by the government sector and domestic tourism value that trended to get better. Finally, barrier sector, there were economic crisis taking place all over the world, domestic politic problem, oil price fluctuation. Therefore, the strategy for weakness eradication relying on the existed opportunity; namely, variety of food with reasonable price, vivid advertiser for the ticket price. The strategy applying the benefits from the advantage opportunity were increasing of business alliance, various channel of ticket distribution, and the strategy of weakness eradication and avoidance of barrier; namely, effective capital management to decrease the oil price risk. The government sector anyhow should promote and stimulate the domestic tourism and disseminate the foreigners to travel in Thailand via the road show or world expo events in foreign countries.

Further Study

Further study should be analyze, evaluation of possible project for new airport of the airlines and connect to the local business in order to be the guideline of route expanding, sustainably run business, and support the local.

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Development of Music Activity Package in Early Childhood Education According to the Brain-Based Learning

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Abstract

The purpose of this research was to study development of music activity package in early childhood education according to the brain-based learning. In this study, the number of 31 students in early childhood education (kindergarten year 3, 2nd Semester of Academic Year 2015) at Horathep School (Rungrueangpracha Samakkhi) under the supervision of Saraburi Provincial Administrative Organization were selected as a sample group and purposive sampling, and music activity package in early childhood education according to the brain-based learning was employed as a tool for research while mean, standard deviation, percentage, effectiveness index and T-test (dependent sample) were used for data analysis.

The findings of the research were as follows:

1. Changes in creative thinking of those students in early childhood education after using the music activity package were as follows:

1.1 From the overview of this research paper, there was increase in creative thinking of those students at 28.93%. However, when each of parts was taken into consideration, there was increase in sensitivity of the students up to 44.94% followed by fluency at 35.59 and creative thinking at 25.25 respectively.

1.2 Music activity package for students in early childhood education according to the brain-based learning had an effectiveness index of 0.5078 which indicated that such activity had effect on increasing in creative thinking of those students in early childhood education up to 50.78%.

2. A comparison of post-test of using the music activity package indicated that the overall creative thinking of the students was higher at the significant level of 0.05, but when each of parts was taken into consideration, the students' creativity, fluency and sensitivity were higher at the significant level of 0.05 according to the hypothesis.

3. From students evaluation in early childhood education relating to creative thinking, the overall scores were very good (5), good (4), and fair (3) with percentage of 55.91, 30.11 and 13.98.

1. Introduction

Creative thinking is one of human's most important skills which plays an essential role in ability development and creation of effective innovation for nation (Aree Panmanee, 2002 : 1). Creative thinking comes from the right hemisphere of the brain and occurs during imagination.

Development of creative thinking shall mean creative-thinking process that deliberately looks at challenges from completely different angles including fluency, creativity, sensitivity and flexibility which will allow children to have independent thinking and ability to create new ideas (Wanich Sutharat, 2004 : 24).

According to Early Childhood Curriculum B.E. 2546 (A.D.2003), they realized the importance of creative thinking, and therefore, focused on fostering children to make their own decisions and solve the problems (Department of Curriculum and Instruction Development 2003 : 1). It came to the point that development of creative thinking in early childhood education was very important, and children must have the opportunity to participate in activity. Focusing on children's learning progress and interest was also necessary.

Apart from what stated above, the researcher realized the importance of student's creative thinking in early childhood education, and therefore created music activity package for the students in early childhood education according to the brain-based learning. Principles of creative thinking evaluation included creativity, fluency and sensitivity. Moreover, the researcher organized instruction in music activity package in early childhood education according to the brain-based learning in order to pave the road for children's education and conform to education curriculum and National Education Act.

2. The Research Objectives

1. To study a change of creative thinking of the students in early childhood education according to the brain-based learning after using the music activity package.
2. To make a comparison between pre-test and post-test of using the music activity package amongst the students in early childhood education according to the brain-based learning.
3. To evaluate creative thinking of the students in early childhood education according to the brain-based learning after using the music activity package.

3.Research Hypothesis

After the experiment, the researcher found that the music activity package had effect on increasing in creative thinking of those students in early childhood education.

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4.Research Methods

1. Population and Sample Group

The number of 31 students, aged between 5-6 years in early childhood education at Horathep School (Rungrueangpracha Samakkhi) under the supervision of Saraburi Provincial Administrative Organization were selected as a sample group and purposive sampling.

2. Delimitation of Study

The researcher created music activity package for the students in early childhood education according to the brain-based learning. There were three principles of creative thinking evaluation including creativity, fluency and sensitivity whereby the activity was divided into 12 units (1 unit/activity), totaling 24 activities.

3. Variable

3.1Independent variable was music and movement activity for the students in early childhood education according to the brain-based learning.

3.2Dependent variable was creative thinking of the students in early childhood education including creativity, fluency and sensitivity.

4. Duration of study - The study began at 2nd semester of 2015.

Keywords

Music activity package for the students in early childhood education according to the brain-based learning shall mean learning media provided to the students in early childhood education according to the brain-based learning.

Music and movement shall mean a singing activity that encourages the children to express themselves through music combined with movement. In this study, the song was composed by the researcher whereby the content came from the students' subjects (12 units and 24 activities). In addition, there were chorus team and singer for the music activity.

Creative thinking shall mean children's ability to think differently and creatively which was evaluated by theory of Torrance. Principles of the evaluation are as follows: creativity, fluency and sensitivity.

Creativity shall mean the ability to imagine or see things in different ways.

Fluency shall mean the ability to quickly find the answers within a limited time.

Sensitivity shall mean the ability to think critically and explain information in a clear way.

Effectiveness index shall mean a measure of the students' learning progress based on their creative thinking by comparing scores between pre-test and post-test of using the music activity package.

Students in early childhood education shall mean kindergarten year 3 at Horathep School (Rungrueangpracha Samakkhi).

Expected Benefits

1. To provide teachers in early childhood education with music activity package in order to promote their children's abilities in creativity.
2. Any persons who are responsible for management of early childhood education can use theory or apply this study to their learning management systems.

Research Tools

1. Music activity package for the students in early childhood education according to the brain-based learning included creativity, fluency and sensitivity (12 units and 24 activities) in which those units and activities were created by the researcher.
2. Creative thinking test.

   In this paper, Torrance Test of Creative Figural Form A was employed as a standardized test while the researcher improved Aree Rungsinun Test of Creative Thinking for evaluating the students in early childhood education.
3. Work evaluation of the students in early childhood education
4. Evaluation on quality of music activity package for the students in early childhood education according to the brain-based learning
5. Instruction in music activity package for the students in early childhood education according to the brain-based learning

4. Data Analysis

In this study, the researcher used a computer for data analysis. Details of which were as follows:

1. To find statistical data about creative thinking between pre-test and post-test. After receiving the data, finding mean, standard deviation, percentage and effectiveness index was the next step.
2. To make a comparison between pre-test and post-test of using the music activity package amongst the students in early childhood education by using t-test dependent sample.
3. Result of creative thinking evaluation was used for data analysis as percentage.

5. The Findings of the Research

Conclusions

1. There was a change in creative thinking of those students in early childhood education after using the music activity package, and such change included the following:

1.1From the overview of this research paper, there was increase in creative thinking of those students at 28.93%. However, when each of parts was taken into consideration, there was increase in sensitivity of the students up to 44.94% ($\overline{X}_{diff}$ = 6.74) followed by fluency at 35.59 and creative thinking at 25.25 ($\overline{X}_{diff}$ = 10.34) respectively.

1.2Music activity package for students in early childhood education according to the brain-based learning had an effectiveness index of 0.5078 which indicated that such activity had effect on increasing in creative thinking of those students in early childhood education up to 50.78%.

1.3From students evaluation in early childhood education relating to creative thinking, the overall scores were very good (5), good (4), and fair (3) with percentage of 55.91, 30.11 and 13.98.There were no scores such as fair (2) or poor (1).

. Discussions

1. After the experiment, the findings of the research suggested that the music activity package had effect on increasing in creative thinking of those students in early childhood education according to the brain-based learning.

The above findings were consistent with the research of Darawan Yawiang (1999) "Development of Early Childhood Students' Creative Thinking and Learning Progress". The research indicated that age-appropriate activities for the students had effect on increasing in creative thinking of the students as shown in the result after the students participated in the activity.

2. A comparison of post-test of using the music activity package indicated that the overall creative thinking of the students was higher at the significant level of 0.05.

3. Creative thinking evaluation of students' work in early childhood education was processed during and after activity. The result showed that students participating the activity can increase their creative thinking including creativity, fluency and sensitivity with the results into categories labeled: Very good, Good and Fair.

7. Suggestions

1. Music and movement activity for student in early childhood education shall be arranged in an appropriate area. Moreover, it is necessary for teachers to spend quality time with their students in order to have students adjust themselves and encourage students' sense of self-confidence.

2. After activity, students shall make a summary report and presentation to their classmates in order to develop their confidence.

3. Students' parents can use this music activity package to promote children's abilities in creativity and learning progress.

Suggestions for Future Research

Future research on music and movement activity for creative activity development amongst the students in early childhood education according to the brain-based learning should be conducted in different types of sample group including age range, and abilities such as language, mathematics and science abilities.

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Development of the Model for integrating knowledge Management 21st Century to a community in Thailand with Sufficiency Economy

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Abstract

The objectives of this research were. 1) Study the development model integrating knowledge management in the 21st century, adopting the sufficiency economy to strengthen communities in the country2) Study the integration of knowledge management in the 21st century as major economic communities in the country 3) The process of integrating knowledge management in the 21st century application of economic principles to strengthen the communities in the country. 4) To study the development model, integrating knowledge management in the 21st century into a strong community based philosophy. The qualitative research method was used by emphasizing documentary study, an in-depth interview of 30 key informants, focus group technique, and non-participant observation were employed for gathering data.

The findings of this research were as follows : 1) implementation of the philosophy of sufficiency economy to the strengthening of communities in the region was undertaken to increase the capacity of community organizations, promotion of participation, and knowledge management and learning of the community, 2) The process of applying the philosophy of sufficiency economy was undertaken to the community management, occupation, resource management and development and 3) The new model from this research was an integration model for a community management in line with sufficiency economy. The new knowledge derived from this research was as follows: 1) the tripartite participation in order to support a strong community consisting of community organization, government organization and other supportive organizations, should be encouraged, 2) the supportive system for community strengthening were knowledge, information village systems and relation systems, should be also created, and 3) approach to create a strong community should be rehabilitation of community, the adaptation of community, and strategy for continuing the existence of the community.

Keywords

Model Knowledge Management integrating knowledge Strong Community the Sufficiency Economy Philosophy

1. Introduction

The Sufficiency Economy just as the foundation of life. The stability of the foundation piles were hammered as building houses for the building itself is stable, it is at stake, but most people do not see piles and piles of forgotten even to "Royal Black Russian economy. Only King's Journal of the Chaipattana (http:// sufficiency online on April 23, 2016).National Economic and Social Development Plan B.E.2504 to the present and the fact is accepted that such a conclusion. "There are economic problems, social development is not sustainable," a reflection of the fact that the development of the West by globalization, which is developing a severe imbalance. (Office of Economic Development and the National Society, 2542, p. 1), Thailand succeeded only in quantity from a focus on economic growth as the core, i.e. from the social Thailand orient developing countries to make under the guidance of modern industrial capitalism and liberal economic intimately. (Poldet Pinprateep, 2542 p.1) on the industrial sector is the main cause of foreign debt and dependence on foreign markets is key (Supang Chandawanich and Suwannee Thaiwan, 2539, pp. 136), a society of consumption growth, focusing on the main object. (Ukrist Padmanan, 2546, pp. 3-4), resulting in the development of concentration in some areas without community spread prosperity to areas or other communities with the gap between the rich and well-balanced and poor within countries is increasing. (Virat Nipawan, 2550, p. 44).

Philosophy of Sufficiency Economy is the core ideas and practices which His Majesty King Bhumibol Adulyadej, King and people of Thailand, all these as a guide to development and issues of social focus of the philosophy is pointing out that the existence and behave according to the center line of people at all levels in order to keep pace with the globalized world adopted the philosophy of sufficiency economy and driven to all sectors of society, as well as obligations of all the agencies involved.

His Majesty had given speeches about economic subjects to the Thailand and Thailand led sufficiency. To all levels since its existence To developing countries The consequences from the economic to use. "Developing countries need to follow the order. To establish a baseline is sufficient enough to eat some of the public at large as a prerequisite before using methods and equipment that save but theoretically correct after a fairly steady basis and practice it. Gradually builds gradually strengthen as economic growth and the higher the following order "speech in the Grand Graduation Ceremony of Kasetsart University on July 18, 2517.

Philosophy of Sufficiency Economy is the core ideas and practices which His Majesty King Bhumibol Adulyadej, King and people of Thailand, all these as a guide to development and issues of social focus of the philosophy is. pointing out that the existence and behave according to the center line of people at all levels in order to keep pace with the globalized world adopted the philosophy of sufficiency economy and driven to all sectors of society, as well as obligations. of all the agencies involved.

The developments of the past can cause fatigue overlap of income distribution and poverty, deteriorating the problem of environmental degradation, which causes severe social conflicts in Thailand fell more social. in the materialistic consumerism, ethical and moral crisis, causing social problems even more. (Office of Economic Development and the National Society, 2544, p. 10) Development Strategy by globalization, especially the economy, a complex change to the rules on trade and investment with the integration of both bilateral and multilateral. Affect Thailand's economy is fundamentally fragile, technological and industrial development that secures the money is not the main focus on the social dimension is limited to improving the quality of life and Thailand. Social sustainability Thailand is a society without immunity can create well-being for the majority of the country. (Office of Economic Development and the National Society, 2543, p. 21) the weakness of the countries development through the management of the economy, adopting economic system capitalism without conditions, mainly in the economic development of the country throughout the system without considering its suitability.

Thailand's social reality, especially in rural areas, which are a way of life that combines economic, cultural and family traditions to a capitalist economy into rural Thailand are unable to solve economic problems, but to upset the balance between revenues and expenditures in the household are more serious (the Dhammapitaka and others, 2552, pp.122-123), coupled with the changing patterns of employment from agriculture to agriculture in order to eat. The plan aimed to trading is not located on the main foundations of Thailand and Thailand followed the wisdom of commercial agricultural practices adopted Western technology focused on high yield used by negligent use of biodiversity. (Witoon Lainchamroon, 2554, pages 149-150) of the national development strategy to modernize affect the self-reliance of rural communities in Thailand, making the lives of people in rural areas who had to support themselves with dignity social change is destroying materialism, consumerism, and young migrant workers to work in industry, institutions, families and communities weakened by social problems. (Kangsadal Uyen, 2544, page 1).The problem occurred in Thailand King had a royal sufficiency economy concept as a way of life and practices guided by His Royal speech of the people all along the way that is consistent with the trajectory. Lifestyle community in many rural practice continued from the past would have driven the status of this concept is the guiding philosophy of national development strategies. This is evident from the National Economic and Social Development Plan No. 9 (2545-2549) to No. 12 2555-2559) onwards to orient and guide the country to reduce risk and balance even more. Thus, it is agreed that the study should check the model integrating knowledge management in the 21st century community Thailand philosophy of sufficiency economy. This is to reflect the style integrating knowledge management in the 21st century and the change in Thailand. The knowledge that the 21st century is the integration of knowledge management into the 21st century in the philosophy of sufficiency economy community much. This will lead to the development of strong communities in Thailand and currently leads the development of the mechanical integration of knowledge management with reasonable accuracy. To create balance in the knowledge management community in Thailand.

2. Research Objectives

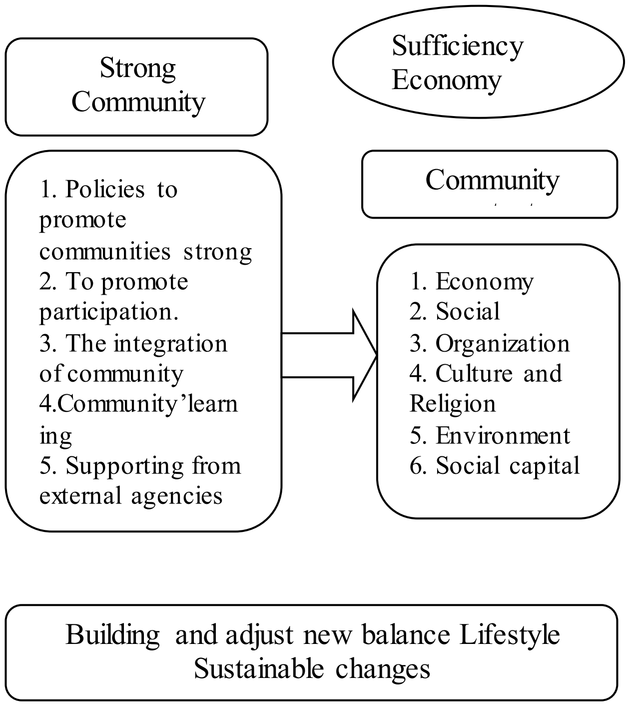
1. Study the development model integrating knowledge management in the 21st century, adopting the sufficiency economy to strengthen communities in the country.

2. Study the integration of knowledge management in the 21st century as major economic communities in the country.

3. The process of integrating knowledge management in the 21st century application of economic principles to strengthen the communities in the country.

4. To study the development model, integrating knowledge management in the 21st century into a strong community based philosophy.

Conceptual Framework



Figures 1.1 Conceptual framework

3. Procedures Studies

Research on the development of models integrating knowledge management in the 21st century to the community in accordance with the philosophy of Qualitative Research using field studies by interviewing scholars and community leaders who have knowledge of the principles of sufficiency economy philosophy to the regions. It is important to continue research in this town.

1. Research papers it collects data from sources that have already collected all the papers from Primary documents as the philosophy of sufficiency economy related texts community development plan knowledge management in the 21st century, historical documents of the community. Documents secondary as official documents.

2. Analysis of social dialogue, knowledge management, in-depth interviews. Human resources (Key Informants) study, the researchers used data collected from people who had experience involved in the management of a strong community by purposively selected (Purposive Random Sampling) of different regions. This was introduced in Snow ball from experts and leaders in knowledge management as the core philosophy remodeled. Storage methods focus groups (Focus Group)) to brainstorm analysis, social dialogue, knowledge management through in-depth interviews made to Objective 3 algorithm integrating knowledge management in a century as following:-

2.1 To create a question and answer
2.2 queries and gather knowledge
2.3 creation process and action
2.4 Summary of learning and presentation
2.5 dissemination and exploitation in society

3. Review the information for monitoring data used to monitor data centers. (Triangulation) by comparing information from sources as varied as the individuals they represent the academic community leaders from the document refers to books, articles, research reports, etc., or how different such as in-depth interviews, observations collected. Data from key informants in order to obtain a diverse and reliable as possible.

4. Data Analysis In terms of data analysis to analyze data both during storage and after data collection and then compared. This research used two forms of data analysis is to analyze the content (Content analysis) for information from the documents. By appearing in Chapter 4 model integrating knowledge management in the 21st century communities in five regions and analytical induction (Inductive analysis) for information from the field as the depth interview observation. appears in Chapter 5 integrating knowledge management in the 21st century by data from in-depth interviews summary link structure the answer, according to the research.

4. Tools for research

1. Analysis of documents using content analysis to collect information on the types of documents and research management, strong community based philosophy.

2. Interview is an in-depth study to form policy and the policies of the leadership core philosophy used to strengthen the community in each issue open for comment. Rich data and deep enough to bring to conclusion a process leading to the development of strong community management.

3. Focus Group is formed by a group discussion on key issues within the framework defined by the research on the management of community engagement potential of the venture and the application of the philosophy of sufficiency economy management community factors barriers.

4. Observation contains the first acts of the lifestyle of people in the community, family type culture of the immigrant community, the history of the community and the structure housing the second action plan. or the acquisition of resources in the production, exchange and consumption economy, households, the third of the value or meaning and wisdom to know the neighbors of the four relationships include leading opposition authority or influence. Collective / cooperative institutions of the five components of the topography and the environmental settlements in the community.

5. Data collection

This research study is designed to collect a wide range of research to get a complete and reliable high with this method.

1. Documentary Data used to gather information related to the research community to study the document in a section with links to helpful information to research a book Tara academic articles that document. Remove tea journal term paper, thesis and research both at home and abroad, including search, media, electronics and Internet Knicks.

2. In-depth Interview information about the concepts and forms, and community

management principles of state policy on the development of strong communities and policies into action on the development of strong community and parent. Sufficiency by in-depth interviews collected data from 1) Community development Department, representatives of the provincial government, representatives of government agencies at district level administrators, local government officials and academics involve policies to build stronger communities along the sufficiency economy philosophy into practice and the effect of policies into action.

3.The focus groups (Focus Group Discussion) The participants in the discussion were members responsible for community development agency representatives, private representatives, volunteers, health care representatives, community development volunteer teachers, the young trader elderly scholars and representatives of women's groups, village community fund-president of the 13 guidelines. Discussion groups were defined in accordance with the purpose of research.

4. Storage observation without participation data analysis. This research study used to analyze the data and present the data in the study are as follows: 1) The study analyzed data from a study of the documents and related research from individual interviews, focus group discussions and. observe without participating, including case studies on community goals and analyzed by content analysis (content Analysis) to develop a strong community based management philosophy in the second), the study was conducted presented by means of descriptive analysis (descriptive Analysis) is the primary data were compiled and classified as a system that brings meaning to their relationship and create a summary of the information gathered.

6. Results of Study

1. The study found that, adopting a policy to build a strong community based philosophy into practice with the implementation of three ways: 1) to increase the capacity of community organizations also support funding for community development, strengthening the economy of the organization. Strengthening of community organizations, community development, social inclusion and quality of life, economic activity linking towns and rural areas to promote investment between networks with local governments, community organizations or public sector enterprises and community 2). Promoting participation by supporting the involvement of local communities and in the development of natural resources and the environment, promoting the role of families and communities to provide social support for private business to attend to develop solutions to lifestyle knowingly change adaptation mechanism; managed hosting and networking to all sectors of society to work with government in the development partners equally promote the integration of people. Community activities for the benefit of community development and rural towns that are integrated to form the basis of the development community as a framework for planning the project truly address the issue of poverty in the country, the participation of all sectors.learning and working together to achieve a better system is transparent, corruption-free and support the leadership and wisdom of Thailand's culture used in the creation of valuable products and services, development of Incubator community awareness. communities of the value of natural resources and the environment on life support mechanisms and community networks to manage and protect natural resources, and knowledge of the local administration and strengthen the capabilities and knowledge of local government and strengthening immune to the community and exposed to changes in the future.

2. The application of the philosophy in the management of community strength, community study found that the application of the philosophy of career management resources in the community and the administration management organizations in the community for the rehabilitation, adaptation of the community and the existence of a community which is applied depending on the context of community knowledge and understanding of the philosophy of sufficiency economy, including policies of the

authorities. public and policy community with the vision and direction for the development of the research found that the application of the philosophy in the management community to strengthen that can be summarized as follows: 1.) administration policy community, which the communities studied had the vision to develop communities by analyzing the urban context is important to engage 2) planning and Community planning community involvement includes project community. own community with the state government and make the integration plan, life plan, community and local development plans are consistent and coherent with the participation of the community, 3) organization in the community are put to work corporate political 4)human resources Management in the development community by promoting education, both formal and informal learning and encourage leaders have the opportunity to learn from the administration of the community and the foundation of learning check. The management knowledge transfer wisdom from generation to generation and promotion urges people in the community to love and cherish in 5) leadership, community leaders, including village headman who played a key role community decentralization. The decision by the leadership to share with community members joined the board in groups and organizations in the community 6) the coordination of communication with the community to convey its operations and activities of the community through communication and the. Monthly meetings of the community so that community members to information and movements that occur in the community 7) budget management, budget transparency, emphasis on community monitoring was conducted in the form of a Commission source. budget from outside the community and fundraising in the community 8), the market looks bundles to processing, manufacturing and sales of the wholesale and distribution channel through a distributor agency 9) the application of the technology is applied technology to reduce manufacturing steps and integration between old technology and new technology.

3. Potential funding supports community-managed communities along the sufficiency economy philosophy in the central region at the bottom of the fifth venture capital community: 1) human capital, 2) social capital, 3) physical capital,

4. Capital resources primarily in the development and community development funds in other areas to support the development of all aspects of the community, which makes the balance of capital within the community in its entirety barriers community

5. Development of a strong community based management philosophy based on the findings in the first issue of the economic policy of bringing to the community and to strengthen the two issues. applying the philosophy of sufficiency economy at the community level, the researchers integrated the concepts and features of community-based management philosophy of sufficiency economy by developing new forms of community management is the integrated management of a strong community. The philosophy of sufficiency economy consists of three guidelines: 1) Community Renewal (the restoration of the Community) by creating a unified development and for potential grants and community integration plans, life plans and community plans, local development 2.) adjustment of the Community (the adaptation of the Community) by the management that the surveillance management problems participatory measures of social communities for an agreement to coexist, peace and development of self-learning continuing 3) the existence of the community (the existence of the Community) by creating a counterweight to the community and to awaken the community to love and cherish. Community self-reliance and sustainability. Triangle Support System and system knowledge, which is known in the community in the areas of career management culture wisdom by the combination of old knowledge to new knowledge, including new technologies, as well. it meets the needs of the community and relationships (relation system), which consists of relationships within the community that shows the relationship between human beings

themselves in power dependence reliance on community relations between humans and the physical environment and. what a life, what a superhuman power over nature, which appears in the form of ideas, beliefs and rituals, and the relationship between the community and the world community to have relationships with the outside world in the field of trading goods production aid in the form of a network or integration, including any individual or organization that has been involved with the development community.

The conditions of participation in the tripartite (Tripartite Participations) organizations within the community, government and corporate partners support the results of this research can be applied to develop a new system for managing strong community based philosophy. the development of tripartite community and three forms of research with a view to the development model tripartite by synthesizing knowledge from research papers depth interviews, focus group discussions led to the conclusion of a development model that differs from participate in community management therefore concluded a tripartite development model, grouped by the nature of the mission and the nature of the agency's three formats: 1) two community organizations), government organizations, 3) support partners.

7. Discussion

From the study data analysis had concluded that 3 issues under the framework and objectives of the research were to develop a model integrating knowledge management in the 21st century to the community in accordance with the sufficiency economy philosophy. Researchers had synthesized principles and concepts, including research model for managing communities integrated the philosophy of Sufficiency Economy in Thailand consisting of 3 guidelines: 1)The restoration. of the Community) 2) adjustment of the Community3) the existence of the community and 3 support systems and system knowledge system. Information and relationships (relation system) without the participation tripartite (tripartite Participations) organizations within the community and government partners supporting the conclusion follows.

1.Guidelines for the management of community: 1) the restoration of a community approach to make communities rethink the way we live cultural background, intellectual capital and resources of the community in the community by the community revitalization strategies have stolen. Krishna: 1) creating a unified development of all sectors of the community rehabilitation 2) to explore and analyze the problems and potential of the community, 3) integration plans, life plans and community plans, local development, 4) search and development center changes in both the field of official and the field of natural 2) guidelines on the adaptation of the community guidelines on adapting and getting to the dynamics of the community will allow the community to have immunity and prompt. Continuous solution to the problem of the smallest and follow the step by using local knowledge and are consistent with the lifestyle of the community, 3) the existence of the community as a way to paint. The community can survive amid a changing economic, social, cultural and environmental, with a way to produce subsistence village where production is in response to consumption of the community has the potential to continue to maintain power. Care resources and build solidarity in the community by the community with love and cherish will make communities self-reliant community can be maintained and sustained immune.

2. Support for community management 1) knowledge system incorporates all aspects of life and the existences of a community to community management system have the necessary knowledge, including knowledge of occupational knowledge, ideas, knowledge, and knowledge management continued 2) information system that contains information on various aspects of the community, which to base an informed decision on the implementation plan of the community in order to be appropriate and consistent with its context community will know

ancestry and pedigree will be positive impact on the management of a strong community.

3. Conditions for participation, including the participation of the tripartite partners in the network management community 1) Community organization, the organization born from the merger integration activities for community members to develop. Quality of life and strengthen community organizations in the community, synchronize the power systems and information systems, knowledge and relationships in the community and local resources, 2.) Government had a role to reinforce the learning process and partner-developed side by side with the community and 3.) corporate partners supporting the organization in addition to the two organizations above by organizations from outside the community to play a role in the development of various fields to reinforce the management of community development institutions, Community organizations, the Office of the Special Coordinator for the project due to the initiative. (Office of the Royal Development.) And private sector in this group with the conclusion and government partners supporting role in coordinating the drive to a network of knowledge exchange between communities and monitor progress. Evaluations of budget support the learning process, information and technology integration, cooperation and reinforce continued.

4. Characteristics of the management of community-based philosophy of Sufficiency Economy 1), modesty (Moderation) management community to achieve a balance in the long term without hurting yourself and others with production and consumption that appropriate 2) rationality decision to carry out activities in a reasonably prudent by joint decision of the three communities) to have good immunity. that may occur in the future, 4) knowledge (knowledge) use of knowledge, information and ideas for community development by combining the knowledge and wisdom applied appropriately according to the conditions of the community 5) integrity (integrity) building. Community members with honesty, perseverance, and foster the application of the doctrine to take advantage of cultural harmony complementing each other pretty good. The unity between the visible and the common good of the community is located, 2) social integration, to help support the professional welfare and livelihoods decentralized decisions and foster. High involvement with the cooperation and communication between each other and with the rules of the community to live together in peace 3) the environmental community has a better understanding of the earth's resources for the benefit of cataract and resource management systems that are appropriate to the context of the conservation and restoration of natural resources in the community continued 4) technology, a combination of old technology and new technology is by no means abandoned. and local traditional bundles to supply materials for the production of a new technology is involved, so that members can use to share 5) the economy is organized around the production, distribution are closely linked order the concept and practice of the lead concept of development model, integrating knowledge management in the 21st century to the community in accordance with the sufficiency economy philosophy.

The aim is to integrate collaboration partners both inside and outside the community to create the balanced community in the political, economic, social - cultural and environmental community to provide a strong and sustainable self-reliant.

The structure of the model for managing communities integrated the philosophy of sufficiency economy includes the creation of the participation of all partners, including organizations within the community and outside the community, and statements by a system of knowledge, information systems and relationships in the community is encouraged to strengthen the community.

To bring into action (Implementation) in bringing into action in the Model are three ways important consisting of 1) the restoration 2) The adjustment 3) the existence of a community sufficiently by the policies that have accelerated rehabilitation. Community weak adaptation can be strengthened by the structure of the model for managing communities integrated the philosophy of sufficiency economy has proposed the above as a mechanism to lead practice.

At the community level, the mechanisms leading to practices that perform the administrative community consisting of 1) restoring the community by creating a united front to the development of all sectors and jointly explores and analyzes the problems and potential of the community build. by integrating unified plan, life plan, community and local development plans include the development of leadership changes in both community leaders and the official nature of the two fields) by learning to adapt and the policy agenda of the Community 3) the existence of the meetings continuing to review and evaluate the lessons learned throughout their knowledge and conscience of the community tenacious.

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Educational Quality and Student Loyalty Model: What Matters Most for Further Study?

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Abstract
In today educational environmen is highly competitiveness in among public and private universities. Therefore, student's expectations are continually rising whereby the educational service provider (university/institution) need to be improving in teaching quality, non-teaching quality and hospitality/service quality as there are the predictor for success. If the institution consistently providing high student satisfaction will leads to higher repurchase intention, generated student loyalty and the number of student should be rise accordingly. Consequence, Wadeecharoen and Lertnaisat, (2015) propose a student royalty model consist with antecedents of student satisfaction, public relation and student loyalty. This study is represents *'student loyalty model'* contributing by Wadeecharoen and Lertnaisat, (2015) and the five research hypothesis will be testing empirically via Structure Equation Model (SEM).

Keyword: Educational Quality, Student, Satisfaction, Loyalty

1: Introduction and Background of the study

Developing human capital via education has proved high positive impacts on national economic growth for any nation (Coleman, 2005). As reported by Office of the Higher Education Commission (2015), Thailand university administration comprises with 13 public universities called government universities and fully supported by the government, application is by annual nationwide competitive admission examination. There are 19 autonomous university have their own administrative structure and budgeting system for self-government and full autonomy. There are 39 university in the Rajabhat university system, the universities are designed to provide higher education to regional provinces. Rajamangala university of technology system includes 9 school, admission is by direct application. Currently, Thailand has 71 TPHEI consists with 39 private universities, 10 institutes and 22 private colleges (Office of Higher Education Commission: OHEC, 2015). TPHEI are offering variety courses of undergraduate and postgraduate programs. The most popular postgraduate program is the Master in Business Administration (MBA) program. MBA degree becomes a proficient course and considered as a former step towards a successful business management career. MBA proficient course is value to people involve in business management position, especially in executive and managerial positions. MBA program is said to be more career-oriented, hands-on, and customer-focused program. Therefore, there is a keen competition for student enrollment among the universities. Increasing in dynamic education environment such as higher competition, higher costs to obtain professional academic program, declining student enrollment due to changing in population demographics, these are some particular issues cause educational institutions realize the important of student satisfaction (Cheng & Tam, 1997; Kotler & Fox, 1995).

In case of MBA program, student satisfaction associates with quality assurance. Williams (2002) opines that students' feedback can be a measure of quality assurance and hence, should be given a voice that is listened and act upon in order to enhance quality. One model of measuring quality and satisfaction is through a student satisfaction approach. Suhre, Jansen and Harskamp, (2007) proved that student accomplishment not depends on academic ability but also on student program satisfaction. Thus, the quality of program provide by college/institution appear to be the important factor for student motivation and satisfaction. In case of student expectation are not met, student may feel dissatisfaction and start considering to switch to another study. As a result of students' dissatisfaction with the degree program and accomplishment, they will unlikely to dropout or diminish study motivation (Suhre, Jansen & Harskamp, 2007; Albaili, 1997). Student dissatisfaction cause to poor retention rates and also have an adverse impact on institutions in terms of funding (Rowley, 2003). Thus, the best alternative to enhance student satisfaction is through student evaluation. The purpose of student evaluation is finalized towards upgrading the quality of service, teaching performance quality, educational activities and the course materials provided by university (Petruzzellis, D'Uggento & Romanazzi, 2006). Thus, managing quality is one of the most important challenges that educational institutions face in today's competitive environment.

Recently, Wadeecharoen and Lertnaisat, (2015) have identified the most important factors for MBA students to stay satisfied at Thai-Nichi Institute of technology (TNI). The data were evaluated by MBA students via quantitative research method and confirmed the validity of research variable by student's focus group interview. In-depth-interview method was used with dean faculty of business administration for evaluated the overall educational performance of MBA program. The study concluded that *'teaching quality'; 'non-teaching quality' and 'hospitality/service quality'* are the major aspects contributing to student's satisfaction. Hence, Wadeecharoen and Lertnaisat, (2015) elaborate the new education contribution in term of *'academic service quality'* both teaching quality (experience intellectual growth, faculty knowledge, major requirement, variety of courses, academic advisor knowledgeable, quality of instructor, lecturing in Japanese language, teaching methods) and non-teaching quality (IT are approachable to students, academic support and service meet the needs of student; computer labs are adequate, library resources and service are adequate). In additional, hospitality/service quality such as students are made to feel welcome, campus staffs are caring and helpful, staff's friendly attitude towards students and appearance of staff are the important factors contributing student satisfied with academic course and education support unities. These are the most important factors for further investigates students satisfaction which lead to students loyalty in long-term perspective (Wadeecharoen & Lertnaisat, 2015; Douglas, McClelland & Davies, 2008). Thus, student satisfaction with academic program and non-academic service and facilities provided by institution has a positive impact on student loyalty (Fernandes, Ross & Meraj, 2013). Loyalty is expected to be positively related to customer (student) satisfaction which in turn will increase of firm profitability in long-run (Kotler & Fox, 1995). Student loyalty will provide valuable insights for universities in developing appropriate strategies, improve student satisfaction and ultimately enhance their competitiveness. This study representing a new educational research model as proposed by Wadeecharoen and Lertnaisat, (2015). Their finding indicated that academic service quality both teaching quality; non-teaching quality and hospitality are the key factors access to student's satisfaction. Since, student satisfaction is a source of competitive advantage, the expected outcomes of satisfaction is positive word of mouth (WOM) communication, student retention and loyalty (Arambewela & Hall, 2009). Additionally, these factors also effecting to institution image which has a strong impact on the retention of current students and attraction of new ones (James, Baldwin & McInnis, 1999 cited in Poon & Brownlow, 2014). Thus, the aims of this study are purpose to test the relationships between antecedents of student's satisfaction, student satisfaction and public relations perception influencing on students loyalty (refer to research model in Figure1).

2: Literature Review

2.1 Theoretical orientation

Globally, international literature review that has been highlighting of *"student satisfaction approach"* has potentially role in quality assessment and enhancement. Since British Quality Agency acts as the central pillar established the quality assurance policy in British system of higher education. At this point, they proposed that *"student is now recognized as the principal* ***'stakeholder'*** *of any higher education institution and much be allowed a voice that is listened to and acted upon in order to enhance quality in the total learning experience"* (Williams, 2002). The student satisfaction approach was developed by Harvey, (2001) who represented a model of student feedback action. He believes that student's views matter because 'higher *education is first and foremost about the enhancement and empowerment of students as participants in a process of learning'*, thus he argues that student is documented as the key stakeholder in higher education (Harvey, Moon & Plimmer, 1997). Since Harvey, Moon and Plimmer, (1997) introduced the conceptual of "*student satisfaction approach"*, thereafter; there is an ample of study relevance which is more applicable to make a research study tangibly.

2.2 Customer satisfaction

The application of customer satisfaction in education centers on the concepts of expectations, experience, perceived service and evaluation of that service (Hom, 2002). However according to CST, it only requires the use or experience of a service; it does not require the purchase of a product or service. Student satisfaction is a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related fulfillment including the level of under or over fulfillment (Oliver, 1997). Satisfaction is thus a function of relative level of expectation and perceived performance. Expectations are formed on the basis of past experience with the same or similar situations, statements made by friends or other associates (Kotler & Clarke, 1987). Many universities and colleges practice customer-driven approach, whereby the students are *"customers"* and education is the *"product"* or *"service"* offered (Driscoll & Wicks, 1998; Berger & Walington, 1996; Licata & Franwick, 1996). Kotler, (2003) postulates by giving *the customers' satisfaction*, organizations can be in a win-win situation. The components of student satisfaction have been identified in various past studies. In the survey of Student Satisfaction Inventory (SSI) in the US (Noel-Levitz, 2011) indicates that the top five basic attributes among higher institutions are: instructional effectiveness and academic advising, academic and registration services, financial aid services, campus climate, campus life. Subsequently Harvey (2003) introduces the Indicative Generic Student Satisfaction Survey which was conducted in UK identify seven components: course organization and assessment, university facilities and students' union, learning and teaching, student services, library, computing and evaluation. Other studies found that program's infrastructure and core academic courses offered, language, and lecturer contribute to overall satisfaction of masters' students (Colbert, Levary & Shaner, 2000; Pitman, Motwani, Kumar & Cheng, 1995; Martin & Bray, 1977; Nik Kamariah Nik Mat, Nor Hayati Ahmad & Rusmawati Ismail; 1999, 2004). Riportella, Couste and Torres (2001) report that students' perception of the organization and clarity which their professor perform in class affect satisfaction on program directly. Services provided by a university are intangible and are being provided by many people such as librarians, administration staff and faculty members over an extensive time period (Cathy & Wicks, 1998) and are constantly changing (Ranson, 1993).

2.3 Customer Loyalty

In commercial arenas, customer (student) loyalty is perceived to be linked to profitability, increase market share and committed between providers (university) to customer (student) (Rowley & Dawes, 1999). Thus, it is suitable to apply this marketing concept in higher education. Loyalty is associated with customer (student) willing to continue in a relationship, withdrawal from a course could be viewed as disloyal behavior (Rowley, 2003). For instant, graduate students demonstrate their loyalty to the university when they continue in postgraduate program/master degree. Similarly, students may demonstrate their commitment with the university by saying positive word-of-mouth about the university and recommendations program to family, friend and colleagues. As of this point enable to identify that students who are loyal in attitude are likely to make recommend to someone else and their royal also lead to repeat purchases. Moreover, loyal students may not only continue themselves in the university but they will also encouraging other students to continue (Dick & Basu, 1994). Loyalty is expected to be positively related to customer (student) satisfaction which in turn will increase of firm profitability in long-run (Kotler & Fox, 1995). Thus, keeping student satisfied should lead to student loyalty behavior (Douglas, McClelland & Davies, 2008).

2.4 Relevant of Past Research Studies

It is recognized that student evaluation is the feedback of institutional quality, those feedback which received from students are useful for the institution to provide the quality improvement and serve the student at the suitable service. Schreiner, (2009) found that student satisfaction is a contributing factors to students success and likelihood those students will be retained. According to Price, Matzdorf, Smith and Agahi, (2003) determined the important factors for students to choose a particular number of universities in UK. The top most important factors to determine their decision is the right course, available of computers, quality of library facilities, good teaching, reputation, availability of quite areas, availability of areas for self-study, quality of public transport in the town city and the staff's friendly attitude towards students. These factors are the most influencing factors to make study satisfied. These factors have fall into three categories such as teaching quality, student service and support, student environment and equipment (Price et al., 2003).

Wadeecharoen and Lertnaisat, (2015) found that the most important factors to make student satisfied can be classified into new three categories such as *'teaching quality'* refers to experience intellectual growth, faculty knowledge, major requirement, variety of courses, academic advisor, knowledgeable and quality of instructor; *'non-teaching service quality'* academic support and service meet the needs of student, computer labs are adequate, library resources and service are adequate; *'Hospitality'* refers to students are made to feel welcome, campus staff are caring and helpful (refer to Table 1: summary of what matter most factors?). The important factors under these three dimensions are consider as the most important factors to generated student satisfaction as proposal in Figure 1 Student Intension to Study Model contributing by Wadeecharoen & Lertnaisat, (2015).

Table 1: Summary of what matter most factors?

United Kingdom (UK)			Thailand		
Authors	**What matter most Factors?**	**Sampling & Location**	**Authors**	**What matter most Factors?**	**Sampling & Location**
Price, Matzdorf, Smith and Agahi, (2003)	**- Teaching quality** 1.Right course 2.Good teaching, 3.Reputation **- Student service and Support** 1.Available of Computers 2.Quality of library Facilities **- Student environment and equipment** 1. Availability of quite areas 2.Availability of areas for self-study 3.Quality of public transport in the town city 4.Staff's friendly attitude towards students.	Undergraduate students at a number of UK university	Wadeecharoen and Lertnaisat, (2015)	**- Factor for student stay satisfied** 1.Experience intellectual growth 2.Faculty knowledge 3.Major requirement is reasonable 4.Variety of courses 5.Academic Advisor is knowledgeable 6.Quality of instructor 7.Academic support service meet the needs of student 8.Computer labs are adequate 9. Library resources and service are adequate 10.Academic advisor is approachable **-Factor for making enrolment in MBA** 1.Personalization attention 2. Geographic setting 3. Cost 4.Academic reputation **-Campus Climate** 1.Campus experience 2.Freedom of expression 3.Students are made to feel welcome 4.Campus Staffs are caring and helpful	MBA student at Thai-Nichi institute of Technology

2.5 Propose of Research Model

Based on the theoretical supported and past research studies. Wadeecharoen and Lertnaisat, (2015) propose a new educational research model called *'student loyalty model'* and five hypothesis as exhibited in the Figure 1 blows;

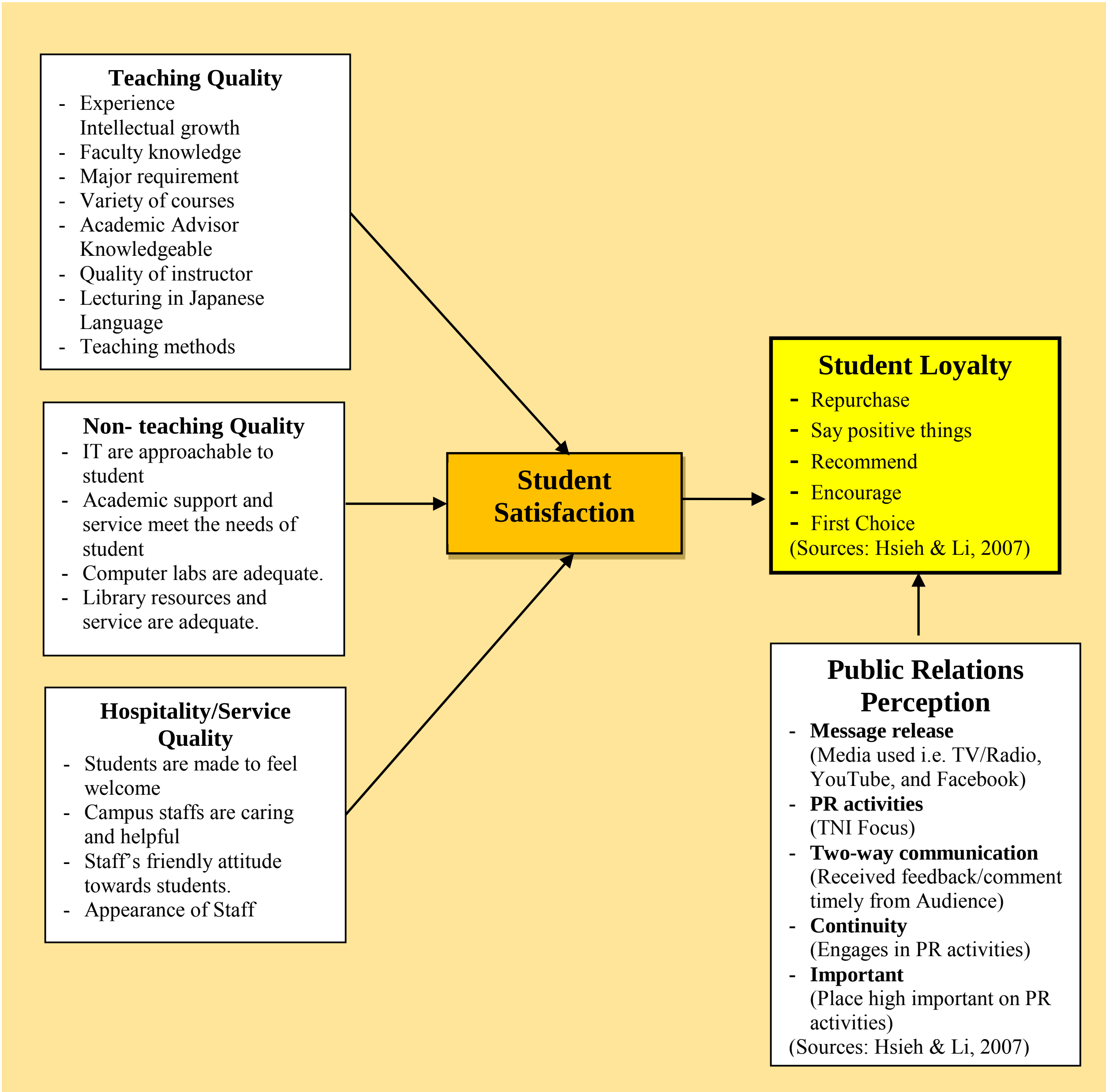

Figure 1: Student Loyalty Model contributing by Wadeecharoen and Lertnaisat, (2015)
Source: Adapted from Price, Matzdorf, Smith and Agahi, (2003)

3: Methodology

3.1: Research Designed and Data Collection

The research sampling of this study will be elaborated on 8 institution out of total 69 populations in Association of Private Higher Education Institution of Thailand (APHEIT). The qualitative research will be applied across 8 higher education institution as listed in Table 2 below;

Table 2: Research Sampling Profile

No.	Private Higher Education Institution	Nick	Established Year	Location	Sampling
1	Thai-Nichi Institute of technology	TNI	2005	Bangkok	200
2	Rajapruk University	RPU	2006	Bangkok	200
3	Bangkok Suvarnabhumi University	BSC	2006	Bangkok	200
4	North Bangkok University	NBU	2001	Pathumthani	200
5	The Far Eastern University	FEU	1999	Chiang Mai	200
6	Southeast Bangkok College	SBC	1999	Bangkok	200
7	Thonburi University	TRU	1998	Bangkok	200
8	Eastern Asia University	EAU	1996	Pathumthani	200
	Total Sampling				1,600

An individual institution will be representing of 200 students graduate student who are staying in the last semester of academic program. The questionnaire will be distributing and collecting by self-administration, post and electronic questionnaire. The data will be compute in SPSS program and analysis by using SEM.

3.2: Development of Research Instrument

Wadeecharoen and Lertnaisat, (2015) determinate the most important and satisfy factors of MBA students at Thai-Nichi Institute of Technology (TNI). The predictor variables questions were modified from higher education consulting survey in USA (Noel-Levitz, 2011), rather than adapted from previous research or self-adapted. This can be conducted at all higher education level (degree, masters and PhD/Doctorate). The study evaluated student's satisfaction by multi-perspective such as quantitative method was conducted from MBA students, focus group study and in-depth-interview methods. The most important and outstanding factors were bring out and categorized in three group namely *'teaching quality'; non-teaching quality and hospitality/service quality*. These are the important predictors collecting from multi-perspective that enable to confirm of student focused and attempts to fulfill what matter most for students to stay satisfied in MBA program.

'Teaching quality' consists with 8 statements; *'non-teaching quality'* consists with 4 statements *hospitality/service quality* consists with 4 statements (refer to Table 3). The all predictors in these three categories will be measured by using 7-Point Likert Scale – *'1 = very dissatisfied'* to *'7 = very satisfied'*. *'Student satisfaction'* consists with 6 statements; *'public relations perception'* consists with 5 statements and *'student loyalty'* consists with 5 statements (refer to Table 3). These variables measured by using 7-Point Likert Scale – *'1 = strongly disagree'* to *'7 = strongly agree'*.

Table 3: The Predictors Variables Deducted from Past Research

No.	Factors	Description	Sources
1	Teaching Quality	1. Experience intellectual growth, 2. Faculty knowledge 3. Major requirement 4. Variety of course 5. Academic advisor knowledgeable 6. Quality of instructor 7. Lecturing in Japanese/Foreign language 8. Teaching methods.	Wadeecharoen & Lertnaisat, (2015)
2	Non- teaching Quality	1. IT are approachable to students 2. Academic support and service meet the needs of student 3. Computer labs are adequate 4. Library resources and service are adequate.	Wadeecharoen & Lertnaisat, (2015)
3	Hospitality/ Service Quality	1. Students are made to feel welcome 2. Campus staffs are caring and helpful 3. Staff's friendly attitude towards students 4. Appearance of staff.	Wadeecharoen & Lertnaisat, (2015)
4	Student Satisfaction	1. I am satisfied with my decision to attend____ 2. If I has to do it all over again, I would not enroll in_____ 3. My choice to enroll in____ was a wise one. 4. I feel bad about my decision to enroll in_____ 5. I think I did the right thing when I decided to enroll in______ 6. I am not happy that I enrolled in______	Athiyaman, (1997)
5	Public Relations Perception	1. The messages about the ____ PR I obtain from the media are more than other competitive brands. 2. I feel that _____often holds PR activities to enhance students' understanding about the university/institution academic program. 3. I feel that the ____would handle students' comment timely and sincerely. 4. I feel that the _____ continuously engages in PR activities. 5. I feel that _____ places high importance on PR activities.	Hsich & Kai Li, (2007)
6	Student Loyalty	1. I will enrolls in the ___ (university/institution) academic program in the future. 2. I will say positive things about this _____ (university/institution) when I talk to my friends or relatives about insurance. 3. I will recommend this___ (university/institution) to my friends or relatives when they need the related information. 4. I will encourage my good friends or relatives to purchase___ (university/institution) academic program. 5. That____(university/institution) will be my first choice when I need to buy any academic program	Hsich & Kai Li, (2007)

Note: Items 2, 4 and 6 were reverse coded.

3.4 Research Gap and Development of Research Hypothesis

Past research studies has discusses a wide range of factors affecting student's satisfaction (Poon & Brownlow, 2014; Azoury, Daou & El Khoury, 2013; Athiyaman, 1997). Despite there are limited studies defined the concept of educational quality such as education service and non-education service (Arambewela & Hall, 2009); teaching quality and non-teaching service influencing student satisfaction, concerning service provide and quality perceived (Petruzzellis, 2006). Similarly to Wadeecharoen and Lertnaisat, (2015) determined teaching quality and non-teaching quality is the most important predictors for students to stay satisfy in MBA program. Moreover, *'hospitality/service quality'* must be represent as the new research variable to fulfillment of student needs and satisfied.

Identifying of demographic factors such as college image and reputation, academic program, teaching method and service quality (reliability, assurance, empathy, responsiveness and tangible) influencing student satisfaction is the popular in educational research area (El-Hilah, Al-Jaber & Hussein, 2015). However, there are few studies relevant on the linkage relationship between student satisfaction and student loyalty (Fizan, Yuan, Kashif, Pradeep, and Neethiahnanathan, 2015; Fernandes, Ross & Meraj, 2013). Hospitality which refer to service quality (staff service mind/appearance of staff) has become a research gap in education research area. The perceived of service quality is the significant predictor of satisfaction (Bigne, Moliner & Sanchex, 2003; Athiyaman, 1997). Thus, student satisfaction is causation from service quality provided by university. Despite, there is a lack of empirical research to support the link between improving student satisfaction and increase student loyalty. Here is the research gap needs to address and investigate empirically. In addition, this study public relation (PR) representative as a predictor of student loyalty. This idea was supported by Hsich & Kai Li, (2007) state that consumers' perception of an organization's PR practice is an antecedent of loyalty. Thus, the purpose of this research are adopting the link between student satisfaction, PR practice and student loyalty. There are five research hypothesis elaborate are as following;

Representative of Research Hypothesis

- **H1** Teaching quality has positively relationship with student satisfaction
- **H2** Non-teaching quality has positively relationship with student satisfaction
- **H3** Hospitality/Service quality has positively relationship with student satisfaction
- **H4** Student satisfaction has positively relationship with student loyalty
- **H5** Public relations perception has positively relationship with student loyalty

3.5 Data Analysis

The data analysis process involved five steps including reliability analysis, descriptive analysis, normality, factor analysis and hypothesis testing. Structure Equation Model (SEM) will be used to analysis the collected data, access the model and test hypothesis. SEM was chosen because it allowed the study to achieve overall tests of model fit, regression weights, correlations, coefficients, means and variance simultaneously. SEM takes a confirmatory, i.e. hypothesis testing, approach to the analysis of structure theory influencing phenomena (Arambewela & Hall, 2009). This methodology represents a causal approach that seek to examine a set of relationships between independent and dependent valuables (see more in Figure 1: Student Intension Model contributing by Wadeecharoen and Lertnaisat, 2015)

4: Discussion and Conclusion

In today educational environment, student's expectations are continually rising, thus, higher education institutions need to be improving service quality as it identified critical for success (Sharabi, 2013). Oliver and Linda (1981) suggested that service quality could be an antecedents of customer (student) satisfaction. When the level of perceived quality greater than expectations directly affects satisfaction for duration (Churchill & Suprenant, 1982). Institutional image and reputation, academic program and teaching method are influencing student's satisfaction (El-Hilali, AL-Jaber & Hussein, 2015). According to Riportella, Cousts and Torres, (2001) proposed that teaching quality indicators are the antecedents of the student's satisfaction with instructors and master programs. To maintain the competitive and secure of student retention rates, the educational institution must be elaborate their efforts on the improvement for both teaching quality and non-teaching service quality (Arambewela & Hall, 2009; Petruzzellis, D'Uggento & Romanazzi, 2006).

Wadeecharoen and Lertnaisat, (2015) propose a student royalty model consist with educational quality, student satisfaction, public relation (PR) and student loyalty. These factors are expected to be an effective indicators to generating high level of student satisfaction and student loyalty for further market share enhancement (Dehghan, Dugger, Dobrzykowski & Balazs, 2014; Fernandes, Ross & Meraj, 2013; Kotler & Fox, 1995). Thus, higher student loyalty implies a higher market share, therefore, increase student loyalty enable to reduce marketing costs, attract more customers, foster positive word-of mouth promotion, defy competitors' strategies and generate higher corporate profits (Hsich & Kai Li, 2007)
In concluded our finding indicate that to increase the number of students depend on satisfying students in the present. If institution consistently providing high student satisfaction leads to higher repurchase intention, then the expected number of students should be rise accordingly (Anderson & Sullivan, 1993). Thus, the elaboration of this paper will purpose to new research model for the further research study as exhibited in Figure 1 Student Intension to Study Model contributing by Wadeecharoen & Lertnaisat, (2015). Based on this conceptual model, we expected to enhance the overall student satisfaction, generated positive word-of-mouth and would also help to foster student recruitment in a high competitive environment.

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Employees' Expectations on Christian Moral Practices of Educational Leaders toward Institutional Administration under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church

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Abstract

This research aims to study and compare the expectations of schools' employees toward the Christian moral practices of educational leaders toward institutional administration under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church. The result was found that the overall expectations of employees on the Christian moral practices of educational leaders toward institutional administration under Thailand Adventist Mission, Foundation of Seventh-day Adventist Church were at the highest level. Employees of different gender had no significance difference in the whole and each aspect of the expectation for the Christian moral practices of educational leaders toward institutional administration under Thailand. Employees of different age had 0.05 level of significance difference in the overall of expectation the Christian moral practices of educational leaders toward institutional administration under Thailand. Employees of different work experience had 0.05 level of significance difference in the overall of the expectation in the Christian moral practices of educational leaders toward institutional administration under Thailand.

Keyword: Expectations, Christian Moral Practices, Educational Leaders

Introduction

Today, the Christian beliefs and its moral practices are being proclaimed in growing strength by the Seventh-day Adventist church to the millions in Asia. This is bringing the love of God and the hope of Salvation to the people in preparation for the soon coming of the Lord according to their belief. Emphasis is being placed on the role of education and scholarship for this outreach in this region (Shipton, Warren, Coetzee, Elaine, and Takeuchi, Rajdeep, 2013 : 18).

Seventh-day Adventist is a global Christian denomination and recognized as one of the five religions in Thailand. According to (Fundamental Beliefs or Seventh-day

Adventist.org, 1990: 1) Seventh- day Adventist core beliefs include that 1) God loves, 2) God creates, 3) God Redeems, 4) God inhabits, 5) God transforms, and 6) God triumphs. It teaches people to uplift the right and godly living with high moral and ethical practices in their lives through the example and role model of Jesus Christ who is the blessed hope and Savior.

Our society today has been a difficult and challenging one to maintain moral practices and to find true and noble people to lead and be role models. The news caption in Newsmax.com by Herbert London on March 27, 2014 states clearly, "Morals, Shame Lacking in Society Today" (Herbert, 2014 : 1) He further adds that several decades ago the distinguished sociologist Daniel Bell wrote: "The real problem of [American] modernity is the problem of belief which basically is considered as a spiritual crisis. It is a situation which brings us back to nihilism, lacking a past or a future, there is only the void. This only brings the society in tragedy because the nihilistic environment leads inevitably to the perverse and degrading environment and society."

Moral decline does not only exist in the West but is becoming a widespread reality all over the world including Thailand. According to a recent survey by the ABAC Poll, 75.2 per cent of respondents believe that Thailand's moral standards have declined. "Global and domestic polls point out that Thai people's morality is declining, especially in respect of corruption," states Khun Don, News Editor at "Thailand Scribe" in Paknam Web Online on September 8, 2012 issue (Don, 2012 : 1) Sabine H. Hoffmann and Mickael Wanegue concluded in their article, Ethics in Practice: Moral Education for the Leaders that with the entry into the 21st century, the business world, as well as the public sphere, have increasingly started to demand a more resolute adoption of ethics in the practice of leadership (2012 : 25-36). Ministry of Education also has realized and emphasized the importance of moral practices in institutions. UNESCO (2015 : 1) Education for All states besides promoting and developing learning ability and knowledge, Thailand has recognized the importance of strengthening its development effort in the area of ethics and morality among youth and the public in order to instill values vital to the development of the quality of life.

Ellen G. White, a prophet of the Seventh-day Adventist Church and famous author, writes in her book, Education, "The greatest want of the world is the want of men - men who will not be bought or sold, men who in their inmost souls are true and honest, men who do not fear to call sin by its right name, men whose conscience is as true to duty as the needle to the pole, men who will stand for the right though the heavens fall. But such a character is not the result of accident; it is not due to special favors or endowments of providence. A noble character is the result of self-discipline, of the subjection of the lower to the higher nature-the surrender of self for the service of the love to God and man (Ellen G. White, Education, 1903 : 3-4).

There is an increase of moral decline in our society today. Moreover, it has been difficult for our society to maintain moral practices. It has also been a challenge to find true and noble people to lead and be role models. Many educational institutions and public business organizations have started to demand ethics and moral values in the practice of leadership. Ministry of Education also emphasized the importance of moral practices in institutions. Thus, this truly shows that there is a great and real need of noble men to lead in the leadership role.

Therefore, this research has been designed to study the expectations of schools' employees on Christian moral practices of educational leaders toward institutional administration under the Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church for the intention of the following:

Purpose of the Study

1. To study the expectations of schools' employees toward the Christian moral practices of educational leaders toward institutional administration under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church.

2. To compare the expectations of schools' employees according to the gender, age and the number of years for work experiences toward the Christian moral practices of educational leaders toward institutional administration under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church.

3. To collect information to make recommendations on the Christian moral practices of educational leaders in the Christian institutions that will serve as human resource's evaluation tool for educational leaders' job performance.

Scope of the Study

This study is based on the Holy Scripture's definition of Christian moral standards, the book of Galatians Chapter 5 verses 22 and 23. Fruits of the Spirit (Christian Moral Practices) include: love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control (The Holy Bible, King James Version, Hendrickson Bibles, Hendrickson Marketing, LLC, Third Printing Hendrickson Publishers Edition, May 2010 : 1436).

This study covered the school employees' expectations on Christian moral practices of educational leaders toward institutional administration under Thailand Adventist Mission, Foundation of Seventh-day Adventist Church, but one may use findings, observations and recommendations from this study for future reference of the Seventh-day Adventist Church. This study does not evaluate other Christian educational leadership in Thailand and other Seventh-day Adventist institution outside of Ekamai International School, Adventist Ekamai School and Bangkok Adventist International School, and guide regarding employee's expectations in the application of Christian moral practices of other educational leaders.

Research Hypothesis

If educational leaders are closely and strongly connected in the Christian beliefs, then the Christian moral practices of love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control will clearly be demonstrated in the institutional administration, leadership and the fulfillment of the schools' purpose, mission and vision under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church.

1. The school's employees under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church that have different gender will have different expectations toward the Christian moral practices of educational leaders in the institutional administration.

2. The school's employees under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church that are in different age groups will have different expectations toward the Christian moral practices of educational leaders in the institutional administration.

3. The school's employees under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church that have different years of working experience will have different expectations toward the Christian moral practices of educational leaders in the institutional administration.

Sample

The sample method used for this research study was 175 school employees of schools under Thailand Adventist Mission, Foundation of Seventh- day Adventist Church located in Bangkok, Thailand. The designation of sample method was done by using the readymade sampling chart of Krejcie and Morgan (1970 : 608) with the total of 175 employees. Then simple random sampling was done by drawing lots that resulted in 175 school employees with 112 faculty and 71 staff.

Instruments

Research instruments that were used for this research is a questionnaire that is in relation to the employees' expectations on Christian moral practices of educational leaders toward institutional administration under Thailand Adventist Mission, Foundation of Seventh-day Adventist that the researcher formulated and developed upon consultations and guidance or the researcher's adviser and also according to the principles in the Bible. The survey is divided into three parts:

Part 1: Respondents' checklist status indicating gender, age and work experience.

Part 2: The questions for the employees' expectations on the Christian moral practices of educational leaders toward institutional administration under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church.

The questions were divided into 9 parts : Love (agape), Joy (gladness), Peace (trust), Patience (an even temper, forbearance), Kindness (compassion), Goodness (benevolence), Faithfulness (fidelity), Gentleness (meekness, humility), Self-control (self-restraint, continence). There were 27 questions in all.

Part 3: This survey also included open ended questions for respondents to add in other expectations toward Christian moral practices of educational leaders for institutional administration under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church that were not mentioned or identified in the questionnaire.

Conclusion

The results of the analysis of data can be concluded as follows:

1. There were 175 employees of the institutions under Thailand Adventist Mission, Foundation of Seventh-day Adventist Church which are the sampling population. These employees that participated in the questionnaire were mostly female. Most of them were between 36-45 years of age with majority having work experiences of less than 5 years.

2. The overall expectations of employees on the Christian moral practices of educational leaders toward institutional administration under Thailand Adventist Mission, Foundation of Seventh-day Adventist Church were at the highest level (Total $\bar{x}$ = 4.72 and total SD = .33). The Christian moral practice of Gentleness ($\bar{x}$ = 4.78 and SD = .38) scored highest in expectation level among other Christian moral practices. Self-control and Goodness ($\bar{x}$ = 4.76 and SD = .40) ranked second with the highest expectation. The third rank is Patience ($\bar{x}$ = 4.74 and SD = .41)

3. Employees of different gender had no significance difference in the whole and each aspect of the expectation for the Christian moral practices of educational leaders toward institutional administration under Thailand.

Employees of different age had 0.05 level of significance difference in the overall of expectation the Christian moral practices of educational leaders toward institutional administration under Thailand. Love, Joy, Kindness, Gentleness, Goodness, Faithfulness, and Self-Control had no significance difference, but there was 0.05 level of significance difference in Peace and Patience moral practices. ($P \leq 0.05$)

Employees of different work experience had 0.05 level of significance difference in the overall of the expectation in the Christian moral practices of educational leaders toward institutional administration under Thailand. Love, Joy, Peace, Patience, Kindness, Goodness, and Gentleness had no significance difference, but there was 0.05 level of significance difference in Faithfulness, and Self-Control moral practices. ($P \leq 0.05$)

4. There were 33 comments, suggestions and expectations on the Christian moral practices of educational leaders toward institutional

administration under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church. The comments were focused upon all the nine Christian moral practices and how a leader can obtain the nine Christian moral practices. They are categorized as relationship with God and Jesus Christ, leadership by example, the affirmation that leaders can carry out the moral practices, leadership by evangelism and lifestyles, leadership attitudes and traits, and the reality of human nature that we are not a perfect being but we can obtain those Christian moral practices when we have close connection with God and Jesus Christ. There were no particular comments on the expectations of the employees for the nine Christian moral practices of educational leaders toward the institutional administration. However, there was a recommendation to add 'forgiveness' as the tenth Christian moral practices.

Discussion

The research study of the expectations of schools' employees toward the Christian moral practices of educational leaders toward institutional administration under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church shows that the overall expectations of the employees toward the Christian moral practices of educational leaders toward institutional administration under Thailand Adventist Mission, Foundation of Seventh-day Adventist Church are at the highest level. This result is in accordance to the study from abroad, Richard Gula points out those spiritual practices should bring us to a heightened sensitivity to our moral responsibilities, and moral living should return us to our spiritual practices, where we focus our lives on God's love for us and our dependence on God. This reciprocal relationship of spiritual practices and the moral life affirms the inseparability of the love of God and the love of neighbor (The Identity of Christian Morality, Ann Marie Mealey, 2009 : 105). This also supports the local study that even in a predominantly Buddhist country like Thailand, Liamputtong contends that in difficult times, sensibility which is nurtured by sympathy serves as an internal starting point and an essential part of the moral process, a process in which the moral value from the local world redefined d into moral practices and the person's moral disposition are developed that the moral practices can be appropriately performed to achieve the purpose of the person (Contemporary Socio-Cultural and Political Perspectives in Thailand, Pranee Liamputtong, 2014 : 14).

The research result confirmed Ellen G. White, a prophet of the Seventh-day Adventist Church and famous author, who writes in her book, Education, "The greatest want of the world is the want of men - men who will not be bought or sold, men who in their inmost souls are true and honest, men who do not fear to call sin by its right name, men whose conscience is as true to duty as the needle to the pole, men who will stand for the right though the heavens fall. But such a character is not the result of accident; it is not due to special favors or endowments of providence. A noble character is the result of self-discipline, of the subjection of the lower to the higher nature-the surrender of self for the service of the love to God and man (Education Ch. 57 : 3-4).

When analyzed according to each of the nine Christian moral practices, the Christian moral practice of gentleness is at the highest expectation level while the second rank is self-control and goodness which has the same average mean. The third rank is patience and faithfulness with the same average mean. The related research study both local and abroad did not indicate any specific rank of the moral practices or values. However, the emphasis is made on the ethics and morals. Ronald R. Sims' The Institutionalization of Organizational Ethics mentioned that Institutionalizing ethics may sound ponderous but its meaning is straightforward. It means getting ethics formally and explicitly into the business into daily business life. It means getting ethics into the company policy formation at the board and top management levels and through formal code, getting ethics into all daily decisions making and work practices down the line at all the levels of employment. It means grafting a new branch on the corporate decision tree – a branch that reads right/wrong (Ronald R. Sims, 1991 : 1). John Nixon supports this observation when he penned, Towards the Virtuous University, The Moral Basis for Academic Professionalism, "Change needs to come from within and involved a renewed sense of professional purposefulness and commitment: change that is from the inside out. In order for that to happen, the academic practitioners need to constitute not only a changing profession but also a learning profession" (Jon Nixon, 2008 : 15).

The research result clearly indicates the great need and expectation for moral practices not only in a Christian institution, but also in other beliefs and secular setting. Sabine H. Hoffmann and Mickael Wanegue (2012 : 25-36) concluded in their article, Ethics in Practice: Moral Education for the Leaders that with the entry into the 21st century, the business world, as well as the public sphere, have increasingly started to demand a more resolute adoption of ethics in the practice of leadership Ministry of Education also has realized and emphasized the importance of moral practices in institutions. UNESCO, Education: Education for All (2015 : 1) states that besides promoting and developing learning ability and knowledge, Thailand has recognized the importance of strengthening its development effort in the area of ethics and morality among youth and the public in order to instill values vital to the development of the quality of life.

There is no significant difference in gender for the whole and each aspect of employees' expectation for the Christian moral practices of educational leaders toward institutional administration under Thailand Adventist Mission, Foundation of Seventh-day

Adventist Church because all the respondents are Seventh-day Adventist Christians who share the same truths and beliefs about the nine Christian moral practices. These Christian moral practices are traits that both genders value. This result also leads to the conclusion that these nine Christian moral practices are inherent in the human nature as core needs. This is in accordance with Reba Rowe and William E. Snizek in Gender Differences in Work Values Perpetuating the Myth (2015 : 28), which confirms that regardless of gender, one's preference for a given work value depends, in large part, on one's age, education, and occupational prestige and that alleged gender differences are minimal.

Employees of different age had 0.05 level of significance in the overall of expectation the Christian moral practices of educational leaders toward institutional administration under Thailand. Love, Joy, Kindness, Gentleness, Goodness, Faithfulness, and Self-Control had no significant difference, but there is 0.05 level of significance in Peace and Patience moral practices. There is significance difference for different age category in Peace and Patience moral practices due to the level of maturity and relationship with God and Jesus. This result is relative to the view point that at an earlier age in life, people are still very much independent in relationship of how they view their leaders' moral practices. But as a person ages, people will tend to, through experiences in life, regard leaders who demonstrate the nine Christian moral practices as being a more valued leader. This is confirmed by Arne L. Kallegerg and Karyn A Loscocco in their article, Aging, Values, and Rewards: Explaining Age Differences in Job Satisfaction (1983 : 78) which states that the study of age differences in job satisfaction is a useful focus for investigating the interplay among work, self, and family concepts as they produce changes in role outcomes during the life course.

Employees of different work experience had 0.05 level of significance difference in the overall of the expectation in the Christian moral practices of educational leaders toward institutional administration under Thailand. Love, Joy, Peace, Patience, Kindness, Goodness, and Gentleness had no significant difference, but there is 0.05 level of significance difference in Faithfulness, and Self-Control moral practices. There is a significance difference for the number of years in work experiences due to the number of years of service and experiences which increased and demands a higher expectation in the leader's moral practices of Faithfulness and Self-Control. This result can be concluded as the article, How Passions, Values and Goals can Shape Your Career (Department of Education, Australian Government, 2013 : 1) writes that there are two types of values that an individual will experience in one's lifetime. Core values are principles that you hold dear. Unlike passions, they rarely change. They determine your sense of self and help you know what is right for you in situations requiring moral judgment. Variable values, the ones you mostly likely focus on when thinking about changing career direction, often change depending on where you are in life. For example, people starting out in the workforce can be driven by success and status, but as life moves on, balancing work with daily responsibilities may well become more important. Defining one's values acknowledges what is really important to the person. Therefore, this confirms that when the values are shaped in a person whose number of years of work experiences increases, the expectations of a leader are also increased in practicing the values.

Therefore, this research study supported the research hypothesis that if educational leaders are closely and strongly connected in the Christian beliefs, then the Christian moral practices of love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, and self-control will clearly be demonstrated in the institutional administration, leadership and the fulfillment of the schools' purpose, mission and vision under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church.

However, this research study showed that the school's employees under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church that have different gender had the same expectations toward the Christian moral practices of educational leaders in the institutional administration while the school's employees under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church that are in different age groups had different expectations toward the Christian moral practices of educational leaders in the institutional administration. Moreover, the school's employees under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church that have different years of working experience had different expectations toward the Christian moral practices of educational leaders in the institutional administration.

The comments, suggestions and expectations on the Christian moral practices of educational leaders toward institutional administration under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church that were focused upon all the nine Christian moral practices and how a leader can obtain the nine Christian moral practices. They are categorized as relationship with God and Jesus Christ, leadership by example, the affirmation that leaders can carry out the moral practices, leadership by evangelism and lifestyles, leadership attitudes and traits, and the reality of human nature that we are not a perfect being but we can obtain those Christian moral practices when we have close connection with God and Jesus Christ. The comments were written based upon each of the respondents' beliefs in the relationship with Jesus and that Jesus has the power to sustain in each of our lives the Christian moral practices.

The nine Christian moral practices can only be achieved through connection with God and Jesus Christ. This is in consistent with what the Bible points out in John 15:4-5, "Abide in Me, and I in you. As the branch cannot bear fruit of itself unless it abides in the vine, so neither can you unless you abide in Me. I am the vine, you are the branches; he who abides in Me and I in him, he bears much fruit, for apart from Me you can do nothing."

1. Recommendations for Practical Applications

According to the result of the research study, the total employees' expectations toward the Christian moral practices of educational leaders toward institutional administration under Thailand Adventist Mission, Foundation of the Seventh-day Adventist Church are at the highest level. Therefore, it is recommended:

1.1 That Thailand Adventist Mission should organize a yearly training seminar for all the educational leaders with emphasis on the nine Christian moral practices toward institutional administration.

1.2 That Thailand Adventist Mission should provide an opportunity for educational leaders to share and exchange case scenarios in dealing with different situations using the nine Christian moral practices toward institutional administration.

1.3 That Thailand Adventist Mission should set the nine Christian moral practices as part of the criteria for employment of educational leaders.

1.4 That Thailand Adventist Mission should provide continuous supervision for the educational leaders toward institutional administration with the foundation of the nine Christian moral practices.

1.5 That those educational leaders should promote these nine Christian moral practices for their employees in their institutions in their personal lives and in their work setting.

1.6 That educational leader should organize nine Christian moral practices training sessions for their employees in their institutions.

1.7 Those educational leaders should set the nine Christian moral practices as part of the criteria for any employment in their institutions.

2. Recommendations for the Benefits of Further Research

2.1 There should be a further research study on the related topic with other Christian denominations and how the nine Christian moral practices have the impact on their leadership, institutions, and institutional operations.

2.2 There should be a further research study on the related topic with emphasis on the impact of the nine Christian moral practices of educational leaders and the institutions' effectiveness and successes.

2.3 There should be a further research study on the related topic with emphasis on the nine Christian moral practices in other religious beliefs including expectations and effectiveness of educational leaders and the institutions.

2.4 There should be a further research study on the related topic with an addition of 'forgiveness' as the tenth Christian moral practice.

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English Language Teaching in Preparation of Thai Students for AEC: A Case Study of Private Universities in the Upper Northern Region

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Abstract

The implementation of AEC has brought opportunities and challenges to every sector of Thailand, including education. The declaration to use English as a sole official language and the free-flow of workforce are the perceived big challenges among instructors in the higher education level. The current study aimed to explore university instructors' opinions on and suggestions toward English language teaching and learning in preparation for AEC. Questionnaires and semi-structured interviews were employed in this study to probe into 11 private university instructors' opinions toward AEC implementation. The results showed that the instructors stressed the importance of the content of the course, teaching approaches and learning outcome.

Key words
Teaching and Learning, English, AEC, ASEAN, Higher education

Introduction

At the beginning of 2016, the ASEAN Community has finally become fully effective. The ASEAN Community focuses on cooperation between the member countries, and it is comprised of three pillars of cooperation, namely the ASEAN Political-Security Community (APSC), the ASEAN Economic Community (AEC) and the ASEAN Socio-Cultural Community (ASCC). The most highlighted pillar is AEC because the objectives of this pillar focus on economic development, social development, cultural development, and protection of peace and stability among the ten member countries in the region [1]. In 2007, English was declared to be the sole working language of AEC as stated in Article 34 of The ASEAN Charter [2]. Therefore, it is obvious that the role of English in AEC is significant. After the implementation of AEC, laborers can move freely within the member countries. As a consequence, competitions for particular jobs may be higher; employers may have more chances to choose the best possible employees from abroad and proficiency in English is (likely to become) a required qualification for most job positions. These will bring changes into the market demand and the education system [3].

Universities and all educational institutions, as both participants and informants, have been seen as key mechanisms to raise awareness and form correct understandings towards the role of AEC [4]. In Thailand, universities are enlisted to this duty. They are expected to actively take responsibility in preparing Thailand and its people for the AEC [5]. During the past few years, the campaigns regarding getting ready for AEC have been organized and seen widely across Thailand. One of the preparations for AEC which is obvious in Thailand is to increase the people's English proficiency. Studies revealed that Thai workers have less knowledge of English literacy skills than workers from several other ASEAN member countries [6]. Therefore, the role of higher education becomes more important because of these needs – to prepare graduates who are well equipped with professional skills and English communication skills as well. Keeping to the national education standards may not be enough in the AEC settings, both private and public universities must take into consideration the quality and standard of the programs they offer so that they can find a place for themselves in the international education arena [Chang, as cited in 3].

Many studies have been conducted to explore the impacts that AEC might cause to ASEAN countries regarding several aspects [6; 7; 3; 8]. However, few studies, if any, have explored the challenges that AEC might bring to English language teaching and learning in Thai higher education in order to investigate instructors' opinions and suggestions regarding the implementation of AEC and English language pedagogy. To provide a clearer view to this issue, the present case study was conducted to explore private university instructors' opinions and suggestions toward English language teaching and learning in preparation for AEC. The results might suggest changes and also reveal challenges in the teaching and learning of English in the future.

Purpose

The present case study aimed to investigate the private university instructors' opinions and suggestions toward English language teaching and learning in Thai higher education in preparation of Thai students for AEC. Thus, the following research question was asked: "What should be considered in English teaching and learning in order to prepare Thai students for AEC?"

Methodology

English language instructors of three private universities in Chiang Mai were selected according to the criteria: 1) having at least 5 years of teaching experience, 2) having experience in curriculum development and planning and 3) holding a degree in English language teaching or education-related fields. As a result, eleven instructors were participants in this study. Questionnaires and semi-structured interviews were the data collection instruments used in this study. The questionnaire consisted of three main parts: 1) 4-Point Likert Scales, 2) checklist, and 3) open-ended questions. The open-ended questions probed into the participants' opinion and suggestions toward English teaching and learning in the university level of Thailand. The questionnaire items and the interview protocols were reviewed by two experts in related field of English teaching and revised according to the experts' comments and suggestions. After finishing responding the questionnaires, each participant was interviewed individually for around 25-30 minutes and the interviews were recorded digitally. Descriptive statistics: frequency and percentages were used for the quantitative data analysis, and thematic analyses were used to analyze the qualitative data.

Results

The results of this study are presented according to the data collection method: quantitative and qualitative.

Quantitative results:

Eleven private universities' English instructors completed the questionnaires. The majority of the participants have teaching experience between 5-15 years. In addition, all of them acknowledged the implementation of AEC. They seemed to have different opinions about the effects of the declaration of English as a working language of ASEAN on Thai higher education. According to the participants' responses, 33 percent and 11 percent of the instructors agreed and strongly agreed respectively that such declaration affects English teaching, policy and planning in their universities; however, about 56 percent of the participants disagreed. In addition, the participants were asked to select three statements that best response the question: 'What are the three most important factors that affect planning and policy-making?' The participants selected students' knowledge for particular fields, quality assurance policy, university policy, and the new students' language proficiency with the scores 90%, 70%, 50% and 50% respectively. Therefore, it could be noticed that AEC have less influence than the aforementioned factors on English language teaching and learning in the Thai university level according to the participants' points of view.

The teaching and learning in higher education, according to the participants' responses, should focus on how to equip beneficial skills for students in order to support the students' employability *(a set of achievements – skills, understandings and personal attributes – that make graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy [9, p.3])* for the requirement of a labor market. This was revealed through the participants' responses of the three most important factors to curriculum or program development planning. 90 percent of the participants reported that the content that most benefit learners was one of the most important factors, while both the incorporation of intercultural communication skill and English for specific purposes were selected by 60 percent of the participants to be one of the most important factors. Moreover, 60 percent and 30 percent of the participants agreed and totally agreed respectively that the policy of English Program should be adapted to suit the jobs' requirements.

To probe into the participants' perspective toward teaching of English, the participants were asked to rate three factors that should be considered the most important in the teaching of English. The most important factors, based on the participants' responses, were: the opportunity for students to practice using the language in various contexts (80%), the students' ability to use the learned target language to acquire knowledge in the future (70%), the students' proficiency in the language after graduate (50%) and the opportunity for students to actually use the language (50%).

In brief, the participants emphasized on students' language proficiency and English communication skills because they were essential tools that students can use to advance their careers. Besides, proficiency in English and skills in communication can help students to acquire other skills and knowledge from various sources. In addition, knowledge that could assist students to work successfully in an international labor market such as intercultural knowledge should be introduced to classrooms. Furthermore, general English knowledge alone was not enough to help students stay competitive in a labor market; therefore, English for Specific Purposes (ESP) was suggested as one of the key factors to be included in curriculum planning.

Lastly, another suggestion regarding the ideas for English language curriculum was promoting the international program. The results showed that 50 percent and 30 percent of the instructors agreed and totally agree respectively that international curriculum should be promoted. Moreover, the same number of 30 percent of the participants agreed and totally agreed that English should be taught by its native speakers. This highlighted the importance of providing contexts in which students are exposed to the target language. Students should have more opportunities to practice English when they study in an international program where they have more chance to interact with foreigners who are classmates and instructors.

Qualitative results:

Three themes emerged through the analyses of the participants' interviews regarding the research question: "What should be considered in English teaching and learning in order to prepare Thai students for AEC?"

I. Utilizing pedagogical approaches and classroom activities that enhance students' English communication skills are essential.

According to the participants' opinions, applying effective teaching approaches and learning activities to the language classrooms and reconsidering to set students' language learning achievements to be more relevant to particular working fields were able to assist the students to become skillful laborers for an international labor market such as AEC in the future.

First, according to the participants' opinions, English for Specific Purposes (ESP) was highlighted as an appealing approach of language pedagogy for AEC era. ESP would raise students' employability in the future because the students would gain knowledge of English language and have more opportunities to practice the communication skills in particular working situations when studying in the ESP courses.

Some of the participants' responses are shown below:

"We would provide more ESP programs for students. When they graduate, they would be able to communicate in English appropriately in their fields."

"We gear English curricula toward English for real life using and ESP."

One of the participants pointed out the requirement of ESP programs which was received through the feedbacks from a business sector that *"According to the survey results of graduates and entrepreneurs' opinions toward English programs, they need more courses that enhance communication skills and focus more on ESP. We will take this into consideration for revising English curricula in the future."*

Second, most of the participants noted the significance of English for communication because it could support students' competitiveness in a labor market. The participant pointed out that:

"English pedagogies that enhance four skills of English: speaking, listening, reading and writing have not been changed; however, future curriculum planning and development must emphasize the uses of language in such particular fields of working."

Therefore, the participants suggested some effective classroom activities and programs that could enhance students' communication skills such as project-based learning, field study, international programs, and language practicum:

"...To enhance graduates' employability, Field study program should be encouraged [...] and emphasizing four English skills by providing students and teachers' exchange program with international institutions."

"Project-based learning and practicum program are good examples of teaching and learning that help students use English through authentic materials and contents.

To achieve AEC language requirements for careers, the participants suggested that English language curricula should be revised. The new curricula should integrate language regulations of eight Mutual Recognition Arrangements (MRAs) and other specific job titles for AEC into the goals of language learning.

II. Classrooms need more language exposures, ASEAN contents, and practices.

Nowadays, learning language in only classrooms is insufficient to enhance students' communication skills. Most of the participants were concerned about providing students opportunities to use English in real situations. According to participants' opinions, English was used solely in classrooms, and Thai students had low exposures to English-speaking contexts. This was inadequate to raise students' English communicative competence. Thus, classroom activities should allow students to communicate in English and give them chances to practice in real contexts outside the classrooms as well. Thai students should be active and autonomous language users who are well prepared for a wider labor market such as AEC. Several plans were suggested by the participants such as:

"...Teaching and learning should allow students to practice English in real situations. Lecturing in classrooms is not effective enough for supporting students' learning. We should provide opportunities for students to use English to help them gain communication skills. Then, they can communicate in English effectively when they graduate."

"We lecture in English even though we teach non-English major students such as in GE subjects. We revised English subjects of GE curricula to stimulate students' English communicative practices. We set many joint projects for Thai and foreign students, working together and we also have an international dormitory. These may motivate students to use English outside classrooms."

"The department hopes students are independent learners and ready for AEC. Therefore, many English courses, which offer English practices for students, appear as core subjects and elective subjects in the curricula. Students use the language through engaging in classroom activities or presenting their works to class."

Most of the participants' responses regarding the integration of ASEAN context into language curricula are shown below:

"We should integrate ASEAN information and news update into lessons. The cultural contents may be introduced as reading passages."

"The university will add cultural contents of ASEAN members in some subjects. Moreover, we will open new subjects in GE courses in order to give the ASEAN cultural knowledge for students in the near future."

"Students' cultural awareness should be raised since the issue is significant for their future. The knowledge will reduce misunderstanding in doing business in the diverse cultures of AEC."

In conclusion, inadequate exposures of English language are likely to hinder Thai students' learning and using the language. Moreover, students have low awareness of the significances of AEC which offer huge job opportunities for them. Therefore, it is crucial that the teaching gives students enough opportunities to practice using the language and motivate them to learn English to prepare themselves for the international labor market.

III. Raising students' awareness toward the significances of English and AEC is crucial.

Most of the participants similarly expressed that Thai students' learning and performance in class that should be promptly taken into consideration. The participants shared their real teaching experience that being passive and low motivation learners seriously hindered Thai students' English learning. Moreover, Thai students seemed to overlook the great opportunity that AEC brings, the job opportunities in the labor market outside Thailand. In other words, they had low awareness of the free flow of workforces among ASEAN member countries and the international labor market such as AEC. One of the participants expressed his/her experiences that:

"Thai students seem to be passive learners. They also have low motivation in English learning since they were children. It is difficult

to change such a negative attitude toward English in their adulthood. Moreover, they are not aware that they may have to work with foreigners or even to work abroad. They overlook AEC and ASEAN labor market. They belief if they are going to work in Thailand, English language is unnecessary for them."

Regarding the suggestions for English pedagogy plan and development, the contexts of ASEAN community and AEC has to be taken into consideration when planning the curriculum in order to match the requirements of the particular labor market. According to the participants, ASEAN economy and politics would affect language education planning in the near future. For example, other ASEAN languages such as Laos, and Myanmar could be offered in Thai universities to support effective business communication in the region. Furthermore, the ASEAN contexts appearing in course books should not be limited to basic information such as geography, flags, food, costumes, and other general information. Community of Practice (COP), socializing, business manners and politics of each ASEAN country member should be introduced to classrooms because the knowledge is appealing and crucial for student's working in the future.

To conclude, integrating ASEAN cultures aspects into the teaching contents was suggested to raise students' awareness of AEC and prepare them for working in the community. The knowledge of ASEAN cultures would enhance students' potential in working in the multicultural society.

Discussion

ASEAN community and AEC was fully effective in 2016. As a result, AEC contexts have affected the consideration of the curricula plans and revision, especially in English teaching and learning fields to prepare Thai students for the international labor market. The successful language learners in ASEAN community and AEC are skillful workers who can communicate effectively and should have knowledge of ASEAN cultures. In other words, English language learning goals in classrooms have been shifted to focus on students' four English communication skills in a particular domain, that is, workplaces rather than general daily conversation. Universities are aware of preparing students for a particular business environment. Therefore, the participants suggested effective pedagogical approaches and activities believed to enhance students' English communication skills and raise students' employability for AEC. The results from the questionnaires and the interviews noted that ESP, project-based learning, field study, language practicum, and international programs would assist students to develop English language competency.

Furthermore, most participants stressed ways to enhance students' communicative skills and implementation of effective pedagogical approaches in English classrooms. The questionnaire revealed that the participants acknowledged the importance of exposure to various English speaking contexts and using English to learn, study and acquire knowledge for life-long learning. The participants reasoned that confining using English to only classroom is counterproductive to the goal of teaching; on the contrary, the activities that encourage students to use the language in real contexts really motivate them. These opinions are relevant to the participants' responses of the interviews that English pedagogy should provide students more chances to use English in real contexts in order to support English communication skills for particular fields of careers. Moreover, the results showed that English communication competence is essential and should be enhanced because it is crucial for students' employability in the future. [10] suggests that Communicative Language Teaching should be emphasized in English language teaching in Thailand because the approach aims to develop students' effective communication skills. The implementation of AEC emphasizes more on using English in working contexts which, in this case, refers to

English communication for specific fields of careers. According to [13], English in the ASEAN community should be 'English in the workplace and English for social usage'. Then English pedagogy should highlight these principles. Thus, English for Specific Purposes (ESP) should be integrated into language classrooms to complete what is missing in the present curricula. Lastly, universities have a prominent role as a place to produce graduates well-equipped with necessary skills and knowledge which will give them a big advantage over competitors in such a wider and more competitive labor market of AEC [6]. In addition, [6] address that universities should support students by taking into account the benefits of AEC implementation, e.g. job availability and broader market, and should try to raise the students' awareness to make them realized the benefits provided by AEC.

The results from the questionnaire also showed that the participants put emphasis on the content of the English subjects. The reasons behind this could be as the participant mentioned in the interview that specific skills and contents are needed due to the wider job market in the ASEAN community; in addition, cultures and languages of ASEAN countries should not be neglected because Thais will have to get involved in business activities and other kinds of contact with people from other ASEAN countries. According to [10] and [2], integrating ASEAN cultures into English language curriculum is able to raise students' awareness of ASEAN and lower students' anxiety about using English in classrooms and in real contexts. Moreover, some similarities and contrarieties of linguistic features of English varieties in ASEAN should be introduced to the curriculum [2]. By incorporating more ASEAN cultural contexts into classrooms, students are able to gain knowledge of the cultures and expose themselves to pragmatic norms of English varieties which emerged in the region [2]. This would raise teachers' and students' awareness of ASEAN English varieties and adjust their "submission to native-speaker norms" and therefore change the status quo of Standard English in the curriculum [11, p. 172]. Furthermore, the knowledge of ASEAN cultures and beliefs is able to assist students to work successfully in such a diverse community [12].

Conclusion and Recommendations

The current study aimed to investigate the English language teaching and learning to prepare Thai university students for the AEC era. First, the results revealed that English communication competency is significant to the students' employability in the future; therefore, activities that enhance communication skills is essential. Basic communication skills may not be enough for the more competitive environment because students are expected to be able to communicate in various contexts. Therefore, English teaching and learning in universities should integrate a variety of teaching approaches and activities which can build up their communication competency. Such approaches and activities include ESP, project-based learning, field study, and language practicum. In addition, universities may also consider developing international programs to offer students chances of English practice.

Second, authorities should take into account the integration of ASEAN cultures and contents into curriculum to raise students' awareness of diverse ASEAN cultures and equip them with the essential cultural knowledge. These will help the students and graduates work in harmony with other people in a multicultural society. Furthermore, types of cultures introduced to classrooms should be specific to the international business context rather than general situations.

Lastly, the participants also expressed concerns about the deficiency of students' exposure to English speaking environment because it is the key benefit for students to practice their English communication skills. As a result, teaching and learning of English should offer such opportunity to the students and motivate them to use more English in working contexts as much as possible.

In conclusion, English has taken a prominent role in ASEAN, and the declaration to use English as a sole official language of ASEAN in 2007 confirmed the importance of English in this region. Moreover, the implementation of AEC has created a free-flow of workforce which increases the competition in ASEAN labor market, resulting in the increased awareness of Thai higher-education instructors toward the quality of graduates. Suggestions toward the teaching and learning of English were made. In particular, communication skills, teaching approach and the content of English subjects are the primary concerns found in the current study. The current study only explored the situations and points of view from the higher-education instructors' perspectives. Further studies that probe into the points of view from the business sector could yield valuable insights toward the quality of graduates needed for local and international market.

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English Skills of Airline Business Instructors at Universities in Pattumtani Province

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Abstract

In this paper, the researcher examines the types of English skills which airline business instructors frequency engage in, to determine what the airline business instructors plan to do themselves to improve their English competence and to explore the assistance which the airline instructors need. In selecting members of the sample population, the researcher interviewed twenty five participants regarding the types of English skills which airline business instructors engage in, the plan for improving English skills, and the assistance which they need. Findings are as follows: With regard to their competence in each English skill, the results show that they use speaking, listening and reading skill for their daily working life more frequently than writing skills. Some airline business instructors revealed that they tried to use English for teaching their students in some subjects. According to the data concerning their intention of improving their English skills and the ways to enhance their English skills the results show that they take part in many activities to enhance their communicative English skills, and most of them tried to joint in international conference and many of them tried to do the research in English. According to the data concerning the assistance for improving their English skills and the ways to enhance their English skills, the results showed that seminar and international conference may help them to exchange their knowledge. Moreover, taking English courses for special purpose may help such as TOEIC course. Additionally, preparing English course for instructors should be taken in the reason that preparing instructors continue to study in Professional degree. This is very significance such as IELTS or TOEFL.

ทักษะทางภาษาอังกฤษของอาจารย์สาขาธุรกิจการบินในมหาวิทยาลัยจังหวัดปทุมธานี

งานวิจัยเล่มนี้ ผู้วิจัยมีวัตถุประสงค์เพื่อสอบถามโอกาสในการใช้ทักษะภาษาอังกฤษแต่ละประเภทของอาจารย์สาขาธุรกิจการบินรวมทั้งสอบถามอาจารย์สาขาธุรกิจการบินถึงแผนที่จะพัฒนาตัวเองด้านการใช้ภาษาอังกฤษ อีกทั้งงานวิจัยเล่มนี้ยังวัตถุประสงค์เพื่อสอบถามความคิดเห็นของอาจารย์ สาขาธุรกิจการบินถึงความช่วยเหลือที่ต้องการเพื่อพัฒนาตัวเองในการพัฒนาทักษะด้านภาษาอังกฤษ เครื่องมือที่ใช้ในการวิจัยคือ การสัมภาษณ์ ผู้วิจัยได้สัมภาษณ์อาจารย์สาขาธุรกิจการบินในจังหวัดปทุมธานีจำนวน 5 มหาวิทยาลัยได้แก่ มหาวิทยาลัยนอรทกรุงเทพ มหาวิทยาลัยรังสิต มหาวิทยาลัยกรุงเทพ มหาวิทยาลัยอีสเทิร์นเอเชีย มหาวิทยาลัยวิทยาลัยราชภัฏวไลยอลงกรณ์ รวมทั้งสิ้น 25 คน ผู้วิจัยได้ทำการสัมภาษณ์อาจารย์สาขาธุรกิจการบิน เกี่ยวกับโอกาสในการใช้ทักษะทางภาษาอังกฤษทั้ง 4 ทักษะคือ ฟัง พูด อ่านและเขียน การวางแผนในการพัฒนาด้านภาษาอังกฤษของตัวเองของอาจารย์สาขาธุรกิจการบิน และ ความช่วยเหลือที่ทางอาจารย์ต้องการเพื่อจะนำมาพัฒนาทักษะด้านภาษาอังกฤษ ผลการวิจัยพบว่า อาจารย์สาขาธุรกิจมีโอกาสใช้ทักษะทางภาษาอังกฤษทั้ง 4 ด้าน อาจารย์สาขาธุรกิจการกิจบินใช้ทักษะการฟัง พูด และ อ่าน เป็นส่วนมากในชีวิตประจำวัน ซึ่งมากกว่าทักษะการเขียน โดยปกติแล้วจะใช้ทักษะการ ฟังและการพูดในห้องเรียนอีกด้วย แต่อย่างไรก็ตามบางวิชาจำเป็นต้องใช้ภาษาไทยเนื่องจากเนื้อหาค่อนข้างจะยากในการอธิบายและยากที่

นักศึกษาจะเข้าใจ นอกจากนี้อาจารย์บางท่านยังมีการใช้ทักษะการเขียนในการทำวิจัยอีกด้วย อีกทั้งผลการวิจัยพบว่าอาจารย์มีการวางแผนที่จะพัฒนาตนเองในการพัฒนาทักษะภาษาอังกฤษ เช่น มีการเรียนสมัครเรียนภาษาอังกฤษนอกมหาลิทยาลัย เช่น TOEIC TOFEL และ IELTS อีกทั้งอาจารย์บางท่านได้เข้าร่วมการสัมมนาต่างๆ เป็นประจำ ผลการวิจัยพบว่าการเข้าร่วม international conference นอกจากจะทำให้อาจารย์ได้รับความรู้ใหม่ๆแล้ว ยังเป็นสิ่งที่ช่วยทำให้อาจารย์พัฒนาภาษาอังกฤษ ละกระตือรือร้นที่จะพัฒนาตัวเองอีกด้วย นอกจากนี้ผลการวิจัยยังพบว่าอาจารย์สาขาธุรกิจการบินยังต้องการความช่วยเหลือเพื่อพัฒนาตนเองในด้านภาษาอังกฤษ เช่น อาจารย์ทางสาขาธุรกิจการบินอยากให้ทางมหาวิทยาลัยเปิดอบรมหลักสูตร TOEIL และ IELTS เพราะอาจารย์บางท่านมีการวางแผนที่จะศึกษาต่อปริญญาเอก ซึ่งโครงการอบรมหลักสูตร TOEIL และ IELTS จะเป็นประโยชน์อย่างมากต่ออาจารย์ในอนาคต อีกทั้ง การเปิดอบรมหลักสูตรเหล่านี้ทำให้อาจารย์กระตือรือร้นที่จะพัฒนาตนเองต่อไป

Background

Kitao (1996) stated that, “English is not the most widely spoken language in the world in terms of the number of native speakers but English is the most widely spoken language from people around the world. In fact, English is used not only for communication by native speakers but also is used between native speakers and non-native speakers. Additionally, English is used broadly and it has been a powerful language for many years because of the British imperialism around the world and the big influence of the United States in the world economy in the 20th century. Furthermore, Wisanu Sa-nguandee (2009) mentioned that English is the most commonly used language among foreign language speakers, when people from different nationalities want to communicate, they commonly use English language. Therefore, English is called “the language of communication”. Moreover, speaking English will enable people to contact each other from all over the world and to travel more easily. The main purpose of using English is to make understanding in the same way of people who speak different languages and it will lead all those people to the success they hope for. Indeed, there is no denying that English language is playing increasingly influential roles in ASEN Community and Thailand’s economic as English is the language that will be used to communicate among ASEAN people So, building ASEAN Community in 2015, Thai people must improve ability in using English for communication. Kasiness (2016) stated that globalization is a crucial changer of the world. The world is in the era of unlimited information, thanks to the development of information technology. People in almost every corner of the world can communicate easily and swiftly, so the countries around the world are closer. The world is changing in every dimension-society, economics, politics, and technology. As a result of information technology development and the adaptation of the economic structure of world politics, many countries around the world must rely on each other and communicate more than in the past. Additionally, globalization makes the world smaller.People in remote areas can contact to each other within a second, like a “global village”. It seems that natural obstacles, which are the natural borders, cannot block the communication of people anymore.

However, all people need a tool in the form of language to translate their needs of communication, so English, which is used as this tool, may be called a world language. (Kasinee, 2016). At the present, Thailand is taking in a part of the ASEAN Economic Community (AEC). The purposes of AEC are building up international cooperation and economic growth, as well as with promoting peace and stability in the region (Amer, 2003). The ASEAN Economic Community consists of 10 countries: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam; so people in each country need to use English as official language or working language to communicate in the community. More importantly, English has played an important role for Thai economic development in term of import, export, transportation, etc. More importantly, Thailand might be the hub of transportation because economic activities of AEC also comes with free flow of capital, goods -services, investments and labors (Association of Southeast Asian Nations, 2015). Hence, airline business industry seems to play important roles for Thai economic. Nowadays, a lot of Thai students are interesting to study in airline business major because a lot of them dream to work for airline industry. Especially, many of them want to be a flight attendant, a pilot, and other careers. Therefore, we can't deny that they need to have good English skills. Airline business instructors seem to be the key factor that may help them succeed in the near future. This means that airline business instructors must have good English skill and they should use English fluently. Therefore, this study aims to explore what types of English communication airline business lectures frequently engage in, to determine what the airline business instructors plan to do themselves to improve their English competence and to explore the assistance which the airline instructors need .The analysis of the data will help complete this study and may bring benefits for airline business instructors, so it will be helpful

Methodology

Population

The population of the study comprises of airline business instructors both male and female at universities in Patumtani: North Bangkok university, Rangsit university, Bangkok university, Eastern Asia university, Rachapat Walailongkorn university. All participants totally are 25.

The Research Instrument

The in depth interview was used for investigating. They are asked to all participants; this approach is designed for airline instructors. The interview questions are on the basis of the purpose of the study, which mainly focused on the types of English skills which airline business instructors engage in, the future plan of the airline business instructors in order to improve their English competence and the assistance which the airline instructors need. Moreover, the tape recording is used to record the interviews with the participants

Interview Analysis

After the data was gathered, the researcher listened to the tapes and wrote transcripts of the interviews. The data gained by interview was re-read in order to provide useful information. This part was analyzed and interpreted using a qualitative approach. The results of the interview data would be beneficial in terms of discussion and further explanation from the participants.

The Findings

According to findings from the interview, it was found that all participants use four skills of English, the results indicate that overall use was only occasional in the classroom with their students but they sometimes use English for communication outside the classroom. With regard to their competence in each English skill, the airline business instructors sometimes use speaking, listening, reading and writing skill.

Concerning the questions of the interview, it can be seen that speaking, listening and reading skill were used for their daily working life more frequently than writing skills. Some airline business instructors revealed that they tried to use English for teaching their students in some subjects, even though it still fell into the "sometimes" range because a lot of their students preferred Thai Language in difficult subject. However, listening skill was used in the class. Many instructors said that they used listening skill while their students come to present in front of the class such as English for ground service, English for inflight service but other subjects they use Thai. This is an interesting result that was correlated with other data that the researcher obtained from the study. In contrast, the airline business instructors revealed that they sometimes use writing skill outside the class room such as some airline business instructors have been doing research in English. Moreover, a few participants revealed that they have been writing English book using in the specific subject such as English for airline business and English for ground passenger service. In addition, a lot of airlines business instructors said that they also used writing skill when they need to contact with their coworkers by writing e-mail.

According to the data concerning their intention of improving their English skills and the ways to enhance their English skills all the airline business instructors said that they take part in activities to enhance their communicative English skills, and most of them tried to joint in international conference and many of them tried to do the research in English. Additionally, some of them like watching soundtrack movies, used the Internet, listened to or sang English songs, and watched news or programs in English in order to enhance their English skills. Additionally, a few participants revealed that they are taking English course outside university because they plan to study in PH.D so this is very benefit. They said that TOEIC, IELTS and TOEFL course are advantages for instructors in the university because all instructors need to take the test if they plan to study in the future.

According to the data concerning the assistance for improving their English skills and the ways to enhance their English skills all the airline business instructors said that seminar and international conference may help them to exchange their knowledge. In addition, taking English course is also benefit for them because some participants plan to study in PH.D. They said that TOEIC, IELTS and TOEFL course are advantages for instructors in the university because all instructors need to take the test if they plan to study in the future. However, there is challenging for some of them to use English in the class because some students are still poor in English. The participants revealed that before they become the instructors they use to work for many airlines. Therefore, using English is not the problem for them. However, the challenging thing is using English for teaching in every subject is very difficult. However, a few participants said that preparing English course may benefit for some instructors in the way that they can use English doing their research and present their research to international stage such as they can go abroad to present their research on academic seminar. Additionally, preparing

English course for instructors should be taken in the reason that preparing instructors continue to study in Professional degree. This is very significance such as TOEIC, IELTS or TOEFL.

Conclusion

It can conclude that speaking, listening and reading skill were used for airline business instructors in their working life more frequently than writing skills. Some airline business instructors revealed that they tried to use English for teaching their students in some subjects, even though it still fell into the "sometimes" range because a lot of their students preferred Thai Language in difficult subject. However, listening skill was used in the class. Many instructors said that they used listening skill while their students come to present in front of the class such as English for ground service, English for inflight service but other subjects they use Thai. This is an interesting result that was correlated with other data that the researcher obtained from the study. However, the airline business instructors revealed that they sometimes use writing skill outside the class room such as some airline business instructors have been doing research in English. Moreover, a few participants revealed that they have been writing English book using in the specific subject such as English for airline business and English for ground passenger service. In addition, a lot of airlines business instructors said that they also used writing skill when they need to contact with their coworkers by writing e-mail**.** Regarding to the Airline instructors' intention of improving their English skills and the ways to enhance their English skills are based on their daily activities. Most of them tried to joint in international conference and many of them tried to do the research in English. Additionally, some of them like watching soundtrack movies, used the Internet, listened to or sang English songs, and watched news or programs in English to enhance their English skills. Additionally, a few participants revealed that they are taking English course outside university because they plan to study in PH.D so this is very benefit. They said that TOEIC, IELTS and TOEFL course are very important for instructors in the university because all instructors need to take the test if they plan to study in the future. Concerning to the assistance for improving their English skills and the ways to enhance their English skills all the airline business instructors may conclude that seminar and international conference may help them to exchange their knowledge. The participants revealed that before they become the instructors they use to work for many airlines. Therefore, using English is not the problem for them. However, the challenging thing is using English for teaching in every subject is very difficult.

However, a few participants said that preparing English course may benefit for some instructors in the way that they can use English doing their research and present their research to international conference or seminar. Additionally, preparing English course for instructors should be taken in the reason that preparing instructors continue to study in PH.D. This is very essential such as TOEIC, IELTS or TOEFL.

Limitations of the Study

There are some limitations evident and they have to be considered because they impact the findings of this study. These limitations are as follows:

1. The limited number and locations of the subjects. The subjects of this study were limited to airline business instructors in Patumtani province, so these subjects might not represent the all over Thailand.

2. The second limitation is that a few instructors were not comfortable to be interviewed because at that time they were teaching.

However, the researcher gathered more information from the heads of airline business departments.

Recommendations for Further Study

Regarding the findings of this study, the following recommendations are made for future studies in this field. First, owing to the fact that this research is limited to subjects who are airline business instructors, future research should be done with the instructors in other departments of universities; doing so will help to establish the reliability of the findings of this study. Second, future researchers may also want to study the competence of language use among instructors in the universities and find out the appropriate ways to design English courses for them. This would be greatly beneficial for English communication curricula. Lastly, future researchers may want to study how the university can support the instructors to improve their English skills or do the university plan to help the instructors improve English competence.

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Environmentalists as a Target Market for Businesses and Their Environmental Protection

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Abstract

Not only do businesses respond to environmentalists as their target market, but also the environment is probably protected on a large scale. In view of environmental issue, Slow Life people are also considered a part of environmentalists who simply want businesses to have more responsibilities for doing no harm to the environment. The purposes of study were to analyze the lifestyle and attitude of environmentalists as a target market, and to guide businesses and their environmental protection through marketing efforts or activities towards environmentalists as a target market. This qualitative study collected the data from secondary sources. All of the secondary sources were then analyzed by content analysis. As a result, the Slow Philosophy emphasized lifestyle and attitude of a balanced way by living closely the nature and environment such as eating less meat and healthy foods, walking or cycling as their daily commuting from and to home, using recycled or handmade items, and exercising or healing by massage & spa, aromatherapy, acupuncture, Yoga and so on. Businesses could reach this target consumer and use carefully resources regarding the environmental protection while providing a good quality of organic foods, organizing cycling campaigns or encouraging a carpool, developing recyclable packaging and recycled products, and promoting Spa and Massage products without chemicals.

Keywords: business, environmentalists, protection, Slow Life, target market

Introduction

Both climate change and global warming become such a serious problem for which all sectors should be responsible. Particularly, many business sectors have used natural resources without limitation until the pollution is found everywhere in the air, water, and soil. It is true that life will be sustainable if the environment still remains. If consumers are not willing to respond to the cost and use of environmentally friendly products and actions, then it is not the responsibility of business to respond or correct such market failure (Bowie, 2001 cited as Shaw & Barry, 2010). A majority of business executives around the world (95 percent) acknowledged that business has to contribute to society (Kotler, Kartajaya & Setiawan, 2010). Increasingly, a large number of environmentalists appear to want to purchase products and services from businesses that act in environmentally responsible ways. Environmentalists seem a target consumer for businesses that aim to protect and improve consumer's living environment. According to the influence of the Slow Philosophy, a group of Slow Life people has more awareness of the natural and environmental impacts. When environmentalists are very keen on protecting the environment, Slow Life people can be possibly considered a part of environmentalists. It is obvious that the Slow Philosophy addresses an extension of lifestyle and attitude on the environmental concerns. The lifestyle of Slow Life is more interesting in current businesses with more care for the environmental protection. Those businesses must understand consumers' lifestyle and attitude, and provide marketing efforts or activities towards this target group.

Statement of Problems

Humans associate the term environment with nature, including plants, animals, oceans, rivers, mountains and prairies. Until the twentieth century, these resources were used to satisfy their needs for food, shelter, clothing, and other things. Humans begin to use so many of these resources that the problems now become bigger than their expectation. While a number of endangered species and plants are increasing, many countries are covered with pollution, along with dramatically changed climate due to greenhouse effects. Up to now, air and water pollution have reached dangerous levels. Air pollution chokes many of the world's large cities, and water shortages are already a big problem in some parts of the United States and the world (Kolter & Armstrong, 2008). Industry has also damaged the quality of the natural environment. The various environmental problems are considered such as the disposal of chemical and wastes, the quantity of chemical pollutants in the soil and food supply, including the vast mountains of trash from non-biodegradable bottles, plastics, and packaging materials.

As everyone knows, the rubbish has become a major cause of pollution. The more continuously companies manufacture products to satisfy consumer needs, the more terribly rubbish are increased. For example, garbage in the ocean is not only a huge problem, but also kills more than one million seabirds and one hundred thousand marine mammals every year. UNESCO estimated that nearly 46,000 pieces of floating plastic were found every square mile of ocean in 2006. Food and Agriculture Organization of the United Nations or FAO (UNEP, 2013) pointed out that each year a third of global food production was either wasted or left; moreover, many affluent countries were extremely enjoyable to have abundant foods whereas the majority in the world were starving around 870 million people. Given the huge increase in wealth in developed countries over the past thirty years or so, and the correspondingly dramatic increase both in number of possessions per household and in quantities of rubbish produced, disposal is becoming one of the hot issues of the 21st century (Blythe, 2013).

Global climate change caused by greenhouse gases is highly uncertain, not only because the future rates of emission of greenhouse gases are unknown but also those gases interact in complicated ways with other atmosphere gases, ecosystems, and the oceans (Reinhardt & Vietor, 1996). According to a report by the Office of Natural Resources and Environmental Policy and Planning (ONEP), more than 50 percent of greenhouse gases were emitted by industry and electrical generating factories between 2000 and 2004; moreover, greenhouse gas emissions were increasingly released at 3.9 percent per year between 2005 and 2008. Carbon dioxide in the atmosphere reached 396 parts per million (ppb) in 2013 and increased 2.9 parts per million from 2012 to 2013. Methane is emitted approximately 60 percent by human activities like fossil fuel, rice agriculture, biomass burning, and livestock and 40 percent by natural sources. The amount of methane in the atmosphere reached 1,824 parts per billion (ppb) in 2013 because of anthropogenic sources. Nitrous oxide is also released into the atmosphere from both natural sources about 60 percent and anthropogenic sources about 40 percent. The concentration of nitrous oxide reached 325.9 parts per billion (ppb) in 2013. Carbon dioxide contributes to radiative forcing at accelerated rate around 36 percent from 1990 to 2014 according to the U.S. National Oceanic and Atmospheric Administration Research. All of the greenhouse gases emitted each year contribute to total change in radiative forcing.

Because business sectors are considered being the cause of the environmental issues, the major movement as Environmentalists has arisen to keep business in line so far. Environmentalism is an organized movement of concerned citizens, businesses, and government agencies to protect and improve people's living environment (Kotler & Armstrong, 2008). If companies operate business with the goals of maximizing life quality by providing not only products to satisfy consumer needs, but also marketing practices in ways that will improve and protect the environment, environmentalists appear their target audience. Therefore, environmentalists take a special interest in marketing's effects or activities on the environmental impacts. They want organizations, companies, or even government agencies to do any marketing activities with more concerning about the environment. However, Slow Life people are also viewed as environmentalists because the environmental awareness is embedded in those people through the Slow Philosophy.

According to the growth of Slow Life all over the world, some of fifty-five pledges for Slow Cities are, for example, cutting noise and traffic, increasing green spaces, supporting local farmers, promoting technology for the environmental protection, and so on. By 2003, Twenty-eight Italian towns were officially designated Slow Cities, with another twenty-six working towards certification. (Honoré, 2005). Slow Cities are being inquired by the rest of Europe, Australia and Japan. More than seven hundred Japanese people now belong to the Slot Club, which advocates less hurried, more environmentally friendly living (Honoré, 2005). Kakegawa, located in the South of Tokyo, was known as the first city in Japan declaring itself a Slow Life City in 2003 and holding a Slow Life Month in November. Tajimi City, the town of Yasuduka and Gifu City held a Slow Life Month in February, May, and August, respectively. The Slow Life movement has already been joined by two towns in Norway (Sokndal and Levanger), and one in England (Ludlow). Two German towns (Hersbruck and Waldkirch) established themselves as Slow Cities. In 2001, Hersbruck was the first Slow City in Germany and Waldkirch followed to join the Slow Life movement a year later.

Furthermore, there are several books involving Slow Life such as A Thriving on Less: Simplifying in a Tough Economy and A Power of Less by Leo Babauta, a writer and blogger, establishing a blog named "Zen Habits" which The Times ranked as the world's top most famous blog in 2010, including In Praise of Slowness by Carl Honoré, whom the Huffington Post called "The Godfather of the Slow Movement". Honoré (2005) suggests how to live under the Slow Philosophy in order that we can take the time to do things properly and enjoy them more while Babauta (2008) points out how to thrive on less and change our habits to create a more sustainable lifestyle. Those books can illustrate interestingly the Slow Philosophy and influence greatly consumers who prefer to live under the Slow Life.

Purposes of the Study

The purposes of this study were: 1) to analyze the lifestyle and attitude of environmentalists as a target market for businesses and their environmental protection, and 2) to guide businesses and their environmental protection through marketing efforts or activities towards environmentalists as a target market.

Literature Review

Businesses and their Environmental Protection

Business sectors have many interactions with consumers through markets. To be successful, they must operate effectively in their target market. In addition, they must be efficient in production and responsive to consumer demands. Firms should be aware of shortages of raw materials from natural resources such as oil, coal, various minerals or nonrenewable resources. They always require these resources to provide products for consumer needs and wants. The natural environment involves the natural resources that are needed as inputs by marketers or that are affected by marketing activities (Kolter & Armstrong, 2008). The performance of a firm, or of its management, depends on its marketing activities in its environmental protection. Up to now, many enlightened companies have created environmentally sustainable strategies and responded to consumer demands with more environmentally responsible products. Some companies have used green marketing through environmentally responsible actions. Due to a target consumer concerning the environment and natural resources, a number of companies have developed recyclable packaging and recycled products so far. For example, Adidas has recently created the sole of the sneaker that is made from sustainable materials, while the upper uses recycled ocean waste. Adidas is a part of a project to raise awareness of garbage floating in the ocean that causes the serious problem of ocean pollution. Furthermore, a well-known company for being green is Thai Nam Thip, a partnership of Coca Cola, belonging to a drinking water brand name "Namthip", whose eco-crush bottles have become increasingly popular among consumers. The plastics are less used by 35 percent in packaging and recycled surely 100 percent, so a bottle can be easily collected and disposed of by crushing it to reduce its size. In addition, the eco-crush bottles also help to decrease electricity consumption and transportation costs according to a bottle's lighter weigh from 16.5 grams to 10.7 grams. It is true that the company can use less energy by 6 percent and save fuel from transportation more than 8 million liters per year. The company has the capability to produce 1,200 drinking water bottles within one minute or 900 million bottles per year. For the treatment of waste water from the factory, the water quality is weekly tested and found no toxic chemicals in the waste water. From its conception of saving the environment, Thai Nam Thip has been considered to be an innovator of bottledwater packaging and one of the world's most efficient companies. However, one of global companies operating the policies and strategies for environmental sustainability is DuPont, a science-powered innovation company. It offers a wide range of innovative products and services involving chemicals, polymers, food and agriculture, transportation, building and construction, and energy. DuPont is polluting less and reducing waste, emissions, and energy usage; moreover, it is recreating itself as a collection of businesses that can operate forever without depleting natural resources (Armstrong & Kotler, 2007). DuPont has made a commitment to environmental sustainability by developing a strong business in crop protection and Hi-Bred's seeds with new technologies, including innovative and sustainable research about food solutions to meet consumer needs and wants. It is a fact that Hi-Bred's seeds involve not only food for people and livestock, but also renewable materials for turning corn into stretch T-shirts. The company generated 15 percent of its revenues from renewable resources and its goal is to achieve 25 percent by 2010 (Armstrong & Kotler, 2007). Over time, the environmental protection has been included in most firms' agendas. Adopting practices designed to protect the environment and minimize energy use is not only a good idea, but also good business, as it can reduce costs and prevent problems (Association for Manufacturing Excellence, 2008).

Introduction to Marketing

Generally, marketing has been operated in businesses with several ways. Terpstra & Sarathy (1994) define it broadly as the collection of activities undertaken by the firm to relate profitably to its market. Kotler & Keller (2012) demonstrate that marketing is the activities, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. To meet customer needs and wants, companies take actions on marketing efforts or activities by offering, creating, delivering and communicating superior customer value. The customer value, trust, satisfaction, and retention are the important parts to succeed in building lifelong customer relationships, and growing customers through product, price, distribution and communication as a cohesive marketing program. For a marketing plan, it is obviously necessary that a framework for marketing strategies must be created to put into action or organize marketing activities to accomplish an objective. In term of marketing strategies, the elements of marketing mix are formed as product, price, distribution, and integrated marketing communication.

Market Segmentation and Market Targeting

Target market is a set of buyers sharing common needs or characteristics that the company decides to serve (Kotler & Armstrong, 2008). Consumers or buyers are divided by distinguishable and noticeable market segmentation. To divide a market into well-defined slices, marketers use geographic, demographic, psychographic, and behavioural segmentation approaches. The marketer's task is to identify the appropriate number and nature of market segments and decide which one(s) to target (Kotler & Keller, 2012).

Bases for Segmentation

Geographic Segmentation – dividing the market into different geographic units such as nations, states, regions, cities, and climate. Geographic segmentation organizes customers into groups on the basis of where they live (Grewal & Levy, 2008). This segmentation method is that consumers living in the same areas share some similar needs and wants, whereas these needs and wants differ from consumers living in other areas.

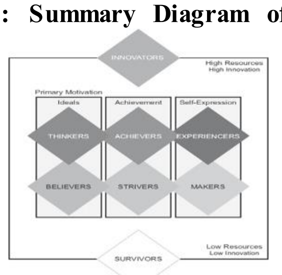
Demographic Segmentation – dividing the market into groups based on demographic variables such as gender, age, income, occupation, education, household size, and marital status. These variables represent the most common means to define segments because they are easy to identify and because demographically segmented markets are easy to reach (Grewal & Levy, 2008). Thus, demographic information is easier to measure than others and often the most accessible way to identify a target market.

Psychographic Segmentation – dividing the market into different groups based on similar attitudes, values, social classes, personality characteristics and lifestyles. The psychographic profile of a consumer segment can be thought of as a composite of consumers' measured activities, interests, and opinions

(AIOs) (Schiffman & Kanuk, 2007). Marketers usually determine psychographic segmentation by allowing consumers to describe themselves through their activities, interests and opinions. Consumers can be divided into groups regarding their lifestyles. Lifestyle segmentation has the major advantage that it relates directly to purchasing behavior (Blythe, 2013). The market segmentation could be also determined by consumers' attitudes towards the environmental issue. Segmentation by environmental attitude may be a good predictor of people's purchasing behavior, and several attempts have been made to categorize people this way (Blythe, 2013).

However, The Value and Lifestyle Survey (VALS), conducted by SRI Consulting Business Intelligence, is most widely used as a psychographic method. Consumers are classified into the eight segments in the two dimensions: Innovators, Thinkers, Believers, Achievers, Strivers, Experiencers, Makers, and Survivor as shown in **Figure 1**. The vertical dimension shows their resources, including their income, education, health, energy level, and degree of innovativeness. The upper segments such as Innovators, Thinkers, Achievers, and Experiencers are more innovative with more resources whereas the bottom segments such as Believers, Strivers, Makers, and Survivors are les innovative with fewer resources. The horizontal dimension shows the three primary motivations: ideals, achievement, and self-expression. Because of these primary motivations, consumers buy many products and services. People who are primarily motivated by ideals are guided by knowledge and principles, whereas those who are motivated by achievement look for products and services that demonstrate success to their peers (Grewal & Levy, 2008). People who are motivated by self-expression desire social or physical activity, variety, and risk.

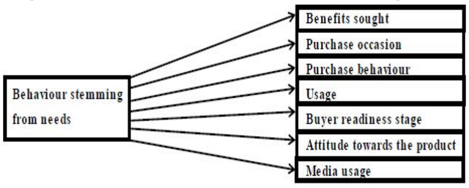
Figure 1: Summary Diagram of SRI VALS™ Segments



Source: Reprinted with permission of SRI Consulting Business Intelligence (Schiffman & Kanuk 2007, p. 69)

Behavioural Segmentation – dividing the market into groups based on benefits sought, occasions, purchase behavior, usage, readiness stage, attitudes, media usage that could be summarized in **Figure 2**. This segmentation approach is all about satisfying consumers' needs and wants by the product benefits. Marketing and advertising executives constantly attempt to identify the one most important benefit of their product or services that will be most meaningful to consumers (Schiffman & Kanuk 2007).

Figure 2: Behavioural bases for segmentation



Source: Consumer Behavior (Blythe 2013, p. 407)

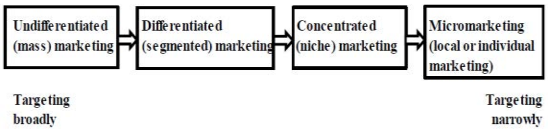
Market Targeting

Schiffman & Kanuk (2007) demonstrate that market targeting is the selection of one or more of the segments identified for the company to pursue. Market segmentation presents the company's market segment opportunities therefore the marketers must evaluate and select target segments by considering three factors: segment size and growth, segment structural attractiveness, and company objectives and resources. Kolter & Keller (2012) illustrates that the criteria for effective targeting of market segments are detailed as follows:

- Measurable – Size, purchasing power, profiles of segments can be measured.
- Accessible – Segments can be effectively reached and served.
- Substantial – Segments are large or profitable enough to serve.
- Differentiable – Segments are conceptually distinguishable and respond differently to different marketing-mix elements and programs.
- Actionable – Effective programs can be designed to attract and serve the segments.

Because consumers have unique needs and wants, a company look potentially at each consumer as a separate target market. As shown in **Figure 3**, companies can target very broadly (undifferentiated marketing), very narrowly (micromarketing), or somewhere in between (differentiated or concentrated marketing).

Figure 3: Target Marketing Strategies



Source: Principles of Marketing (Kolter & Armstrong 2008, p. 183)

After identifying market segments, a firm must decide whether to target one segment or several segments. Targeting several segments using individual marketing mixes is called Differentiated Marketing; targeting just one segment with a unique marketing mixes is called Concentrated Marketing (Schiffman & Kanuk, 2007). Firms using market segmentation can pursue target marketing strategies: Undifferentiated Marketing, Differentiated Marketing, Concentrated Marketing, and Micromarketing as the following details:

Undifferentiated Marketing – targeting the whole market with a standard product. The company decides to design a product and a marketing program that focus on the largest number of consumers.

Differentiated Marketing – targeting several market segments with differentiated products. The company decides to design separate offers for each segment.

Concentrated Marketing – targeting one or a few smaller segments. When the company's resources are limited, it goes after a large share of niches.

Micromarketing – targeting the various market segments and niches. Micromarketing is the practice of tailoring products and marketing programs to suit the tastes of specific individuals and locations (Kolter & Armstrong, 2008).

Lifestyle and Attitude of Environmentalists

Kotler & Keller (2012) illustrate that a lifestyle is a person's pattern of living in the world as expressed in activities, interests, and opinions. Attitude can be defined as 'a learned tendency to respond to an object in a consistently favourable or unfavourable way' (Onkvisit & Shaw, 1994). Businesses with care for the nature and environment must understand the lifestyle and attitude of environmentalists as a target market in order to provide products and services for their needs. Environmentalists are not against marketing and consumption; they simply want people and organizations to operate with more care for the environment (Kolter & Armstrong, 2008). Environmentalists has caused many consumers to know the facts of a growing list of environmental problems and rethink what products they purchase and from whom. Environmentalists believe the environmental costs should be included in both manufacturer and consumer decision making. Besides, they consider whether the marketing system's goal is rather to maximize life quality than to maximize consumption and consumer satisfaction. And "life quality" means not only the quantity and quality of consumer goods and services, but also the quality of the environment (Kolter & Armstrong, 2008). With regard to environmentalists' attitude, a group of Slow Life consumers intend to focus on quality of their life and appreciation to their surroundings. Because of thinking about quality over quantity, Slow Life consumers need a balanced way of life. Babauta (2008) emphasizes thriving is to live a better quality of life and a life full of the things we want in them, and not more. Slow Life consumers agree to limit themselves from consuming too many products, including concern the sustainable environment and natural resources. They have awareness of what are really necessary things or the most important things for their living.

Nowadays, Citta Slow or Slow Cities become an organized movement of people against the culture of speed. The Citta Slow manifesto contains fifty-five pledges, such as cutting noise and traffic; increasing green spaces and pedestrian zones; backing local farmers and the shops, markets and restaurants that sell their produce; promoting technology that protects the environment; preserving local aesthetic and culinary traditions; and fostering a spirit of hospitality and neighbourliness (Honoré, 2005). Moreover, the Slow Philosophy delivers the things that really make us happy: good health, a thriving environment, strong communities and relationships, freedom from perpetual hurry (Honoré, 2005). Slow Life people believe that slowness makes their life more beautiful than fastness. According to the Slow Life, people have no need to do things slowly, but they must plan to do things with consciousness and meaningfulness. Many Slow Life people are living on a way to spend more personal time, and enjoy themselves together with family and friends, instead of having more money to buy more things. A group of Slow Life who needs a more sustainable lifestyle will plan to spend money to buy what they want, but not too much. Although "Enough" becomes a simply word, most Slow Life consumers really understand what "Enough" means in the way of sustainability. When they feel satisfied, they have no need to want anything more. Babauta (2008) defines Enough does not mean the just bare necessities of life, but Enough means having enough to live, and enough to be happy, and enough to thrive. As some consumers become more environmentally friendly, they may seek to distance themselves from the materialism of modern life and take a more minimalist approach to consumption (Blythe, 2013).

Material & Methods

This qualitative study collected the data from secondary sources. Theories, concepts and principles were analyzed by content analysis. The main data were collected and analyzed with secondary information from various sources through websites and library. All of the secondary sources were then analyzed by content analysis.

Results

The findings of study found that Slow Life consumers could be divided into environmentalists based on lifestyle and attitude on the environmental issues. The way Slow Life people were living and habits would lead this group to be more aware of the environmental impacts and prefer the environmentally friendly products offered by companies doing business with carefulness of environment and natural resources. Therefore, the study's results explained businesses with care for the environment could be responsive to the lifestyle and attitude of environmentalists as a target market in view of Slow Life consumers that had been known through their activities, interests, and opinions as follows: The Slow Food, The Slow Drive, The Slow Consumption, and The Slow Living.

The Slow Food

It was important to eat healthy foods and avoid ingredients from farms using chemical fertilizers and pesticides, including genetic modification. The intensive feeding, antibiotic digestive enhancers, and toxic growth hormones made livestock grow more quickly, so slow life consumers ate less meat. In term of convenience foods, such microwaveable stuff, junk foods or packaged and prepared foods were not only more expensive than cooking at home, but also most likely less healthy. Cooking at home was cheaper and safer than eating out. It was much better to create such a fabulous menu and buy the ingredients to cook for healthy foods. Slow life consumers had to plan a menu for shopping. They might cook enough meals for a week or a month, and also freeze them because it was quick and easy for slow life consumers who sometimes felt too exhausted to cook.

This would be the opportunity for business in organic foods which could meet Slow Life consumers with reducing the need for fertilizers and pesticides. Foods from organic farms, which used natural fertilizers and crop rotation, were also safe for consumers and the environment. Cultivating vegetables and plants on specially designed platforms was not only lower environmental impact, but also lower costs and better product quality without any contaminants. Some vegetables could grow in water and rock wool, not in soil. This method lowered the risk of infestation and reduced soil contamination. It was a fact that when organic foods required to be certified by the International Federation of Organic Agriculture Movements (IFOAM), businesses were able to meet a target consumer with a better quality of products.

Many businesses offered a large selection of fresh pesticide-free fruits and vegetables with a variety of cooking menus added in stores' activities. For instance, Honoré (2005) pointed out that hospital and school canteens now serve traditional dishes made from local organic fruit and vegetables instead of processed meals and produce from distant suppliers. Businesses needed to build up their differentiation and access the lifestyles of their consumers. Even, organic or healthy shops could promote a healthy lifestyle with the concept of the "eat well, live well" by encouraging to eat organic fruits and vegetables, exercise, check calories, and measure progress on a health index. Promoting a healthy lifestyle would contribute to the community and be good for their business. In addition, marketing such cooking schools or workshops could support and promote menus from organic foods as main ingredients. Some Thai dishes were tasty and meatless such Green Papaya Salad (or Som Tam), Pad Thai, Fried Rice, Tom Yum, and others. The various menus from organic foods possibly encouraged organic farmers to grow more plants, fruits, and vegetables by means of the environmental protection.

The Slow Drive

Even if Slow Life consumers accepted a car, they would have to pay for the insurance, along with maintenance service, and take risks of the road accidents. When they wanted to meet somebody, taking public transportation or arranging a carpool helped them save more money and gas. Instead of driving cars causing gas emission and traffic jam, commuting by bike or on foot helped to burn some calories and save gas at the same time. Slow Life consumers would spend more time walking if somewhere they go was less than a mile away. In some cases, they wanted to bike more than a mile round-trip to and from their home. The world was much bigger and more interesting when they had time to observe the details of surroundings during walking or cycling. They were aware of the nature and environment around them – the sky, clouds, trees, birds, rivers, and wind – to forget about acceleration.

Apparently, businesses in carpool, bike, or bicycle were able to build the great opportunities for Slow Life consumers with marketing activities and promote their products and services to this target group. For example, a carpooling business could encourage people to abandon their single-occupant vehicles (SOVs) when two or more people joined a carpool. The company needed to communicate consumers by demonstrating the benefits from sharing a car ride to and from work or any places, for example: saving time, money, and energy, including reducing air pollution. Even bike or bicycle companies had often created marketing activities with cycling campaigns in order that consumers admired the nature and environment all the routes of cycling. Many companies had taken actions on cycling activities in a target consumer through marketing communication focusing on consumers' environmentally friendly attitude which appeared to reduce the air pollution from carbon dioxide emission and solve traffic jam problem.

The Slow Consumption

According to thinking the quality of life, Slow Life consumers wanted to escape from the society of mass production and mass consumption to the society of environmental sustainability. Slow Life consumers agreed to reduce utilities, use efficient energy and water, support the eco-efficient technology, promote the environmental protection and accept recycled or reused products to save the environment. Companies needed to have their own green business model for saving the environment with fuel-efficient processes and good waste management. They had to drive their business model to care about the environment, performed theirs goals to save energy, costs, and increase green products in stores.

In addition, some companies had used recycling programs in their business with environmental protection. To respond Slow Life consumers as a target market, companies needed to develop recyclable packaging and recycled products. For instance, Hewlett-Packard or HP was a company that teamed up with greens and retailers. HP, a global electronics maker, became well-known in the field of computers. It had a recycling and resale program and pushed legislation to force recycling of old electronics. In 2007, HP recycled more than 70,000 tons of products, the equivalent of about 10 percent of company sales; moreover it collected more than 2.5 million units of hardware to be refurbished for resale or donation (Kotler & Armstrong, 2008). Since recycling program, it had recycled 1,683,000 tons or 3.71 billion pounds of computer hardware. HP still offered hardware reuse and recycling through recycling program called HP Planet Partners. It also partnered with many major retailers in order that consumers were able to return their items conveniently.

When some clothes were torn or too old, Slow Life people would change them to handcrafts or something cool such as tablecloth, pillowcase, shoulder bag, filet or others. It was true that handcrafts were an ideal expression of the Slow Philosophy. Slow Life consumers preferred to purchase handmade things because it meant that those things imbued with the real value of attention and time in which makers had invested. Some products could return to be made slowly and carefully by hand, for example, furniture, textiles, pottery, and others using traditional and cultural methods. Therefore, the traditional and cultural things such as clothes and household crafts were mostly made by knitting and sewing with hands of which process was more environmental-friendly than process of knitting and sewing with machines.

Apparently, The Jim Thompson, a Thai Silk Company, was widely known as the world's largest producer of hand-woven fabrics, especially Thai silks. Jim Thompson had their own farms to grow the mulberry and silkworms, and cooperated with other family-owned farms to raise the poor farmers out of poverty. Not only did The Jim Thompson produce the unique fabrics, but also expanded their farms totaling 96 hectares (237 acres) and remaining the natural environment. The Jim Thompson Farm was an opened farm in 2001 until it became one of the most popular agrotourism and ecotourism attractions for both Thai and foreign tourists who could close up the rural landscape full of lush trees and grass. An interesting assortment of traditional hand-woven textiles from Thai silk was available on sale at the farm.

Instead of buying new ones, Slow Life consumers looked for charity shops with good clothes, books and used household items. If they wanted to buy really new things, they would look for the environmentally friendly products. Recently, the lateral recycling market had seemed very attractive for B2C and B2B. Blyth (2013) explained that selling used products have become a lucrative business for some people – clearly antique dealers and the like can make their livings from selling off previously unwanted products, but even dedicated car boot sale attendees and eBayers can make substantial amounts of money from buying and selling. Obviously, the used clothing, books, cars, and household items and others that were no longer of any use could be sold in the secondhand shops, charity shops, eBay, Alibaba and similar websites, on which B2C and B2B transformed worthless goods into valuable trade in the lateral recycling market.

The Slow Living

Slow Life consumers usually kept their mind and body slow to enhance their concentration and think more creatively. The inner calm without pressure let them seize, analyse, and evaluate the good ideas. They could develop their concentration to gain wisdom. When they did everything – working, eating, driving, or thinking – to slow down, they really came up with such many good ideas. They encouraged to be Slow – to work less, to meditate, to spend more time with family and friends, to do more sports activities, or to take up their interesting activities. The slow movement helped them relax, heal any pains from too much working, and create quiet and still mind, for example, exercise, meditation, Yoga, Zen, acupuncture, chakras balanced, aromatherapy, homeopathy, massage, and others. Getting out of stress from working hard helped them consider the value of life. The stillness of mind also made them feel less hurried and more patient. They were more mindful of their surroundings – the colour of the sky, the taste of the fruits, the smell of the grass, the singing of the birds, and the humid of the air. It was possible to use the universe energy – the nature and environment – to help the body repair itself.

Aromatherapy, acupuncture, massage & spa, fitness, Yoga, or Zen businesses were likely responsive to Slow Life consumers with products and services involving the environmental protection. For instance, Spa and Thai massage business had mostly offered herbal products without any chemicals and harmfulness for the environment and consumers. Many well-known products such as shampoos, facial and skin care, cosmetics, oil massage, essential oils, aroma candles and incenses, and so on were made from the pure natural ingredients. It was undeniable that those were environmentally friendly products that helped consumers balance their mind, body and emotions. With regard to the Global Spa Report, the top 5 reasons consumers preferred to visit a Spa shop as follows: 1) 88% of relaxation and stress management, 2) 59% of hair, nails and waxing management, 3) 47% of improve appearance, 4) 37% of skin care, and 5) 22% of pain management. Therefore, it was very essential that relaxation and stress management be the first priority which business needed to organize marketing activities to satisfy the target audience. Using pleasant aroma scents in products could make consumers relax and relieve their stress. Moreover, the improvement of store environment with scents and sound became more pleasurable for consumers because those scents and sound were likely to explain approach behaviors towards consumers, such as a greater willingness to return.

Discussion

Many consumers base their buying decisions on the commitment of manufacturers and other businesses to protect the environment (Jennings, 2006). Businesses need to understand a target group's lifestyle and attitude towards the environment, and also meet consumer needs through marketing efforts or activities to protect the environment. As previously mentioned, Kotler & Keller (2012) explain that marketers search for relationships between their products and lifestyle groups. Whether a product will be bought or not depends to a large extent on the consumer's attitude towards it, and therefore much marketing effort is expended on finding out what consumers' attitudes are to product offerings, and in seeking to change those attitudes where appropriate (Blythe, 2013).

Even though companies cannot avoid the environmentalism waves to care more about environmental protection, some companies (Kotler & Armstrong, 2008) have responded to consumer environmental concerns by doing only what is required to avert new regulations or to keep environmentalists quiet. More and more environmentalism waves drive companies to be more responsibility for environmental sustainability. Most of them have accepted policies of environmental sustainability beyond what businesses do only for environmental regulations. The environmental sustainability is a management approach that involves developing strategies that both sustain the environment and produce profits for the company (Armstrong & Kotler, 2007). According to a survey of 1,254 executives around the world by the Economist Intelligence Unit in 2008, executives believed that the concept of sustainability was good for corporations and could attract consumers. About 37 percent of respondents said companies' performance on sustainability was a major priority on their agenda.

In addition to environmentalists, Slow Life consumers can be viewed as consumerists. Kotler & Armstrong (2008) demonstrate that consumerism is an organized movement of citizens and government agencies to improve the rights and power of buyers in relation to sellers. Whereas consumerists consider whether the marketing system is efficiently serving consumer wants, environmentalists are concerned with marketing's effects on the environment and with the costs of serving consumer needs and wants (Kotler & Armstrong, 2008). The lifestyle and attitude of Slow Life people also focus on personal health and safety therefore they need the right to know what ingredients are added in a product, how much the nutritional value is found in foods, how fresh a product still remains, and which benefits is introduced to a product. Moreover, Slow Life consumers need both the right and the responsibility to protect themselves against business fraud. Therefore, businesses can be responsive to this target market if they improve quality of life through their products and marketing efforts by protecting the environment and controlling the ingredients in their products and packaging, the truth in advertising, and the well-informed aspects of products.

Conclusion

Today's companies that base on being customer-focused or market-driven cannot affordable to think about the fact that consumers prefer environmentally friendly products. Companies can create the competitive advantage for their sustainability by taking an interest in the environmental preferences of consumers. Consumers' perceptions about businesses and their environmental protection will be crucial, but most importantly the products and services have to perform therefore companies must build marketing activities and deliver value of products and services with the environmental protection to satisfy consumers. Companies that can meet these environmental needs will be the winners (Beauchamp & Bowie, 2001). The future of damaging environment cannot be evaluated with figures, but if companies start to think about doing business in environmental ways, they can make real progress to save the environment and win consumers' heart.

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EVOLVING RESEARCH STREAM ON LUXURY CONSUMER BEHAVIOUR

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Abstract

Growing interest in luxury goods has prompted several studies that shed led on several aspects of luxury consumption. The purpose of this paper is to provide an evaluation of empirical studies regarding luxury consumption. The emphasis is on the luxury research's characteristic, including definition, literature, and the trend of luxury consumption. Overall, despite some previous studies have been conducted in the context of luxury consumption, the definition of the luxury from the consumer perspective have yet to be explored. Additionally, various studies indicate the changes in luxury consumption, such as consumer focus less on old values (symbolic value, materialism value) but more interested in experiential value. Most of prior studies applied the impact of the value conceptualization in consumer purchase luxury goods. However, since the trend of luxury market changed to the new trend which is ethical-luxury, thus it is not clear whether the consumer purchase behavior towards normal luxury goods and ethical-luxury goods are same.

Keywords

Luxury Consumption, Perceived Value, Luxury Value Model, Ethical-Luxury

1. Introduction

Luxury products are a profitable and fast-growing market segment. Traditionally, consumers attempted to purchase the luxury products, as unique consumption [1], in order to satisfy their socio-psychological requirements and functional needs [2]. In situation in which the market is growing, the competition is high and consumer has freedom of choice to choose the product. Moreover, in a turbulent market with the increasing level of knowledge, the old-fashioned assumption underlying luxury consumption has become less important [3]. Therefore, it is extremely crucial for managers to change their marketing tactics and strategies through the evolving behavior of consumers toward luxury consumption in order to achieve long-term business success. Luxury products tend to be perceived as unique products, and hence need more product-oriented specific studies. Extant research in the context of luxury consumption, however, is lacking due to myriad of basic reasons, such as lack of provision of clear definition for luxury itself, and difficulties in seeking for luxury consumers to persuade them to participate the survey to evaluate their perception when consume the luxury products [4]. Therefore, it is crucial to address the issue of luxury consumption.

The aims of this paper are multifold. Firstly, the study reviews and analyzes various definitions for luxury consumption from the previous literature considering the different conditions, such as country, population and category. Secondly, prior studies are reviewed in detail which look upon luxury consumption from different lenses and this is followed by viewing the value model of luxury. Thirdly, the trend of consumer behavior toward luxury consumption has been examined and discussed. Finally, the conclusion is identified.

2. Definition of luxury

Rigorous review of the luxury literature reveals myriad of different definitions for the term luxury. Initially, the term luxury is derived from "*luxus*", which means pomp, splendor, sensuality, and its derivative luxuria, which means extravagance [5]. According to Table 1, the initial definitions of luxury refer back to early 1900s, which defined as wealth and status consumption (Veblen 1899). Later, starting early 1990s, the scholars introduced the definition of luxury by paying intention to the price and quality of a product. For example, McKinsey [6] defines luxury as the products with the highest price and quality in the market. In late 1990s, Nueno and Quelch [7] referred to the concept of luxury by comparison between functional (tangible and intangible) ratio and price. In the early 2000s, luxury has been viewed and defined according to the related dimensions. For instance, Dubois, et al. [8] conceive luxury as a product or service from six dimensions including: premium price, excellent quality, aesthetics and poly-sensuality, ancestral heritage and personal history, scarcity and uniqueness, and superfluousness. Berthon, et al. [9] conceptualized the luxury with three dimensions, encompass functional, the symbolic, and experiential.

Luxury is defined as a specific kind of sign value. As a sign, it becomes noticeable that luxury is a relative concept. Every social group can be said to have its own luxury. Every social group has in fact a different concept of luxury ;depending on countries, populations and segments [10, 11].Thereafter, the luxury's definition is classified underlying two main notions of fashionable and well-known luxury brands. In 2007, luxury have been defined by the combination of three perspectives namely; brands exclusive, high price and high quality from Asian point of view [12]. Surprisingly, the definition of luxury have been recently changed based on not only product functional (i.e., price and quality), but also emotional value which consumers perceive when they attempt to purchase their favorite luxury product and service. Heine (2010) , for instance, defines luxury as an image in the consumers' mind which consists of high price, quality, aesthetics, rarity, extraordinarily and high level of non-functional involvement.

More importantly, due to the changes in the trend of luxury consumption from physical goods (e.g., jewelry, clothes, car) to the service (e.g., holidays, spa retreats, hotel), the new definitions for luxury are probably more service-based rather than to be product-based [3]. Table 1 depicts the various definitions that have been widely used in the study of luxury from previous literature.

Table 1 Definitions of luxury

Definition	Literature
Luxury as the products with the highest price and quality in the market.	Mckinsey (1990)
Luxury as "those whose ratio of functionality to price is low, while the ratio of intangible and situational utility to price is high" (p.61).	Nueno and Quelch (1998)
Six dimensions to define luxury including; Excellent quality, very high price, scarcity and uniqueness, aesthetics and poly-sensuality, ancestral heritage and personal history, and superfluousness.	Dubois (1993)
Luxury products as those scare products with an objective or symbolic extra value, with a high standard of quality, and with a higher price than comparable products.	Mortelmans (2005)
Luxury as "fashionable and high quality consumer goods made by reputed luxury brands"	Chadha and Husband (2006)
Three dimensions to identify the meaning of luxury namely; the functional, the experiential, and the symbolic.	Berthon (2009)
Luxury as the image in the consumers' mind which include the high price, quality, aesthetics, rarity, extraordinarily and high level of non-functional involvement.	Heine (2010)

Notwithstanding all definitions mentioned in the Table 1, some authors agree that the definition of luxury is hard to define. Consumer involvement, limited supply, and recognition of value by others are the main subjects to differentiate the perception of a luxury item comparing to that of non-luxury [1]. In particular, according to Kemp (1998), one product might be considered as a luxury from one consumer's view, while it might be considered as necessity from another consumer's point of view, depending on the situations [14]. For example, television is a luxury product in rural area of India but in another place it is the necessary products. Likewise, the concept of luxury is highly affected by how consumers view and perceive it [15], hence, it is on odd to specify or define a unique and clear definition of the word, luxury. For example, in emerging market, the consumer looks at the luxury product as the achievement in their life[10], while western consumer consider the luxury products as the sign of wealth, image.

Review of consumer behavior literature in the context of luxury reveals different definitions for luxury which can be explained by the type of consumers, culture, and the type of product [10]. In the similar sense, Wiedmann (2007) posit that the definition of luxury should not pursue a narrow understanding, but rather an integrative and holistic understanding of luxury concept considering all aspects of luxury from different perspectives and consumer's perception, as luxury is a subjective and multidimensional construct.

To conclude, luxury's definition has commonly been relative, however, most academic research agrees that its definition has changed recently, contrasting to five years ago, mostly due to the economic downturn. Consequently, luxury consumers are willing to purchase more "treats" for themselves more frequently but at a lower price [17].

The subsequent section reviews the previous literature pertinent to the luxury consumption from consumer behavioral perspective.

3. Literature review

Previously, luxury has always been closely associated with rich deposits of demand in London, New York, Paris, Milan, and Tokyo. And while mature markets still account for the lion's share of sales, there has been a shift toward nontraditional markets, notably China and Russia [18]. A report released by UBS shows that last year, 50% of the world luxury revenue comes from Asia. Over half of the consumption of European luxury goods is from the tourists from Asian countries. Large luxury groups have also witnessed strong growth in Asian markets. LVMH, Hermès, Gucci all posted better than expected results for 2011 [19].

Additionally, the concept of luxury is incredibly fluid and changes dramatically across time and culture. Nowadays, with increased affluence, luxury is a blurred genre that is no longer the preserve of the elite. More and more consumers have traded up as the old values of tradition and nobility have become less important. People are enjoying much more material comfort in comparison to previous generations, resulting in a trend of a cultural shift for personal fulfillment and aspiration through experience. Therefore, it could be argued that luxury is increasingly about experience and authenticity, rather than monetary value. This is not to say that luxury is about status, but luxury is more than monetary value [3].

Luxury consumption has been steadily growing, leading to the growth of literature on the marketing of luxury products. However, the study of luxury consumer behavior stills is a new area of research and it still incorporates just a somewhat small amount of the survey scale for measuring the luxury consumer. Unclear definition of luxury consumption in business literature is the main reason, leading to the confusion on how they can be distinguished from non-luxury consumers and ultimately, how to identify them for empirical studies. Hence, many researchers do not pay great attention on luxury consumption [4, 20].

According to the literature, early studies conceptualized luxury consumption, as symbolic consumption and most of them were undertaken by Veblen in 1899. Symbolic consumption defines as consumers purchase luxury products to identify, express themselves to others [21]. Therefore, most of the early previous researches have concerned on upper class consumers [e.g., 22, 23]. Later, the study focused on the luxury brands types [e.g., 1, 24], the determinants of the purchase of the luxury products [e.g., 25, 26], the cross-cultural comparison of luxury brands [2, 27-31].

Luxury products are one of the most profitable and fastest-growing product segments [9]. However, scholars concurred that consumer perception of value pertinent to the luxury products are scantily understood and under-examined [32, 33]. At the present, there is some agreement about the dimensions that shape the luxury value of products in the consumer's perception. Yet at the same time a review of the existing literature on luxury shows that, in comparison with personal aspects, social and interpersonal orientation dominates luxury-related research. A complete model, which includes all relevant dimensions, is still lacking [16]. Therefore, it is highly relevant to address the luxury value model.

Luxury value model

Perceived value has established as a crucial factor in consumer decision-making behavior [34]. Perceived value has been employed as multidimensional construct in several studies of luxury. Table 2 shows the empirical studies which utilized the luxury model.

Table 2 Empirical dimensions used to study perceived value on luxury products

Authors/ Products/Type of study	**Dimension/sub-dimension**
Franck Vigneron and Johnson (2004) Developed measurement scales of each dimensions in brand luxury	Personal perceptions (which entail perceived hedonic value and perceived extended self), non-personal perceptions (which entail perceived consciousness, perceived uniqueness and perceived quality)
Wiedman (2007) Tested measurements	Social value (i.e. conspicuous value, prestige value); functional value (i.e. usability value, quality value, uniqueness value), individual value (i.e. self-identity value, hedonic value and materialistic value) and financial value (price value).
Observing and preserving Berthon, Pitt, Parent and Berthon (2009)	The objective (material: functional), the subjective (individual: experiential) and the collective (social: symbolic)
Shukla (2011) Luxury brand UK and India	Self-directed symbolic/expressive value, other-directed symbolic/expressive value, experiential/hedonic value, utilitarian/functional value and cost/ sacrifice value.
Tynan, McKechnie and Chhuon (2010)	Self-directed and other-directed symbolic/expressive values.
Rouhani and Hanzaee (2012) Luxury Automobiles /Iran	Country of Origin, Brand familiarity, Brand preference, conscious value, Unique value, Social Value, Hedonic value, Quality value, and Demographic factors.

Table 2 Empirical dimensions used to study perceived value on luxury products

Vigneron and Johnson [1] state that luxury products enable the consumer to satisfy psychological and functional needs, and it seems that these psychological benefits are the main factor distinguishing luxury from non-luxury products. The main objective of Vigneron and Johnson (2004) study was to develop the measurement items of luxury brand's dimensions. Wiedmann, et al. [16]

modified the model of Vigneron and Johnson [1] to test the measurement items by dividing the perception of value into four dimensions, including; social value (i.e. conspicuous value, prestige value); functional value (i.e. usability value, quality value, uniqueness value), individual value (i.e. self-identity value, hedonic value and materialistic value), and financial value (price value).

Berthon, et al. [9] have categorized the value into three group, namely the objective (material), the subjective (individual) and the collective (social). The purpose of Berthon's project is to observe and preserve the value dimensions of luxury brand. In Tynan, et al. [33] study have extended the general value creation framework of Smith and Colgate [37] to investigate the luxury brands market. Smith and Colgate [37] have presented four value dimensions including; symbolic/expressive, experiential/hedonic, utilitarian/functional and cost/sacrifice values. Tynan, et al. [33] have divided symbolic/expressive value in two sub-dimensions namely; self-directed and other-directed symbolic/expressive values.

Additional, Shukla and Purani [38] have developed and examined the comprehensive model integrating five dimensions from previous studies including; self-directed symbolic/expressive value, other-directed symbolic or expressive value, experiential or hedonic value, utilitarian or functional value and cost or sacrifice value. However, most of the comprehensive luxury value model have validated the measurement scales in luxury concept [e.g., 1, 32, 38]. Limited study have ever examined the luxury value constructs in specific product [e.g., 36, 39], which it is assumed to shows the different outcome of consumers behavior for each product. For example, Rouhani and Hanzaee (2012) have conceptualized the perceived value to investigate its impact on the purchase intention of luxury automobiles in Iranian consumers. The results show that hedonic, uniqueness and quality play a very important role in forming luxury brand perception among Iranian consumers.

4. The new stream of luxury research

As social and environmental stresses increase and global resources come under greater pressure, the concept of luxury, always fluid, will keep changing. There have also been positive efforts within the sustainability movement to redefine luxury as something that embodies the social and environmental credentials of a product or service. Also this concept is supported by the study of Yeoman (2010) which suggests that consumers are increasingly aware of, engaged with, and influenced by ethical factors when forming opinions on products and making purchase decisions.

Since consumers assume fair trade and ecological values as decisive elements in their purchasing option. The growing demand for ethical fashion gave rise to a support movement that extended to luxury brands and determined the emergence of the new concept of sustainable luxury. Explaining the change of offer structure in high fashion brands there should be the fact that market studies point to a significant increase in the percentage of consumers that consider the ethical production of the clothes important, that they buy. For instance, in the UK, the ethical fashion market more than quadrupled between 2004 and 2008 [40].

There is also a growing awareness and desire for responsible consumption. Many consumers who purchase luxury goods, think it is distasteful to show them off or feel guilty about these purchases (over 40% of consumers in the US and Europe, and over half of luxury consumers in China). In particular, consumers are increasingly concerned about social issues such as environmental sustainability, ethical trade, and community involvement or employee welfare. Or at least they say they are concerned. Fewer than 20 percent say that such concerns actually affect what they buy or how much they are willing to pay, still, this is a trend worth watching.

A long time ago, luxury brands were pilloried for inciting unnecessary consumption, causing waste, and provoking discontent among the less affluent. But do not count them out for being irrelevant to the global conversation just yet. The WWF report describes the emergence of a new kind of luxury consumer—one who is well-heeled, educated, and concerned about social and environmental issues. "These consumers use luxury products as a symbol of success," the environmental group notes. "The definition of success—and the way it is perceived by others—is changing. Many successful people now want the brands they use to reflect their concerns and aspirations for a better world." Therefore, the luxury industry has to evolve, integrate sustainability into their business strategies, or die. Only then can we redefine what "luxury" means; a term that is synonymous with quality, timelessness, as well as social and environmental excellence.

5. Conclusion and Recommendation

The luxury market is continually growing around the world, especially in the emerging countries where demand for ethical-luxury continues to grow steadily. The luxury industry is one of the high profile business, thus to clearly understand the characteristics of the market is important for long run business's goal. In the luxury literature, it shows that most of the studies on luxury attempted to measure the validity and reliability of the luxury value model rather than consumer behavior. In this scenario might be due to the issue that the definition of luxury is changed depending on the type of customer, culture, and products, and difficulty in convincing customers of luxury to participate in the survey. Some previous studies of luxury consumption considered perceived value only as external factor, but perceived value might not be enough to grasp the overall picture of consumer behaviour clearly. Another approach is to view consumer behaviour from different lenses by considering other factors such as internal factors, and mechanisms.

However, since luxury consumption has been changed, the researcher should pay more attention to the new trend of consumer behavior. Specifically, in the context of ethical-luxury which is contrasted in a general sense. Thus, this review may help luxury researchers, luxury product industry; marketers understand various different trends of potential use to research on luxury consumption approaches to ethical-luxury concept. To respond to these changes, luxury goods companies will need to understand priorities in every major aspect of their business. Companies that skillfully manage these tensions will find opportunities for growth in both mature and rising markets.

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Experimental Study the Effect of Parameters on Micro-Deep Drawing Processes

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Abstract

This paper deals with the production of cylindrical cups is one of the most important deep drawing processes. The objectives of research were investigated via micro-blanking test in some significant noticeable factors such as blanking clearance, blank holding force, punch displacement, deep drawing force, deep drawing height, wrinkle height, punch radius, die radius, and coefficient of friction on the wrinkling of cylindrical parts in micro-deep drawing process. The effects of all the factors are very complex, and studies of wrinkling behavior may show a wide scattering of data even for small deviations in factors. Scope of research has proposed micro-deep drawing methods and presented the comparison of five parameters, i.e., effects of relative blanking clearance on blank holder force ratio and blank holder force, effects of punch displacement on deep drawing force ratio and deep drawing force, effect of the blank holder force and the deep drawing height on the wrinkle height, effect of the punch radius and the deep drawing height on the wrinkle height, and effect of coefficient of friction on the wrinkling height. Conclusions, increased blank holding force, large radius at tool edge and reduce deep drawing depth could be the minimized wrinkling. This procedure can be used to improve product quality and to study the effect of the various parameters. These results will be very valuable a deep knowledge of all factors for researchers and well engineers for future design of micro-deep drawing manufacturing process.

Key words

Micro-deep drawing processes · Blank holding force · Deep drawing force · Wrinkling

1. Introduction

Sheet metal working can be generally identified by cutting and forming operations performed on metallic sheets [1]. In order to distinguish between the terms “sheet” and “plate”, it is important to realize that the range of sheet thickness is typically from 0.4 mm to 6 mm, while the term plate usually refers to the product of thickness greater than 6 mm. The work metal used in sheet metal forming, whether sheet or plate is produced by rolling, hence the significant importance of sheet metal forming outlines the importance of the rolling process. Traditionally sheet is available as coils if it is thin; otherwise it is supplied as flat sheet or plate. Sheet metal parts are utilized in different industrial applications such as automobile and truck bodies, aircraft, railway cars, farm and construction equipment, beverage cans, kitchen utensils, etc. [2]. In deep drawing the sheet (the blank) is put on the die, which possesses the shape of the product to be drawn. Then the blank holder (BHF) is closed on that part of the sheet, which is not deformed by the punch. The BHF prevents wrinkling of the sheet and controls the sliding of the sheet during the deep drawing process. After closing the BHF, the punch is moved downwards deforming the sheet to its final shape. Higher BHF is always desirable to eliminate wrinkling in deep drawn cup shaped product, but always there have been attempts made to predict a minimum BHF. A lot of research work has been reported to investigate the effect of BHF on product quality, material flow, strain path, stress distribution, thinning (at wall) and thickening (flange) of sheet metal, defects in product. The blank holder force has the maximum effect on the thinning strain, the coefficient of friction, plastic strain ratio. Also, the strain-hardening exponent depends on BHF [3]. The effect of blank holder pressure has on strain path in the sheet during forming process. A tooling system has been developed to investigate material flow, which is capable of controlling the distribution of blank holder pressure. This tooling system was integral to press and capable to run eight different pressure schemes. The tooling system consisting of a controller to regulate the process parameters, an actuator system to control BHF, a tool with embedded hydraulic cavities. The strain path has been checked by applying variations in the cavity pressures. In this research the drawing of rectangular specimen has been carried out [4]. Simulated the deep drawing process for ferric stainless steel and investigated the effect of variation of blank-holder pressure and friction on earing profiles. The simulation results compared with experimental data. Blank holding force and punch speed affect product quality and production rate [5].

Investigated the effect of different parameters on deep drawing of laminated sheets, the experimental and finite element studies of the deep drawing process of steel/brass laminated sheets have been performed to show places of tearing for bimetal cup. A linear relation was obtained between the initial blank diameter and the maximum necessary force [6]. Investigated the effect of holding force and die radius have in a stretch bending test on spring-back. An experimental set up has been developed to find the effect of holding force and die radius on stretching depth. For evaluation, the drawn part has been divided into three critical regions or zones. First zone which is curved takes the shape of cylindrical stretching rod. Second zone subjected to thickness variation which is slightly curved due to residual stresses. Third zone is highly deformed by the stretching effort and bending due to the entrance curvature of the die. The results show that an increase in blank holder force reduces sliding of the sheet between the die and the blank holder and reduces spring-back by increasing the tension. It has also been observed that the greater the entrance radius of the die, the smaller the final spring-back and spring-back decreases in a non-linear fashion with stretching height. The evaluation of spring-back by the stretching height is in agreement with that by the angular orientation of the extremity [7].

Friction is another important factor that influences deep drawing process. Surface quality of finished product, tool life and draw-ability of sheet are well dependent on presence of good lubricating film between contact surfaces. In metal forming processes friction influences the strain distribution at tool blank interface and drawability of metal sheet. Also, drawability of metal sheet affects wear of tool. Simulated the deep drawing process to analyze friction coefficient and strain distribution by combining an elastic-plastic FEM code with a friction model. Numerical results are in accordance with the experimental results for the film thickness and the strain distribution [8]. Simulated micro multi-point forming process has with cushion. A finite element model with the effect of size has been developed to simulate micro multi-point forming process. This research dealt with the effect of parameters like effect of cushion material, cushion thickness, coefficient of friction on the thickness variation and surface finish of the product. In this research results show non-uniform relative thickness distribution from center to the edge in the deformed sheets. Also, it has been found friction affects relative thickness distribution and surface quality in micro multi-point forming process [9].

Studied the effect of normal stress on hydrodynamic deep drawing process, analytically model has been developed by considering classical theory of plasticity and geometrical relationships. In this study the influence of normal stress on the variation of blank thickness, stress and strain fields and punch force has been studied. The differences have been observed in thickness distribution, in stress and strain in both radial and circumferential direction and also in punch force with and without the normal stress. Higher thickness has been observed in the 2D stress state than in the 3D stress state. Also, higher values of radial and circumferential strain have been observed in case of normal stress. This article suggests normal stress component should be considered in the deformation of HDD process to achieve accuracy in design. In deep drawing process strain path varies with variation in process parameters. To achieve successful deep drawing process, amount of strains and strain path has to be controlled [10]. Simulated deep drawing has to predict the strain path change for the punch force. In this research Hill's yield criterion has been used to perform three-dimensional numerical simulations of the process. Different hardening laws have been used to simulate process in different ways. In this research work evaluation of punch force has been done to predict change in strain path in redrawing. Strain hardening models take into account transient behaviors recorded during strain path changes [11].

Investigated the thickness variation in the case of micro/macro-cylindrical drawn cups made from sheets, called foils, having thicknesses from 0.05 to 0.20 mm. A mathematical model has been proposed based on experimental and numerical simulation results to control and minimize the thickness variation in the part wall where the variations of part diameter, wall inclination and wall curvature can generate negative effects [12].

Wrinkling is one of most severe defect in deep drawn product. Wrinkling may be defined as the formation of waves on the surface to minimize the compression stresses. There are two regions where wrinkling may take place first one is flange and second one is cup wall. Wrinkling on flange may be minimized by having optimum blank holder pressure but wrinkling on side walls cannot be prevented by any single parameters, so different parameters need to be set to minimize side wall wrinkling. Methods reported in literature to prevent side wrinkling are bifurcation method and energy method. In bifurcation method total wrinkling energy at the middle surface is taken as sum of bending energy, twisting energy, and strain energy and work-done by in-plane stresses. Higher BHF is always desirable to eliminate wrinkling in deep drawing of cup shaped product, but always attempts have been made to predict a minimum BHF. Studied flange wrinkling has deep drawing process. In this research an analytically approach is used to study plastic wrinkling of flange in deep drawing by using bifurcation and Tresca yield criterion. The proposed analytically approach predicts more exact results for large width flange and explains effect of blank holder pressure on wrinkling [13]. Studied wrinkling phenomenon has using theoretical, FE simulation, and experimental methods for two layer sheets (aluminum-stainless). A 2D analytically model based on energy method has been developed for two layered sheet. In this model circumferential and radial stresses have been taken into account and thickness stresses has been ignored. This study shows the effect of parameters related to two-layer sheets such as lay-up and mechanical properties of each layer on wrinkling. The results suggested that for a given blank diameter, increase in punch diameter tends to decrease in the BHF and for a given punch diameter, increase in blank diameter decreases the BHF. The minimum required BHF to prevent wrinkling for Al lay-ups (when aluminum layer and punch are in contact) is higher than the one for Si lay-ups. It has also been observed that required forming load for Al lay-up is more than that required for Si lay-up [14].

2. Engineering analysis of drawing

The process of deep drawing a cylindrical cup is schematically shown in **Figure 1.** This shows the successive steps from an originally at rolled sheet (which is also called the blank) to the product with its final shape. The first step consists of the application of the lubricant on the sheet. The second step is the closure of the blank holder. The force, which is applied to close the blank holder, is called the blank holder force F_{bl}. The third step is the actual drawing process itself. The force, which is exerted on the sheet by the punch, is called the punch force F_{pu}. The last step (not shown in **Figure 1.** consists of pulling back the punch, the removal of the blank holder and the cleaning of the product.

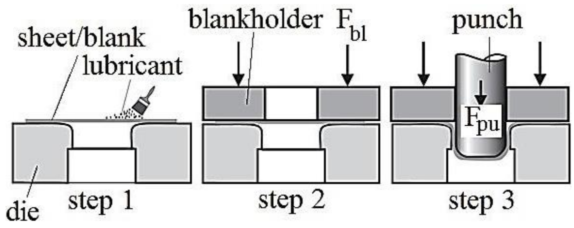

Figure 1 The process of deep drawing a cylindrical cup [15]

When two bodies are in contact and a relative motion exists between these bodies, friction arises. In deep drawing friction originates from contact between the tool and the sheet. Distinguishes a total of six contact and friction regions in deep drawing have these regions are shown in **Figure 2.** Regions 1 and 2 are the contact regions between the blank holder and the sheet, and the die and the sheet respectively. These two regions together are called the flange region. In the flange region radial drawing between the die and the blank holder occurs and the strains in the sheet are rather small. The nominal pressure in the flange region is low, i.e. of the order 1-10 MPa. Region 3 represents the contact between the die rounding and the sheet. In this region the sheet is bent and unbent. High nominal pressures of the order of 100 MPa occur in this region. The tension force is high and stretching plays an important role. The contact between the punch flank and the sheet is found at 4. The sheet is stretched further in this region but no real physical contact occurs.

In contact region 5, contact between the punch radius and the sheet occurs. As in region 3, the strain of the material in this region is high. In region 6 contacts between the bottom of the punch and the sheet occurs and the sheet is subjected to stretching. With respect to friction the literature does not report much about the regions of contact between the punch flank and the sheet (4) and the punch bottom and the sheet (6), because the friction in these regions does not influence the deep drawing process much. The friction in the other regions, i.e. the flange region (1 and 2), the die radius region (3) and the punch radius region (5), influences the deep drawing mechanism in different ways. The friction in region 5 must be sufficiently high to ensure that the sheet follows the movement of the punch. The friction in the regions 1, 2 and 3 must not be too high, because a high friction leads to higher punch forces, resulting more easily in fracture [15].

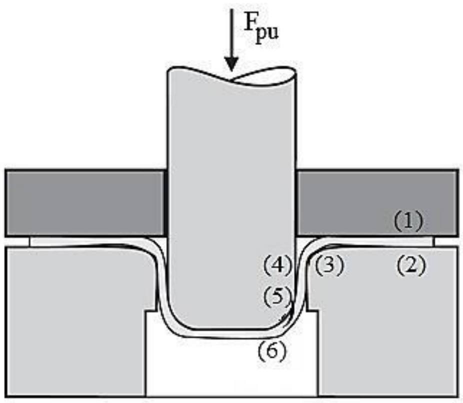

Figure 2 The contact regions in deep drawing [15]

Drawing is defined as that sheet metal forming process in which a flat work piece of sheet metal, named "blank", is placed over a die cavity, and then is formed into a cup-shape, box-shape or other complex hollow-shaped products by means of a punch. The drawing operation mainly involves pushing the blank gradually into the cavity of the forming die by the punch to be formed into the required shape. Another tool named blank holder is usually used to hold the flange portion of the blank down against die shoulder.

Drawing is a sheet-metal-forming operation used to make cup-shaped, box-shaped, or other complex-curved and concave parts. It is performed by placing a piece of sheet metal over a die cavity and then pushing the metal into the opening with a punch, as in **Figure 3**. The blank must usually be held down flat against the die by a blank holder. Common parts made by drawing include beverage cans, ammunition shells, sinks, cooking pots, and automobile body panels. If the punch and die were to have sharp corners (R_p and $R_d = 0$), a hole-punching operation (and not a very good one) would be accomplished rather than a drawing operation. The sides of the punch and die are separated by a clearance c. This clearance in drawing is about 10% greater than the stock thickness:

$$c = 1.1t \tag{1}$$

The punch applies a downward force F to accomplish the deformation of the metal, and a downward holding force F_h is applied by the blank holder, as shown in the sketch.

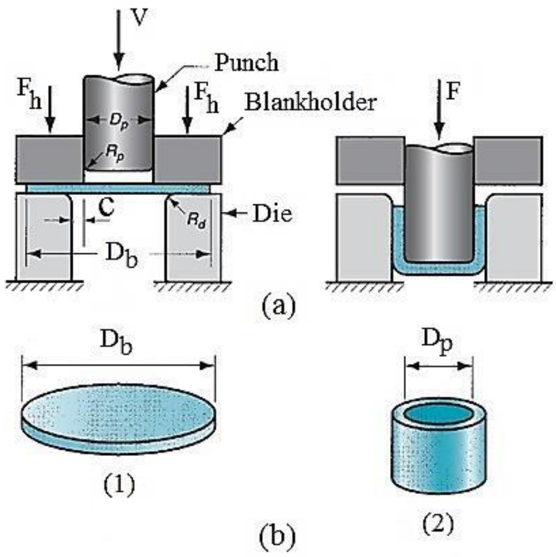

Figure 3 (a) Drawing of a cup shaped part: (1) start of operation before punch contacts work, and (2) near end of stroke; and (b) corresponding work part: (1) starting blank, and (2) drawn part. Symbols: c = clearance, D_b = blank diameter, D_p = punch diameter, R_d = die corner radius, R_p = punch corner radius, F = drawing force, and F_h = holding force [1].

As the punch proceeds downward toward its final bottom position, the work experiences a complex sequence of stresses and strains as it is gradually formed into the shape defined by the punch and die cavity. The stages in the deformation process are illustrated in **Figure 4(1).** As the punch first begins to push into the work, the metal is subjected to a bending operation. The sheet is simply bent over the corner of the punch and the corner of the die, as in **Figure 4(2).** The outside perimeter of the blank moves in toward the center in this first stage, but only slightly.

As the punch moves further down, a straightening action occurs in the metal that was previously bent over the die radius, as in **Figure 4(3).** The metal at the bottom of the cup, as well as along the punch radius, has been moved downward with the punch, but the metal that was bent over the die radius must now be straightened in order to be pulled into the clearance to form the wall of the cylinder. At the same time, more metal must be added to replace that being used in the cylinder wall. This new metal comes from the outside edge of the blank. The metal in the outer portions of the blank is pulled or drawn toward the die opening to resupply the previously bent and straightened metal now forming the cylinder wall. This type of metal flow through a constricted space gives the drawing process its name.

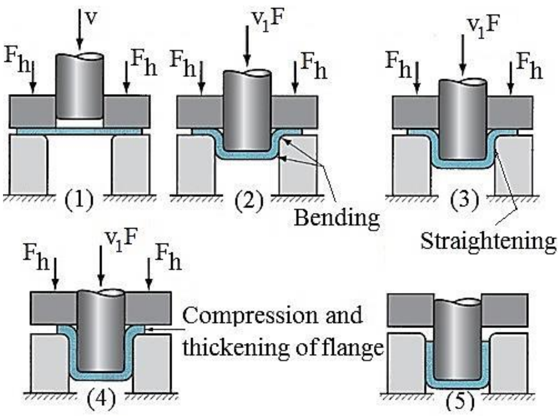

Figure 4 Stages in deformation of the work in deep drawing: (1) punch makes initial contact with work, (2) bending, (3) straightening, (4) friction and compression, and (5) final cup shape showing effects of thinning in the cup walls. Symbols: v = motion of punch, *F* = punch force, F_h = blank holder force.

During this stage of the process, friction and compression play important roles in the flange of the blank. In order for the material in the flange to move toward the die opening, friction between the sheet metal and the surfaces of the blank holder and the die must be overcome. Initially, static friction is involved until the metal starts to slide; then, after metal flow begins, dynamic friction governs the process. The magnitude of the holding force applied by the blank holder, as well as the friction conditions at the two interfaces, are determining factors in the success of this aspect of the drawing operation Lubricants or drawing compounds are generally used to reduce friction forces. In addition to friction, compression is also occurring in the outer edge of the blank. As the metal in this portion of the blank is drawn toward the center, the outer perimeter becomes smaller. Because the volume of metal remains constant, the metal is squeezed and becomes thicker as the perimeter is reduced. This often results in wrinkling of the remaining flange of the blank, especially when thin sheet metal is drawn, or when the blank holder force is too low. It is a condition which cannot be corrected once it has occurred. The friction and compression effects are illustrated in **Figure 4(4).**

The holding force applied by the blank holder is now seen to be a critical factor in deep drawing. If it is too small, wrinkling occurs. If it is too large, it prevents the metal from flowing properly toward the die cavity, resulting in stretching and possible tearing of the sheet metal. Determining the proper holding force involves a delicate balance between these opposing factors.

Progressive downward motion of the punch results in a continuation of the metal flow caused by drawing and compression. In addition, some thinning of the cylinder wall occurs, as in **Figure 4(5).** The force being applied by the punch is opposed by the metal in the form of deformation and friction in the operation. A portion of the deformation involves stretching and thinning of the metal as it is pulled over the edge of the die opening. Up to 25% thinning of the side wall may occur in a successful drawing operation, mostly near the base of the cup.

It is important to assess the limitations on the amount of drawing that can be accomplished. This is often guided by simple measures that can be readily calculated for a given operation. In addition, drawing force and holding force are important process variables. Finally, the starting blank size must be determined.

One of the measures of the severity of a deep drawing operation is the drawing ratio (DR). This is most easily defined for a cylindrical shape as the ratio of blank diameter D_b to punch diameter D_p. In equation form,

$$DR = \frac{D_b}{D_p} \quad (2)$$

The drawing ratio provides an indication, albeit a crude one, of the severity of a given drawing operation. The greater ratio, more severe the operation, an approximate upper limit on the drawing ratio is a value of 2.0. The actual limiting value for a given operation depends on punch and dies corner radii (R_p and R_d), friction conditions, depth of draw, and characteristics of the sheet metal (e.g., ductility, degree of directionality of strength properties in the metal).

Another way to characterize a given drawing operation is by the reduction r, where

$$r = \frac{D_b - D_p}{D_b} \quad (3)$$

It is very closely related to drawing ratio. Consistent with the previous limit on DR ($DR \leq 2.0$), the value of reduction r should be less than 0.50.

A third measure in deep drawing is the thickness-to-diameter ratio t/D_b (thickness of the starting blank t divided by the blank diameter D_b. Often expressed as a percentage, it is desirable for the t/D_b ratio to be greater than 1%. As t/D_b decreases, tendency for wrinkling increases.

In cases where these limits on drawing ratio, reduction, and t/D_b ratio are exceeded by the design of the drawn part, the blank must be drawn in two or more steps, sometimes with annealing between the steps.

The drawing force required to perform a given operation can be estimated roughly by the formula:

$$F = \pi D_p t(TS)(\frac{D_b}{D_p} - 0.7) \quad (4)$$

Where F = drawing force, N (lb); t = original blank thickness, mm (in); TS = tensile strength, MPa (lb/in2); and D_b and D_p are the starting blank diameter and punch diameter, respectively, mm (in). The constant 0.7 is a correction factor to account for friction. Eq. (4) estimates the maximum force in the operation. The drawing force varies throughout the downward movement of the punch, usually reaching its maximum value at about one-third the length of the punch stroke.

The holding force is an important factor in a drawing operation. As a rough approximation, the holding pressure can be set at a value = 0.015 of the yield strength of the sheet metal. This value is then multiplied by that portion of the starting area of the blank that is to be held by the blank holder. In equation form,

$$F_h = 0.015Y\pi\{D_b^2 - (D_p + 2.2t + 2R_d)^2\} \quad (5)$$

Where F_h = holding force in drawing, N (lb); Y = yield strength of the sheet metal, MPa (lb/in^2); t = starting stock thickness, mm (in); R_d = die corner radius, mm (in); and the other terms have been previously defined. The holding force is usually about one-third the drawing force.

For the final dimensions to be achieved on the cylindrical drawn shape, the correct starting blank diameter is needed. It must be large enough to supply sufficient metal to complete the cup. Yet if there is too much material, unnecessary waste will result. For drawn shapes other than cylindrical cups, the same problem of estimating the starting blank size exists, only the shape of the blank may be other than round. The following is a reasonable method for estimating the starting blank diameter in a deep drawing operation that produces a round part (e.g., cylindrical cup and more complex shapes so long as they are axisymmetric). Because the volume of the final product is the same as that of the starting sheet-metal blank, then the blank diameter can be calculated by setting the initial blank volume equal to the final volume of the product and solving for diameter D_b. To facilitate the calculation, it is often assumed that negligible thinning of the part wall occurs.

3. Specimens and Experimental Method

This is a common commercial grade sold when "aluminum" is specified, as with other unalloyed aluminum grades, it is used where the intrinsic formability and corrosion resistance of aluminum is needed while high strength is not. Example applications include chemical and food handling, sheet metal, hollowware, heat exchangers, and lighting, AA1100-H14 sheets 0.4 mm thickness, 1.6 mm die radius, 2 mm punch radius, 2 mm cup edge, 20 mm in diameter, 30 mm in height, 53.7 mm blank plate diameter, 30 mm blank holder diameter, 0.04 mm drawn clearance, and 1 mm/s punch velocity.

The specimens used in this test are cut to standard shapes and the dimension are determined from the standard ASTM E8 [16] as shown in **Figure 5**, and property of material 99.0 to 99.95 Al, 0 to 0.95 Fe, 0 to 0.95 Si, 0.05 to 0.20 Cu, 0 to 0.15 Residuals, 0 to 0.1 Zn, and 0 to 0.05 Mn, respectively.

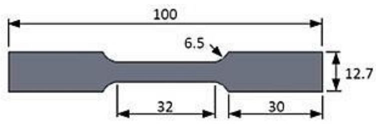

Figure 5 Tensile test specimens

The experimental device can be seen in **Figure 6**, which was designed based on a universal testing machine testometric mico 500. The nominal forming force was 100 kN and the velocity ranging from 0.001 to 500 mm/min. The drawing punch stroke and drawing force can be acquired directly by this machine. The experimental set up was developed in this study in order to conduct a series of micro deep drawing experiments.

Stress–strain curve of the AA1100-H14 The average yield strength σ_y and tensile strength σ_u of the sheet were about 120 and 130 MPa, respectively as shown in **Figure 7**

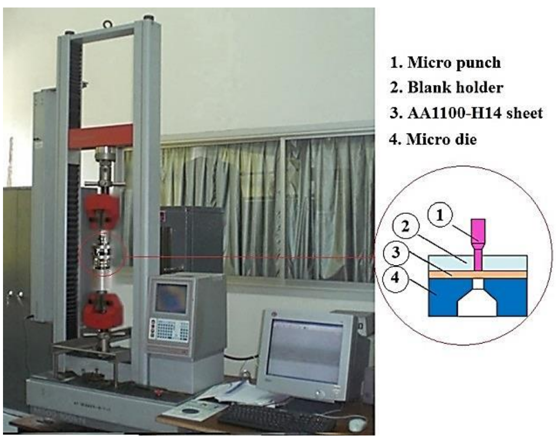

Figure 6 Universal Testing Machine (UTM) Testometric Mico 500 and deep drawing tools

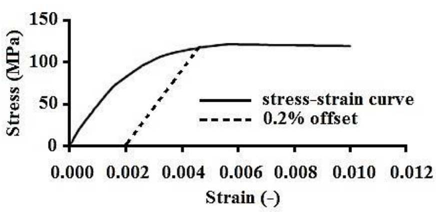

Figure 7 Stress–strain curve of the AA1100-H14

4. Results and discussion

4.1 Initial blank size & Formability

Initial blank size obtained from experimental was 53.7 mm. During experimentation good quality cups were obtained at 20 mm as shown in **Figure 8**.

Figure 8 Initial blank size and drawn cups

4.2 Relative blanking clearance

Blank Holder Force (BHF) is always desirable to eliminate wrinkling in deep drawn cup shaped product, but always there have been attempts made to predict a minimum BHF. The effects of relative blanking clearance on blank holder force for AA1100-H14 sheets of 0.4 mm in thickness are shown in **Figure 9.** The blank holder force has decrease with the increase of relative blanking clearance (c/t) to reach a minimum, and then to increase with a further increase of relative blanking clearance after c/t more than 8. Thus, there exists a minimum peak value of blank holder force for AA1100-H14 sheets over the considered relative blanking clearance range. They BHF and BHF' are as mean blank holder force after and before the punch moving through the die, respectively. The (BHF/BHF') have decreased because the ratio of blank holder force increased to a lower extent towards on the displacement of the punch to the die, and when after c/t more than 8, its continuous stable.

4.3 Relative deep drawing force

The axial deep drawing forces are consisted radial tensile stress at the sidewall, the friction, bending, and tangential stresses. **Figure 10** shows a comparison of typical deep drawing force ratio and deep drawing force versus punch displacement traces from cup drawing tests on AA1100-H14 specimen materials for a blank diameter of 53.7 mm. They F_{Dd} and F'_{Dd} are as mean deep drawing force after and before the punch moving through the die, respectively. However, the deep drawing force reaches its maximum value around the same punch displacement values of about 50% of the cup depth for the cup test specimen. The increase in the deep drawing force at punch displacements is a typical characteristic of symmetrical cup test, after 50% the deep drawing force is decreased continuously and repeatedly. Similarly, the deep drawing force ratio has decreased on the displacement of the punch to the die.

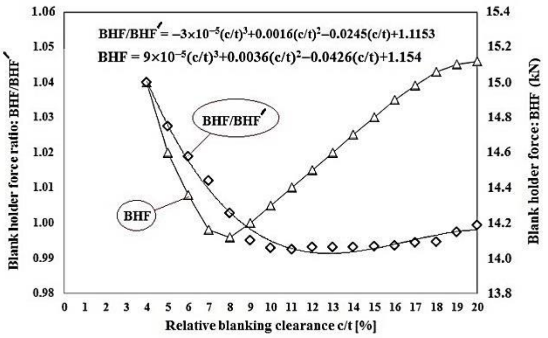

Figure 9 Effects of relative blanking clearance on blank holder force ratio and blank holder force

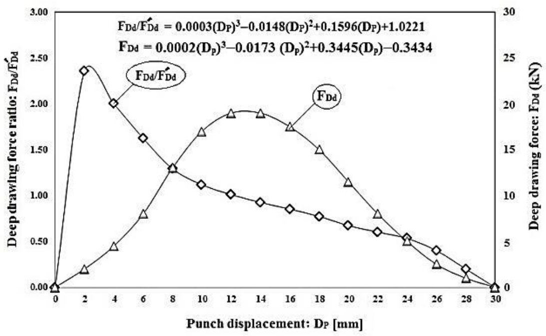

Figure 10 Effects of punch displacement on deep drawing force ratio and deep drawing force

4.4 The wrinkling appearance

The study on the influence of the blank holding force over wrinkling has been made using dies that work according, there were measured the values of the blank holding forces as well as the height of the wrinkle, depending on the deep drawing height.

The wrinkle amplitude measurement has been realized on a perpendicular section on the part axis situated at the middle of the height. Because the formed wrinkles for a given part don't have the same amplitude, the values presented here describe the maximum limit of those measured. The chart from **Figure 11** shows that the wrinkle height decreases with the increase of the blank holding force, but over a certain value the cracking and braking of the material occur. We can observe this fact especially on the blank holding forces that have 14.2 and 15.1 kN. The increase of the blank holding force must be made up to an optimal value, after which the effect is negligible. Also, this chart shows that the wrinkle height increases along with the deep drawing height.

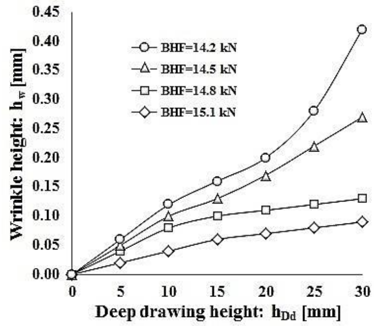

Figure 11 Effect of the blank holder force and the deep drawing height on the wrinkle height

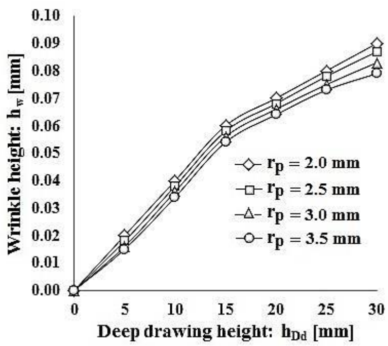

Figure 12 Effect of the punch radius and the deep drawing height on the wrinkle height

From the experimental study, r_p is the punch radius and the values of BHF = 15.1 kN. It was observed that for deep drawing height 30 mm, the wrinkle height increases for small edge radii, while for smaller deep drawing height, the wrinkle's height has decreased for greater edge radii. Like the die, it is indicated not to use small values of the punch edge radius because these can lead to breaking of the material. The effects of the punch radius and the deep drawing height on the wrinkle height are as shown in **Figure 12**.

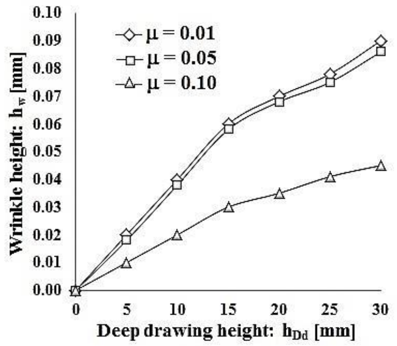

Figure 13 Effect of coefficient of friction on the wrinkling height

For this study several experiments have been performed for coefficient of friction in value of 0.01, 0.05, 0.1, a punch radius $r_p = 2$ mm and the values of BHF = 15.1 kN. These results are presented in **Fig. 13**. It was observed that if the friction forces are low, the wrinkling is more pronounced, but if the friction forces are too high the material can break. For this matter, the friction in the die is a very important parameter that needs to be optimized depending of the die construction, the part geometry and the blank holding force.

5. Conclusions

This research was concerned with the experimental study the effect of parameters on micro-deep drawing processes AA1100-H14 sheets of 0.4 mm in thickness. It was found that: The blank holder force has decrease with the increase of relative blanking clearance (c/t) to reach a minimum, and then to increase with a further increase of relative blanking clearance after c/t more than 8 and the value of BHF/BHF' are decreased until the c/t more than 8, its continuous stable. In this case of the deep drawing force reaches its maximum value around the same punch displacement values of about 50% and decreased continuously for the asymmetric cup test specimen. Similarly, the deep drawing force ratio (F_{Dd}/F'_{Dd}) has decreased throughout the displacement of the punch to the die. Considering to the wrinkle height it's decreases with the increase of the blank holding force, the increase of the blank holding force must be made up to an optimal value, after which the effect is negligible. Also, the wrinkle height increases along with the deep drawing height. The wrinkle height increases for small edge radii, while for smaller deep drawing height; the wrinkles have amplitude for greater edge radii. Like the die, it is indicated not to use small values of the punch edge radius because these can lead to breaking of the material. Finally, it was observed that if the friction forces are low, the wrinkling is more pronounced, but if the friction forces are too high the material can break. For this matter, the friction in the die is a very important parameter that needs to be optimized depending of the die construction, the part geometry and the blank holding force.

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Exploring the State of Communication Apprehension and English Skills of Thai Undergraduates and their Communication Competence for the ASEAN Economic Community: Case of Thonburi-Sriwattana University

Hazel Mae C. Duangdeeden, Thonburi-Sriwattana University

Abstract

This study explores communication apprehension (CA) and English skills levels of Thonburi-Sriwattana University undergraduates to review communication competence for the AEC. Objectives are to (1) identify the predominant CA level among Thai undergraduates,(2) discuss attributions for Thai undergraduates' prevalent level of English skills, and (3) review Thai undergraduates' communication competence for the AEC. McCroskey's Personal Report of Communication Apprehension (PRCA 24) was completed by 290 Thai undergraduates. Scores from English courses were used to indicate English skills levels. Results show moderate CA and poor English skills among participants suggesting a need to increase communication competence.This study recommends an investigation into how positive reinforcement and real-life application measures can speed up communication competence for the AEC.

Keywords

Communication apprehension, English skills, communication competence

1. Background of the study

A human anxiety related to oral communication has been under various studies and investigations among scholars in the communication field. This fear of oral communication is a social phenomenon identified as communication apprehension or CA. Thailand as a high-context society uses fewer words and gives relatively less reinforcement for early childhood communication. Thai culture is noted for placing great emphasis on appropriate communication to enhance and preserve social harmony (Knutson, Komolsevin, Chatiketu & Smith, 2002), i.e. keeping communication complications at bay by using fewer words and therefore, committing fewer mistakes. This could signal the possibility of higher CA levels among Thais particularly if they are to communicate in a foreign language as English, a language which up until now many Thais are still struggling to learn.

English is a major language among member countries of the Association of South-East Asian Nations (ASEAN). InThailand, English is not widely spoken, but as the ASEAN progresses, so does the necessity to speak its official language increases. Emphasis on the importance of speaking English can be seen over the kingdom through the rise of language learning programs, imposition of English as a required subject in schools, and English languages centers. Before graduation undergraduates battle it out in classrooms, i.e. the process of fulfilling course requirements is wrought with hindrances to progress in learning English. Obstacles in learning result in low English skills. Issues such as these would apparently affect undergraduates' readiness to function properly at work and consequently Thailand's ability to achieve maximum benefits of integrating with the AEC in the long run.

1.1 Problem Statement

Knutson, Hwang, and Vivatananukul (1995) noted that Thais display high levels of communication apprehension. There is a number of online reports about Thai English skills problems (Thailand's English skills lowest in SEA, 2013, "Why is English so poor in Thailand?, 2013). Thailand is also found to have a very low score in comprehensive rankings by English skills of countries around the world (English proficiency index, 2015).
Regional economies created through the launch of the ASEAN Community moves in an English-mediated environment of skilled labor.

Thais' poor grasp of the English language is a major concern and it poses competency issues in the labor market. Employment opportunities promised by the ASEAN Economic Community centers on English as medium of business communication operations. Thus, adding to the problem of very low English proficiency (Fredrickson, 2016). The ASEAN Mutual Recognition Arrangements allow professionals in the fields of accountancy, engineering, architecture… medical services and tourism free movement throughout the region (ASEAN MRA framework, 2016). With it comes fiercer competition and those who are not well-prepared will be left out. There is an observation that Thai undergraduates' English skills are not good enough to practice their profession later in a workplace that can be a hub of various English-speaking professionals. With the current situation of low English competency coupled with communication apprehension issues, Thai undergraduates'communication competency for the ASEAN Economic Community is very much at stake.

1.2 Scope of the study

This study explores the state of CA and English skills among Thai undergraduates of Thonburi-Sriwattana University in Bangkok and their communication competence for the ASEAN Economic Community. These undergraduates study toward degrees in Management, Accountancy, Marketing, and Business Computer upon graduation. They were taking English classes under Thai and Filipino English instructorswhile research was being conducted in a span of one year. Two hundred ninety (290) participants completed the PRCA 24, during the Academic Year of 2015. They were also observed for their English skills while taking up English courses.

1.3 Purpose of the study

The primary concern of this study is to get as much precise idea as possible of Thai undergraduates' English skills and communication competence to enter a workforce that involves speaking English in the state of communication apprehension that they are in. This study aims to show the importance of improving English communicationskills and CA levels tofoster better facilitation of English language learning. Furthermore, this study seeks to emphasize looking into challenging, long-held traditions in culture that obstructs English skills progress.

1.4 Objectives of the study

1 To identify the predominant communication apprehension level among Thai undergraduates.
2 To discuss attributions for Thai undergraduates' prevalent level of English skills.
3 To review Thai undergraduates' communication competence for the AEC.

1.5 Significance of the study

This study is primarily significant to Thonburi University, Bangkok Campus. As the next common step that students do after graduation is look for a job which spells job interviews, an awareness of CA levels and keeping their fear of communication in check through the contribution of information derived from this study would help undergraduates face an anxiety-provoking activity such as job interview, which could be in English.

Private organizations or government units that may find the need to examine how CA affects waysemployeescarry out their duties may benefit from this study.As Thailand's integration with the AEC advances, the contribution of this study to the body of works on CA and English speaking practices is significant to educators or businesses that provide English language lessons.

The trend towards a globalized economy suggests that a significant number of Thai students will find themselves more and more in international organizations in the very near future (Olaniran & Stewart, 1996). Bringing attention on why undergraduates' English skills are low would then lead to examining what would help them improve and prepare for their places in ASEAN-oriented societies.

1.6 Research Questions

This study poses the following questions:
RQ1What communication apprehension level is predominant among Thai undergraduates?

RQ2What level of English skills is prevalent among Thai undergraduates?
RQ3What does Thai undergraduates'communication competence imply?

1.7*Definition of terms*

Communication apprehension or CA, is a construct originally conceptualized by Dr.JamesMcCroskey as "a broadly based anxiety related to oral communication." This research explores communication apprehension that focuses on the context of undergraduates' general fear of spoken communication.

English skillsrefer to four skills needed for complete communication: listening, speaking, reading and writing.

Communication competence is the ability to transmit information so that it is satisfactorily understood, effective interaction occurs and communication goals are achieved.

English in ASEAN Article 34 of the Charter of the Association of Southeast Asian Nations states that the working language of ASEAN shall be English. With the signing of the ASEAN Charter in 2009, English became the de facto lingua franca of ASEAN (Kirkpatrick in Krasnick, 1995).

ASEAN Economic Community (AEC)was formally established in 2015. "It is a major milestone in the regional economic integration in ASEAN. Its first characteristic seeks to create a single market and production base through the free flow of services and skilled labor…." (AEC, 2016)

Thai undergraduates, are the participants of this study. They are Accounting, Management, Business Computer and Marketing majors of Thonburi – Sriwattana University. Their ages range from 18 to 48 years.

Thonburi-SriwattanaUniversity or TRU is the institution whereparticipants of this research attend. It is a campus of Thonburi University in Bangkok which was launched in partnership with Sriwattana International Institute of Business and Technology in 2010.

2. Review of Related Studies

2.1 Communication Apprehension and its relationships

The problem of communication apprehension is global in nature. Bond (1984) identified a number of factors that correlate with CA: low intellectual skills, speech skill deficiencies, voluntary social introversion, communication anxiety and low social self-esteem. Allen and Bourhis (1996) examined the connection between CA and behaviors of communicating. Results indicated a consistent negative relationship between CA levels and communication skills. McCroskey and Sheahan (1978) investigated the involvement of student CA in intimate relationships and found that high communication apprehensive have close relationships with fewer faculty and are less satisfied with schoolenvironment. In a study of the perceptual world of the communication apprehensive, and their non-verbal communication, i.e. gaze behavior, Andersen and Coussoule (1980) found that individuals with high CA are relatively sensitive to differences in eye contact during formal interaction such as between an interviewee and interviewer. They also observed that a whole body of research involving CA and academic achievement has led communication researchers to concur that high CA can be a serious learning disability and has a statistically significant negative correlation with cognitive performance including negative attitudes toward school.It has been found that cognitive correlates are the strongest dimensions to be associated with CA. This could mean that social and communicative anxiety has a lot to do with how people think about themselves in regard to communication situations. Negative thinking can lead to self-preoccupation that keeps a person from processing information properly which then affects interaction with others (Littlejohn, 2002).

2.2 CA levels among Thais

Results of a study on perceptions ofunderstanding or misunderstanding of different levels of communicatively apprehensive Thais when using email versus face-to-face communication, show that different levels of CA might create different perceptions of understanding (Kristhanin, 2001). A comparison of CA between Thai and USA samples confirmed the hypothesis that the Thai sample would display higher CA scores than the USA sample (Knutson, Hwang and Vivatananukul1995).Other research on CA that involves Asian subjects investigates CA prevalence among groups of male and female students in America, Australia, Japan and Korea. Klopf and Cambra (1999) reported that research on apprehension about oral communication is as relatively large in the US as findings of any research on its effects is as little elsewhere in the world. Moreover, earlier studies on CA that involve Thai samples usually find Thais to have high levels of CA, i.e. more afraid to communicate compared to communicators of low-context cultures (more words spoken).

2.3 Thai undergraduates' English skills

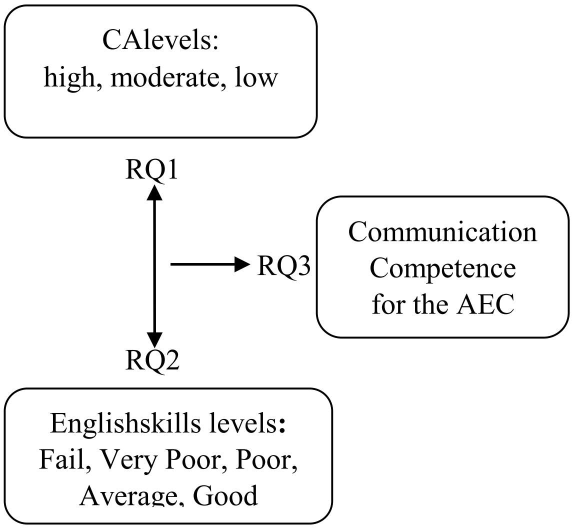
English instruction in Thailand is developing, albeit, by evidence of nationwide low English skills, at a very slow rate. Somdee and Suppasetseree (n.d.) remarked that although English has been taught in Thailand for a long time, the problems of teaching and learning the English language are still recurring. Reasons for the existence of problems on learning English are lack of education technology, difficulties in pronunciation due to the influence of the mother tongue and lack of opportunity to use English in daily life (Biyaem, 1997).Wiriyachitra (2003) noted that English learning in Thailand has a very low success rate. Muttaquin (2015) remarked that in Thailand, English has taken on its significant roles in the education, tourism and business sectors. The Thai Education Ministry promotes the language by allowing the integration of English in school curriculum at every level." As with similar observations across the country, "Thai students of non-English programs usually do not have opportunities to actually use English outside their classrooms. This owes to the fact that Thailand is a monolingual country, and as such English has never taken on a central role in the same way it has in countries like Singapore, Malaysia or the Philippines."In a study of readiness to learn English in the provinces in preparation for joining the ASEAN Economic Community, results revealed not just problems in English language studies among students, but also teachers who could not speak English themselves. Efforts are under way to improve the situation, eg. raising awareness of the importance of learning English, engaging in AC-related activities and designating a certain day of the week for students to speak mainly English (Mattuchad, 2012).

2.4 Communication Competence for the AEC

In a case study linking CA with cultural awareness and communication competence, results show that more CA lessens communication competence and more cultural awareness reduces CA. It was recommended that further research be conducted about how cultural awareness affects communication competence and CA (Montienvichienchai, Bhibulbhanawut, and Speece2002). One of the aims and purposes of the ASEAN under the Bangkok Declaration 1967 is to provide assistance to each other in the form of training and research facilities on educational, professional, technical and administrative spheres. (ASEAN and Education, n.d.).

Education has remained pivotal to developing the human resources and potential of nations. In preparing for the AEC in 2015, education remains the key factor in narrowing the development gap within and between ASEAN member states." (Naron, 2015).In the Asean Economic Community, the responsibility of education is to make the lives of as many people as possible better. To live up to this responsibility, education must ensure employability. Calleja on Del Rosario (2016) emphasizes that "the employability of our youth is the most important factor to guarantee that they will benefit from economic integration. Our youth must be ready for the jobs that will be created and the responsibility for this preparation falls on education. The aim of education as it plays its role in the ASEAN is to advance, prioritize and focus on creating a knowledge-based society." The ASEAN Universities Network (AUN) promotes networking education because "education is viewed as a major engine of economic development (Yakuub, 2015).

Figure 1: Conceptual Framework



3.Methodology

3.1 Research Design

This study employs a quantitative method of gathering data. The nature of this research is descriptive. It is designed to describe results and intends to discuss implications. Babbie and Mouton (2001) defines descriptive method of research as the kind that "describes precisely what the phenomena the researcher sees. It is thought of as the best method available to use in collecting data for the purpose of describing a population large enough to observe directly." Participants of this study were observed directly by the researcher.

3.2 Sampling Technique

This study has a known population size of 1,186. Confidence level is 95% while confidence interval is 5. The sample size was calculated to be 290. Confidence interval is set at .5 (percentage of 50) from the population of 1,186.

3.3 Participants

One thousand one hundred and eighty six undergraduates (1186) were enrolled inTRU during academic year 2015. Two hundred eighty-seven(287 = 24%) of these undergraduates belong to the part-time mode of study, and eight hundred and eighty-nine (899 = 76%) belong to the weekend mode of study. Class majors represented include Management (442), Accounting (309), Marketing (214) and Business Computer (221). The calculated sample size of 290 participants was selected using the non-probability purposive sampling method.

3.4 Research Tool

The Personal Report of Communication Apprehension or PRCA 24 serves as the research tool for this study. It is a 24-item, Likert-type measure. There are four subscales of the measure that considers four different, oral communication contexts: public, group, meeting and dyad. PRCA 24 is composed of 24 statements concerning feelings about communication with others. Participants are to indicate the degree to which the statement applies to them by marking (1) strongly agree, (2) agree, (3) undecided, (4) disagree, or (5) strongly agree. It is reported in a study of CA and student motives that the PRCA 24 is well established as a reliable and valid measure of CA (Martin, Valencic and Heisel, 2002).

3.5 Data Collection Procedure

Two hundred ninety (290) undergraduates were selected to participate in this study completed the PRCA 24 two weeks before the final examination of the October – December term of academic year 2015. Responses collected from this instrument serve as the primary data. Eightlecturers of English Communication courses in TRU facilitated completion of the PRCA 24. A set of grades for one trimester earned by the participants from the English subjects they took during academic year 2015 under the researcher were used to represent English skill levels, and served as the secondary data of this study.

3.5 Analysis

Data analysis for communication apprehension is based on the results of scoring prescribed by the measurement device. Items in the PRCA 24 are grouped into four different oral communication contexts, each with an equal total score of 18: group discussion context is stated on items 2,4, 6 + items 1,3, 5; meeting context is stated on items 8,9,12 + 7,10,11; interpersonal context is stated on items 14,16,17 + 13, 15, 18 and public speaking context is stated on items 19,21,23 + 20,22, and 24. Total PRCA score is obtained by adding the sub-scores together. Scores normally range from 24-120. Scores below 51 represent low CA. Scores between 52-80 represent moderate CA and scores above 80 represent high levels of CA. Data for English skills were analyzed by taking a set of scores to represent English skill levels. Scores range from 0 – 89, range of scores from 90 -100 which is generally described as very good to excellent, is omitted. This study concentrates on scores of empirical prevalence among participants. Each range of scores is assigned a description so that 0-49 is fail, 50-59 is very poor, 60-69 is poor, 70-79 is average and 80-89 is good. Review of communication competence for the AEC is based on implications derived from the analysis of communication apprehension and English skills data. These data are further illustrated on the results portion that follows.

4. Results

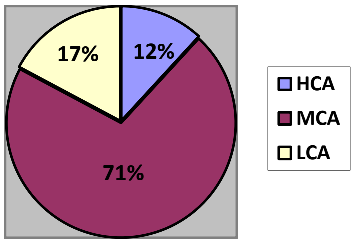
In every course major of participants who completed the PRCA 24, it was consistently Moderate CA (n = 205) which had the highest percentage at 71%. See Table 1.

Table 1: CA levels of Thai undergraduates

CA level	Frequency	Percentage
High CA	35	12
Moderate CA	205	71
Low CA	50	17
Total	290	100

RQ1 asks: What communication apprehension level is predominant among Thai undergraduates? Results show that the predominant level of CA among Thai undergraduates is moderate, i.e. 71% of Thai undergraduates have moderate apprehension to communicate. See Figure 2.

Figure 2: Moderate CA is predominant CA level



Moderate CA comprises the largest number of CA level among all undergraduates.

As for English skills, the level with the highest percentage lies consistently on the same range of 60-69 which is Poor (33.9%). Altogether, 6% of Accounting, Business Computer, Marketing and Management majors are found to be in the 80-89 range of English scores which is Good, 24.2 % are in the 70-79 range which is Average, 19.3 percent are on the 50-59 range which is Very poor, while 16.6 % are on the 0-49 range which is Fail. See Table 2.

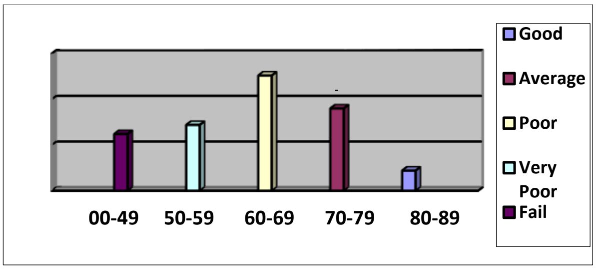
Table 2: English skills levels

Range	Description	F	P
80-89	Good	17	6
70-79	Average	71	24.2
60-69	Poor	98	33.9
50-59	Very poor	56	19.3
00-49	Fail	48	16.6
Total		290	100

F = Frequency, P = Percentage

RQ2 asks: What level of English skills is prevalent among Thai undergraduates? A 9.7% disparity exists between average and poor levels; 14.6% disparity exists between poor and very poor levels; 27.9% between good and poor levels, the latter of which stands out as the level with the largest percentage. Results show combined English scores of participants sticking to the 60-69 range at 33.9%. The prevalent level of English skills among Thai undergraduates is Poor. See Figure 3.

Figure 3: Prevalent English skills level



Range1: 00-49 = Fail, Range 2: 50-59 = Very poor, Range 3: 60-69 = Poor, Range 4: 70-79 = Average, Range 5: 80-89 = Good

Conjoining results for CA and English skills levels, this study found that the state of both English skills and communication apprehensionof Thai undergraduates is, they have poor English skills and are moderately apprehensive to communicate.RQ3 asks: What does Thai undergraduates' communication competence imply? Based on results for communication apprehension and English skills, improvement is implied as necessary for Thai undergraduates to be communicatively competent in the AEC.

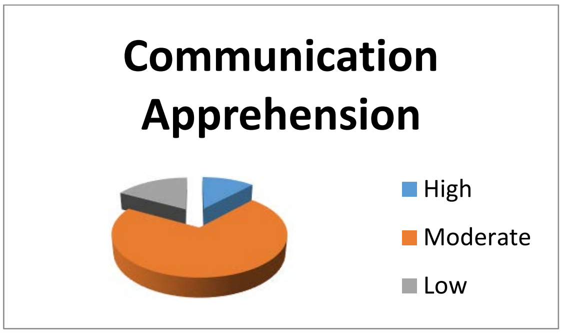
5. Discussion In a related study of CA, studentexperiencing fear of communicating would know the answer to a question but would be too afraid to answer. This compares to a number of participants who have a high level of fear in communicating (12 %). Undergraduates with high CA would choose to keep quiet rather than attempt to engage in a class discourse.

Low CAs have more tendencies to communicate because of their low level of fear of interacting and therefore more chances to improve on speaking English.This is reflected on the discussion of low CAs being more interested in school environment. When students are in class as normally as they are required, they have more opportunities to improve their English skills.

The finding of this study that 71% of the 290 participants are moderate CAs answers RQ1 which sought the state of communication apprehension among Thai undergraduates in TRU-Sriwattana. The predominant level of fear of communicating is considerably moderate, not high as usually found in results of related studies.

Koukl (2003)compares the issue of mediocrity (average) among students on the bell curve. In a similar respectparticipants with high levels of CA are on one end of the curve while undergraduates with low levels of CA are on the other end of the curve. That leaves the predominant 71% of the participants in the middle, the ones who have moderate CA which this study identifies as the state of communication apprehension among Thai undergraduates. The following figure illustrates the state of communication apprehension among Thai undergraduates.

Figure 4: The state of communication apprehension among Thai undergraduates



High CA 12%, ModerateCA 71%, Low CA 17%

Considering the fact that majority of people are average by definition and average people think, feel and act on average levels,this psychological featureof people and the predominance of moderate CA among participants of this study are analogous.

The English skills of participants of this study were ranged into scores which were then specified as, from lowest to highest - fail, very poor, poor, average, and good English skills levels. This study found that range 3: 60-69 which is poor emerged as the prevalent level of English skills among undergraduates. Biyaem (1997) proposed one factor that contributes to the English issue among Thais which is the lack of students' opportunity to use English in their daily lives as well as negative attitudes toward learning English. Students enter an environment at dismissal with even lesser chances for English, i.e. Thai signs, public address systems in supermarkets, malls or highways also in Thai, the TV or the internet automatically programmed to function in the

Thai language. Negative attitude towards English may stem from difficulty in comprehension and speech that undergraduates are experiencing. This difficulty may be largely due to very little exposure to English even in school. The situation jibes with a study finding that English learning in Thailand has a very low success rate (Wiriyachitra, 2003). From the results that this study had came up with to answer research questions 1 and 2, majority (71% moderate CA and 33.9% poor English skills) of Thai undergraduates are moderately apprehensive to communicate with poor English skills. Such state implies necessity to increase communication competence for the AEC. There are a number of discussions about this phenomenon of Thais' issue with English. They can be roughly categorized into two general factors. First is ways, i.e. speaking English while thinking in Thai, Thai English teaching methods being practically all about grammar, or the lack of continuity and opportunities to practice English. Second is attitude, i.e. dislike and fear of speaking a foreign language or lack of confidence and/or motivation to even try. There is also the physical roadblock to begin with, i.e. auditory and tonal differencesthat could translate into appalling or hilarious meanings for either Thai or English speakers, depending on one's cultural orientation, understanding or capacity to consider linguistic blunders. In a case study by Pawapatcharaudom (2013) using Strategy Inventory for Language Learning (SILL), an instrument used to measure English language problems and learning strategies… being ashamed of pronunciation when communicating with a native English speaker was shown as among Thais' problems in learning English. The strategies respectively involved relying on context to figure the meaning of unfamiliar words, and not using gestures when they cannot think of a word during conversations in English.It has been over twenty years since the Thai government sanctioned international schools(Techavijit, 2007); and a 14-year free education with English as compulsory subject. Programs with the purpose of preparing Thais for ASEAN Community have been introduced. Yet the issue of speaking English for Thais has remained problematic. Participants of this study are another addition to the recent statistics of English issues in Thailand.

Recommendation

Throughout the debate on English issues in Thailand, the challenge has always been focused on the speaking aspect of the language. This study reviewed factors that contribute to stagnancy in learning English. This phenomenon did not just spring forth without underlying causes. Hence, this study recommends looking into positive reinforcement. It seems to always work in most cases. As motivation is a "key component of a model of language learning achievement," (Kitjaroonchai, N. and Kitjaroonchai, T., 2007) this study recommends an investigation into how encouragement for students to improve their English can be utilized better. As such, operationalize encouragement to revise negative attitudes and adjust cultural practices that block English progress.The lack of opportunities for Thai students to speak English outside school creates a need for real-life application. Scholarly articles on the problem of Thais' English speaking skill have been centered on students who until now still cannot speak English. Perhaps it is time to look outside the academic perimeters and consider what works for Thais who can indeed speak English. This study recommends examination of how real-life application measures can speed up improvement on speaking English.

Conclusion

This study has merits in its results in the sense that there are significantly more low CAs; and less high CA which is a good sign and an apparent improvement despite the odds. Contrary to usual findings of previous studies on CA, this study finds Thais to be moderately apprehensive to communicate, and strikingly not highly apprehensive to communicate.

The prevalent English skills level among Thai undergraduates which is poor is no different from the general picture of English issues among Thais nationwide. Drawing from the premise of CA and English skills results, Thais' communication competence implies a large room for improvement. There is a great need for

Thai undergraduates to increase communication competence as Thailand continues integration with the AEC. The fact that the Thai government acknowledges that something must be done with the dismal state of the country's English language education should be a positive cue to continue work on improving. Acknowledging a problem is a significant step. It may be feasible to borrow ideas from Singapore, Malaysia and the Philippines on how they have come to be substantially fluent in English. With enough optimistic drive and the right steps taken, Thailand should not be left in the dust by these countries. Reports of progress in English or the lack of it since the 2012 launching of English awareness and strengthening programs could be used to further develop ways and means to help university graduates be better prepared and properly equipped for Thailand's integration with the AEC.

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Factors Affecting Aircraft Ground Support Equipment Maintenance of Ground Support Equipment Services at Suvarnabhumi International Airport

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Abstract
This research aims to study factors affecting aircraft ground support equipment maintenance of ground support equipment services company at Suvarnabhumi International Airport and to map a strategy for maintenance of ground support equipment. This is a quantitative research focusing on the factors affecting aircraft ground support equipment maintenance of ground support equipment services company at Suvarnabhumi International Airport. Data were collected from 95 returned questionnaires distributed to target group. Results show that the following factors have an impact to the maintenance of ground support equipment, arranged descendingly : 1) usage of ground support by staff ($\bar{X}$ = 4.06 , SD = 0.66) , at a high level 2) service rendered ($\bar{X}$ = 3.36 , SD = 0.95) , at a medium levelกลาง 3) maintenance ($\bar{X}$ = 3.29 , SD = 0.57) , at a medium level

Keywords : ground support equipment maintenance, staff flight ground support, service and maintenance

Introduction

Suvarnabhumi International Airport located at km.15 on the east-bound Bangna-Trat Highway in Bang Phli district , Samut Prakan province. it was fully open for commercial service on September 28, 2006. The government has designated Suvarnabhumi International Airport to be the main airport of the country with the aim to become an aviation hub in Asia. it was ranked in the top 10 service airport in the world (http://Th.wikipedia.org accessed on Apr20, 2015). To fulfill the objective, Suvarnabhumi International Airport needs to have a ground service company to facilitate the movement of goods, baggages, and other items.

Bangkok Flight Services Company (BFS) is the first and only ISAGO (IATA's Safety Audit of Ground Operation) certified company in Thailand since 2006. At the moment, its service is catered to more than 50 airlines.

The research on Factors Affecting Aircraft Ground Support Equipment Maintenance of Ground Support Equipment Services at Suvarnabhumi International Airport aims to understand factors affecting material damage to ground service equipment. The conclusion can be used to develop and enhance the operation to minimize the downtime , and to understand the cause of ground service equipment maintenance.

Objective

To study factors affecting aircraft ground support equipment maintenance of ground support equipment services company at Suvarnabhumi International Airport.

Method

1. Population and Samples

Population used in this research are 95 ground maintenance technicians of the ground support equipment service company at Suvarnabhumi International Airport.

(Data from monthly report , March 2005 , maintenance division , Bangkok Flight Services Company)

2. Research Tools

Tools used to collect data consist of three-part questionnaire as follows :

Part 1. Questionnaires concerning personal profile

Part 2. Questionnaires concerning factors affecting aircraft ground support equipment maintenance of ground support service company at Suvarnabhumi International Airport

Part 3. Recommendations for improvement

3. Data Analysis

This statistical analysis was based on 95% confident interval as criteria to accept or reject hypothesis. Data were analyzed based on descriptive statistics, frequency, percentage, mean , SD for difference in two-group means , T-test was used to calculate the difference between variables of the two groups , and one way ANOVA was used for more than two groups.

Results

1. Personal profile

The ground service maintenance technicians profile based on age, education , marital status and monthly income shows that 58 technicians (61%)age between 31-40 , 71 of them (74.7%) have lower than bachelor 's degree and 61 of them (64.2%) are single and 46 of them (48.4%) have monthly income between 12,001-16,000 baht.

2. Hypothesis

Hypothesis 1 : Personal factors , consisting of age, education, marital status and monthly income, affect delivery the quality of the maintenance of ground service equipments at Suvarnabhumi International Airport.

Table 1 : Personal profile on age and marital status. Welch test was used for hypothesis testing.

Factors Affecting Aircraft Ground Support Equipment	Statistic	df1	df2	Sig.
Age Welch	5.253	2	28.767	0.011*
Marital Status Welch	1.978	2	10.790	0.185

From table 1 , the Welch test hypothesis on differences in age showed Sig. value = 0.011<0.05.

Hence main hypothesis (H°) was rejected and second hypothesis (H1) was accepted.

This means that the age difference significantly impacts the delivery of maintenance at 0.05 level. As for marital status showed Sig. value = 0.185 which is more than 0.05. Hence HO is accepted and H1 was rejected. Differences in marital status do not impact on maintenance , sig value = 0.05 which is not according to the assumption.

Table 2: Differences in Personal Profile relating to education and monthly income using ANOVA.

Factors Affecting Aircraft Ground Support Equipment	Variance	Df	SS	MS	F-Ratio	Sig
education	Between group	2	1.459	0.730	2.297	0.106
	Within group	92	29.220	0.318		
	total	94	30.680			
monthly income	Between group	3	5.114	1.705	6.068	0.001**
	Within group	91	25.565	0.281		
	total	94	30.680			

From table 2, this means that monthly income difference significantly impacts the delivery of maintenance at 0.05 level.

Table 3 : Differences in personal profile relating to age, education, marital status and monthly income using ANOVA to test the hypothesis.

Factors Affecting Aircraft Ground Support Equipment	Variance	Df	SS	MS	F-Ratio	Sig
age	Between group Within group total	2 92 94	1.670 84.311 85.471	0.580 0.916	0.633	0.533
education	Between group Within group total	2 92 94	1.670 84.311 85.471	0.580 0.916	0.633	0.530
marital status	Between group Within group total	2 92 94	7.756 77.715 85.471	3.878 0.845	4.591	0.013*
monthly income	Between group Within group total	3 91 94	12.020 73.451 85.471	4.007 0.807	4.964	0.003*

From table 3, this means that monthly income and marital status difference significantly impacts the delivery of maintenance in aspect of service at 0.05 level.

Table 4. Differences in personal profile on age, education, marital status and monthly income using ANOVA.

Factors Affecting Aircraft Ground Support Equipment	Variance	Df	SS	MS	F-Ratio	Sig
age	Between group Within group total	2 92 94	0.082 42.004 42.086	0.041 0.457	0.090	0.914
education	Between group Within group total	2 92 94	2.584 39.502 42.086	1.292 0.429	3.009	0.127
marital status	Between group Within group total	2 92 94	0.558 41.498 42.086	0.294 0.451	0.652	0.524
monthly income	Between group Within group total	3 91 94	6.634 35.452 42.086	2.211 0.390	5.676	0.001**

From table 4, this means that monthly income difference significantly impacts the delivery of maintenance in aspect of equipment using at 0.05 level.

Discussion

The study finds that this is in line with another research by Prasert Boontiem who studied the improvement on preventive maintenance with an object to enhance productivity and minimize equipment downtime. This is achievable through managing the maintenance work so that it is more systematic. The study found that most maintenance technicians related the maintenance service quality as medium. As for utilization of ground equipment by staff, the rating is very good.

The breakdown reveals that factors affecting aircraft ground support equipment maintenance of ground support equipment services company at Suvarnabhumi international Airport are as follows :

1. On maintenance works : Maintenance work has a medium impact on ground support equipment maintenance. First in line is the insufficient quality of maintenance equipment. This finding supports the study by Prasert Boontiem (2000, p. 135), researched about improvement on preventive maintenance with the objective to enhance productivity and minimize equipment downtime by managing the maintenance work to be more systematic. The maintenance works are rated "great".

2. On service rendered : Service has a "medium " impact on ground support equipment maintenance. When broke down the details , it was found that there was an impacted factor regarding misinformation in documents. This may happen when the requester ill-specified the area needed to be fixed , or a typo in the request documents. The finding also supports the work by Prasert Boontiem (2000,p.135) , research about improvement on preventive maintenance with the objective to enhance productivity and minimize equipment downtime by managing the maintenance work to be more systematic. The service rendered is rated "medium".

3. On handling the usage of ground support equipment by staff, the impact on equipment handling is "high". When breakdown into details, it was found that there is a poor up-keep of the equipment user as a result of not well treating the ground support equipment. The study also matched up with the research by Siwilai Kullasupsutra (2009) about the incentive to work used with the staff of A.S.Associate Engineering (1964) Co. Ltd. The result found great impact on the usage of ground support equipment with a "very good" rating.

Reference

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Factors affecting outsourcing decisions of road freight transport services inSamutSakhon Industrial Estate

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Abstract
The objective of this paper is to identify the significant factors that influence the decision to outsource road freight transport services in SamutSakhon Industrial Estate. The population consisted of 101 entrepreneurs of SamutSakhon Industrial Estates. In this study, data was gathered from 82 companies involved in 44 outsourcing companies and 38non-outsourcing companies.Respondents were mostly high-level senior managers and middle-level managers who are responsible for road transport department. A questionnaire survey was developed to assess each factor influencing the decision to outsource road freight transport in SamutSakhon Industrial Estate. The data analysis was conducted through percentage, mean and standard deviation.
The findings show that the totalfactors for the recruitment of road-shipping outsource company for organizations with experience on outsourcing providerswas consideredin a high level. It is interesting to note thatthe most important two factors influencing the decision to outsource road transportation services in outsourcing companies were identified as “price”, and “service”. However, the least important factor in outsourcing companies was identified as “promotion”.Besides, that the totalfactors for the recruitment of road-shipping outsource company for organizations with no experience on outsourcing providers was also considered in a high level. It was also established from the study that “price” and “service” are the top two rated factors and the bottom factor is “process”.

Keywords
Marketing Mix’7Ps, Outsource road freight transport services, SamutSakhon Industrial Estates

1. Introduction

Since a high competition in business nowadays leads to an ongoing development on organizations, it is necessary for them to come up with the best competitive strategy to improve developments such as product, service development and human resource management. One of the significant strategies of administration is to reduce the production cost for it aims to cut the expenses and minimize the period of logistics procedures regarding resource and information. Considering high marketing competition, business owners are obliged to find a means of reducing production cost to compete with the market price. Therefore, logistics management is essential for the organization as it creates high proficiency that leads to lower cost of production and satisfaction among customers.

Many organizations tend to turn to outsource service providers. A selection or an evaluation on the service provider is, thus, important for the business management. Generally, fundamental factors for the customers to choosetheir providers are their ability and specialty. Since transportation is one of the special techniques (AmornratBunpitak, 2011) [1], outsourcings that are specialized in transportation routes and are equipped with tools necessary for the procedure will benefit the purpose of decreasing the production cost in logistics and will boost the efficiency of delivering products to the customers directly without having to invest by themselves. As there are many logistics companies nowadays, logistics have become one of the most important businesses in the country which help increase values with the average of around 3.0-3.8 hundred billion and expand employment rate by around 3.5 million(ThaiLogistics Report, 2011) [2]

To decide on using outsource providers to run the procedure, many factors are to beconsidered as to be served by the most suitable transportationservices (ChaweewanKawakhiran, 2009) [3]since there have been lots of problems concerning logistics services e.g.overspeed driving, accident, damage cause, report on driver's bad behavior, inappropriate use of vehicle, delayed shipment, and illegal shipment.

From the information above, researchers made a remark on the problems and are interested in researching further to the causes or factors that affect the decision of recruiting outsource companies. Moreover, results from this research can be applied as a model for organizations that are interested in using outsource services and can help develop the organizations to boost abilities for future development and management.

2. Objective

To identify the significant factors that influences the decision to outsource road freight transport services in SamutSakhon Industrial Estate

3. Methodology

The population consisted of 101 entrepreneurs of SamutSakhonIndustrial Estates(SamutSakhonIndustrial Estates entrepreneur directory, 2011)[4]. In this study, the sampling was 82 companies involved in 44 outsourcing companies and 38 non-outsourcing.The sample of this research is calculated by using Taro Yamane formula. (Yamane, 1973)[5]

4. Conceptual Framework

Independent Variable		Dependent Variable
Background of Companies - Sizes - The number of employees - Types of business - Outsourcing experiences	⇨	**Marketing Mix '7Ps)** 1)Product 2)People 3)Price 4)Physical 5)Place 6)Process 7)Promotion

5. Data Collection Instrument

A questionnaire was designed to gather information about factors influencing the decision to outsource road freight transport in SamutSakhon Industrial Estate.

6. Data Analysis

The data was analyzed by means and standard deviations. The results are interpreted into a5-point scale. (Best, 1993)[6]

Table 1:A5-point scale interpretation

Range	Interpretation
4.51-5.00	Very Important
3.51-4.50	Important
2.51-3.50	Moderately Important
1.51-2.50	Slightly Important
1.00-1.50	Not Important

7. Results

The results of this study were presented in Table 2 and 3.

1. The level of factors for the recruitment of road-shipping outsource company for organizations with experience on outsourcing providers

The respondents were asked to indicate thefactors for the recruitment of road-shipping outsource company for organizations with experience on outsourcing providers in a 5-point scale. The score of 5 was used to show the factors which were the most important for recruitment of road-shipping outsource company while a score of 1 indicated that it is not important factor for recruitment.

Table 2: Factors affecting the recruitment of road-shipping outsource company for organizations with experience on outsourcing providers

Factors affecting the recruitment of road-shipping outsource company for organizations with experience on outsourcing providers	**Mean**	**Std. Deviation**	**Interpretation**	**Ranking**
1. Product	4.07	0.73	Important	2
2. Price	4.07	0.69	Important	1
3. Place	3.94	0.65	Important	3
4. Promotion	3.46	1.09	Moderately Important	7
5. People	3.60	1.17	Important	4
6. Physical Evidence	3.50	1.12	Moderately Important	5
7. Process	3.49	1.11	Moderately Important	6
Total	**3.73**	**0.94**	**Important**	**-**

According to responses from survey participants in Table 2, a research overview, it is showed that the 7 major factors used for the recruitment of road-shipping outsource company are in a high level. The most important road-shipping factor outsourced was price, followed by product. The promotion accounted for the least important.

The frequency distribution for the recruitment road-shipping outsource company for organizations with experience on outsourcing providers is shown in Table 2as following:

1. Product
The overview, it is showed that the product factorwas rated as animportant factorwith a mean of4.07. In details, the respondents considered that types of vehicle was the most important to choose the outsource company, as followed by numbers of vehicles and punctuality and fast-track service was not important factor.

2. Price
The overview, it is showed that the price factorwas rated as animportant factor with a mean of4.07. In details, the respondents considered that price reasonableness was the most important to choose the outsource company, as followed by standard price. However, shipping service e.g. economy and express delivery was not important factor.

3. Place
The overview, it is showed that the place factorwas rated as animportant factor with a mean of3.94. In details, the respondents considered that service time was the most important for recruiting the outsource company, as followed by the number of branches. The least important factor was distribution panel.

4. Promotion
The overview, it is showed that the promotion factorwas rated as a moderately important factor with a mean of3.46. In details, the respondents considered that public relations was the most important for recruiting the outsource company, as followed by product warranty. The least important factor was complimentary gift.

5. People

The overview, it is showed that the promotion factorwas rated as an important factor with a mean of3.60. In details, the respondents considered that staffs' human relation approach was the most important for recruiting the outsource company, as followed by staffs' solving problem skill. The least important factor was staffs' basic skill training.

6. Physical Evidence

The overview, it is showed that the promotion factorwas rated as a moderately important factor with a mean of3.50. In details, the respondents considered that vehicle readiness was the most important for recruiting the outsource company, as followed by company's reputation and image. The least important factor was cleanliness of company.

7.Process

The overview, it is showed that the promotion factorwas rated as a moderately important with a mean of3.49. In details, the respondents considered that checking process was the most important for recruiting the outsource company, as followed by having operation planning. The least important factor was systematic management.

2. The level of factors for the recruitment of road-shipping outsourcing company for organizations with no experience on outsourcing providers.

The respondents were asked to indicate the factors for the recruitment of road-shipping outsource company for organizations with no experience on outsourcing providers in a 5-point scale. The score of 5 was used to show the factors which were the most important if thecompany must to perform recruitment of road-shipping outsource company while a score of 1indicated that it is not important factor for recruitment in the future.

Table 3: Factors affecting the recruitment of road-shipping outsource company for organizations with no experience on outsourcing providers

Factors affecting the recruitment of road-shipping outsource company for organizations with no experience on outsourcing providers	Mean	Std. Deviation	Interpretation	Ranking
1. Product	4.12	0.75	Important	2
2. Price	4.16	0.68	Important	1
3. Place	4.01	0.63	Important	3
4. Promotion	3.47	1.16	Moderately Important	6
5. People	3.58	1.25	Important	4
6. Physical Evidence	3.51	1.19	Important	5
7. Process	3.43	1.17	Moderately Important	7
Total	**3.75**	**0.98**	**Important**	**-**

According to responses from survey participants in Table 3, a research overview, it is showed that the 7 major factors used for the recruitment of road-shipping outsource company are in a high level. The most importanttendency for road-shipping factor outsourced was price, followed by product. The process accounted for the least important.

The frequency distribution for the recruitment road-shipping outsource company for organizations with no experience on outsourcing providers is shown in Table 3 as following:

1. Product
The overview, it is showed that the product factorwas rated as animportant factor with a mean of4.12. In details, the respondents considered that types of vehicle was the most important to choose the outsource company, as followed by numbers of vehicles and punctuality and fast-track service was not important factor.

2. Price
The overview, it is showed that the price factorwas rated as animportant factor with a mean of4.16. In details, the respondents considered that price reasonableness was the most important to choose the outsource company, as followed by economic change in price. However, shipping service e.g. economy and express delivery was not important factor.

3. Place
The overview, it is showed that the place factorwas rated as animportant factor with a mean of4.01. In details, the respondents considered that service time was the most important for recruiting the outsource company, as followed by the number of branches. The least important factor was distribution panel and spot delivery.

4. Promotion
The overview, it is showed that the promotion factorwas rated as a moderately important factor with a mean of3.47. In details, the respondents considered that public relations was the most important for recruiting the outsource company, as followed by complimentary gift. The least important factor wasproduct warranty.

5. People
The overview, it is showed that the promotion factorwas rated as an important factor with a mean of3.58. In details, the respondents considered that staffs' human relation approach was the most important for recruiting the outsource company, as followed by staffs' solving problem skill. The least important factor was staffs' basic skill training.

6. Physical Evidence
The overview, it is showed that the promotion factorwas rated as an important factor with a mean of3.51. In details, the respondents considered that vehicle readiness was the most important for recruiting the outsource company, as followed by company's reputation and image. The least important factor was cleanliness of company.

7.Process
The overview, it is showed that the promotion factorwas rated as a moderately important with a mean of3.43. In details, the respondents considered that checking process was the most important for recruiting the outsource company, as followed by having operation planning. The least important factor was systematic management.

8. Discussion
According to a research finding, factors that have influences on the recruitment of outsource organization for road shipping in Samutsakorn are demonstrated as following:

1. The level of factors for the recruitment of road-shipping outsource company for organizations with experience on outsourcing providers.

From a research overview, it is showed that the 7 major factors used for the recruitment of road-shipping outsource company are in a high level. This is probably due to the fact that the process of recruiting outsource organization is highly significant and involves important decision making as to match the requirements from each organization. This also relates to the research from WirachLertrungreungchai et al., (2011)[7]whose study deals with factors used to recruit employees aiming to increase manufacturing efficiency for Panasonic Thailand Co.Ltd. The research result shows that the 6 factors, which have an impact on the decision making of recruitment, are in a high level.

Theoretically, in recruiting outsource company, the organization will consider the cost and average as priority, which complies with the research study from SirirakPhuriyapanet al., (2011)[8], whose focus lies on the factors that have an impact on a decision making of recruiting transportation company. The result shows that automobile industries place their significance on the cost of service the most.

2. The level of factors for the recruitment of road-shipping outsource company for organizations with no experience on outsourcing providers.

From a research overview, it is showed that the 7 major factors used for the recruitment of road-shipping outsource company are in a high level as well as those with outsourcing experience. This might probably due to the fact that it is necessary for the organization to learn the service system thoroughly as to come up with advantages and disadvantages before deciding whether or not to recruit outsource company either in the present time or in the future. This complies with the research study from JureepornTongtawai (2012)[9], whose focus is on the factors of service that influence the decision of employers in SME business. As for service provider concerning system development, the research result shows that the majority of organizations highly accept the service of outsource company since it is beneficial and practical. Moreover, this also relates to the research from SakKongsuwan and ChetpanatLeelasrisiri(2013) [10], whose focus is about factors that affect the decision making of recruiting logistics service providers among automobile parts manufacturers in Samutprakarn. The research result reveals that the level of factors for such purpose is generally high.

9. Suggestion

9.1 Suggestion for future application

9.1.1 Strategy

1) An organization should use the research results as fundamental information to set a policy and strategy. This is to encourage the recruitment of outsource company and the benefit of transportation service. It is showed that the overall estimation of 7 factors to support outsource transportation service, whether among organizations with or without outsourcing experiences, is pretty high.

9.1.2 Suggestions towards outsourcing providers

1) Outsourcing providers should increase more marketing by encouraging more public relations both directly and indirectly. The focus should be placed on the quality of service. Moreover, they should also support more shopping activities to the customers by offering discount vouchers or gifts. This is due to the fact that factors used to evaluate outsourcing providers for transportation company with outsourcing experience are averagely low.

2) Outsourcing providers should improve their methods and operations in terms of service as to create a good impression to the customers. This is due to the fact that factors used to evaluate outsourcing providers for transportation company with no outsourcing experience are averagely low.

2. Suggestion for future research

2.1 It is suggested that the connection between marketing factors and external behaviors should be taken into account as to develop a more efficient strategy.

2.2 Evaluation on quality for transportation of tools and equipment should be considered and analyzed.

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FACTORS INFLUENCING CONSUMER'S PURCHASING DECISION IN THONBURI MARKET (SANAMLUANG 2)

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ABSTRACT:

This research was aimed to study 1) the behavior of consumer's purchasing decision in Thonburi Market (Sanamluang 2) 2) marketing mix factors affecting buying decisions in Thonburi Market 3) the comparison of marketing mix factors influencing consumer's purchasing decisions in Thonburi Market classified by personal factors. Samples were 445 consumers in Thonburi Market. Questionnaire was instrument used for collecting data in this research which have been termed differently including surveys about consumer behavior and marketing mix factors affecting purchasing decisions in Thonburi Market. The findings of the study indicated that: 1) most consumers were women who come to the market on Saturdays and Sundays with their families by using private cars. They usually bought clothes and accessories 2) Marketing mix factors affecting purchasing decisions was at a high level. Price was at the highest level. The followings were places and channel of distributions, products and services, and promotions respectively. 3) The comparison of marketing mix factors influencing consumer's purchasing decisions classified by personal factors showed that consumers having different gender, age, marital status, educational level, occupation, and the average income per month had different marketing mix factors in the purchasing decisions statistically significant level of 0.05.

KEYWORDS:
Consumer purchasing decisions, marketing mix factors, personal factors

Introduction

Nowadays, there are many market fairs opening in several places due to the amount of vendors have been increasing. This stimulates more commercial competition. The increasing of market fairs helps both vendors and customers to be able to sell and buy more products. The market fairs are well known as the place that sells products with low price and they are near the community. Each market is different and has the unique style same as the community in Thonburi region there is Thonburi Market.

Thonburi Market was established by Bangkok Metropolitan Administration who had the construction project of the big market in Thonburi region in order that people in this area would have the place for buying products, relaxing themselves, and doing other activities.

After that Bangkok Metropolitan Administration has rented the space around 110 rai from Botanical Gardens Bangkok Limited for 30 years which can be divided into many parts; 60 rai for the park, 40 rai for the market zone, 10 rai for the entrance and the office. The market has opened since May 13, 2000 and named it "Sanamluang 2 Market Fair". In the past, it opened only on Saturdays and Sundays until Mr. Samak Sundaravej as the Governor of Bangkok announced that this market should open seven days in a week. Therefore, the market has changed to open everyday and also has changed the name to be "Thonburi Market (Sanamluang 2)" since then.

The vendors sell the plants, home decorations, and antiques on Mondays. The ornamental fish are sold on Tuesdays. Nowadays, Thonburi Market is the biggest orchid market in Thailand. Many customers come to the market especially on Saturdays, Sundays and public holidays.

Due to the competition of the market fairs is higher, the researcher aim to study the factors that influencing decision in Thonburi Market (Sanamluang 2) in order to be able to develop and improve the market as the consumer' s demands.

Purpose of the Study

This study was designed to study:
1) the behavior of consumer's purchasing decision in Thonburi Market (Sanamluang 2)
2) marketing mix factors affecting buying decisions in Thonburi Market
3) the comparison of marketing mix factors influencing consumer's purchasing decisions in Thonburi Market classified by personal factors.

Research Hypothesis

The consumer having different gender, age, educational level, occupation and the average income per month had different purchasing behavior statistically significant level of 0.05.

Scope of the Study

This research was aimed to study the behavior of consumer's purchasing decision in Thonburi Market (Sanamluang 2) in Bangkok as following details;

1. Population and Samples

Population were the consumers in Thonburi Market. Population exact numbers were unknown.

Samples were 445 consumers in Thonburi Market.

2. Area of Data Collection

Thonburi Market (Sanamluang 2)

3. Variable of the study

Independent variables are the personal factors including gender, age, marital status, educational level, occupation, and average income per month.

Dependent variables are the behaviors of consumer's purchasing decision in Thonburi Market.

Operational Definitions of Terms

In this study, four operational definitions of terms are introduced:

1. Factors influencing consumer's purchasing decision in Thonburi Market refers to six personal factors including gender, age, marital status, educational level, occupation, and average income per month.

2. Marketing mix factors refer to the factors of marketing mix or 4Ps of marketing: Products, Price, Places, and Promotions.

3. Consumers refer to the consumers who come to Thonburi Market (Sanamluang 2).

4. Thonburi Market (Sanamluang 2) refers to the market that is a subsidiary in Bangkok Market which was established in 2000 on the land of Botanical Gardens Bangkok Limited. The address is 195/1 Moo 1, Liabklong Thaveewattana Road, Thaveewattana, Bangkok 10170. The space around 110 rai can be divided into many parts; 60 rai for the park, 40 rai for the market zone, 10 rai for the entrance and the office. Thonburi market is the large market in Bangkok which has spacious area, wide footpath around four meters and 4,000 booths with various products to facilitate consumers to purchase.

Expected Benefits of the Study

It is anticipated that the benefits of the study of behavior of purchasing decision would be as follows;

1. Understand the consumer's behavior in Thonburi Market.
2. Understand other factors about demography that influences purchasing decision in Thonburi Market.
3. Understand the problems and obstacles which involve with the behavior of purchasing decision in Thonburi Market and also understand trends and requirements in the future.

Research Framework

Independent variable

Personal factors
1. Gender
2. Age
3. Marital status
4. Educational levels
5. Occupation
6. Average income per month

→

Independent variable

Marketing mix factors
1. Products and Services
2. Price
3. Places and Channel of Distributions
4. Promotions and Marketing

Population were the consumers in Thonburi Market. Population exact numbers were unknown.

Due to the researcher did not know the exact number of population, so the researcher applied W.G. Cochran's formula in this study as follows;

$$n = \frac{p(1-p)Z^2}{d^2}$$

Therefore, the exact number of samples were 385 consumers but to prevent the incomplete questionnaire the researcher added more consumers to be 445.

Research Instrument

The research instruments used in this study was the questionnaire which was designed to fit with the objectives and hypothesis under the conceptual frameworks of the study. The details in the questionnaire can be divided into four parts as followed:

Part 1 The respondents' personal information including six items were gender, age, educational level, occupation and the average income per month by using checklist and open-ended questions.

Part 2 The behavior of respondents' purchasing decision in Thonburi Market. This information included seven items by using checklist and open-ended questions as follows: 1) the frequency that the respondents come to purchase the products in Thonburi Market 2) the date that the respondents choose to come to the market 3) people that the respondents choose to come with 4) the vehicles that the respondents use to go to the market 5) the products that the respondents choose to buy 6) the expense that the respondents have to pay

7) the reasons that the respondents choose to come to Thonburi Market.

Part 3 The marketing mix factors affecting buying decision in Thonburi Market including 17 items which were divided into four sections as follows: five items of Products and Services, four items of Price, five items of Places and Channel of Distributions, and three items of Promotions and Marketing Communication. The researcher used the rating scale which divided into 5 scales. The ratings were orderly determined as follows:

Motivation level		Score
Highest	=	5
High	=	4
Moderate	=	3
Low	=	2
Lowest	=	1

Part 4 Respondents' recommendations were asked by using open-ended questions.

The researcher conducted a pilot study (try out) by using the questionnaires to 30 people who did not involve with this research in order to examine the feasibility and accuracy of the questionnaires. Cronbach's Alpha was used to estimate the reliability. The researcher finally got the validity of the marketing mix factors affecting purchasing decision in Thonburi Market, so the questionnaires could be used with the samples in this research (as shown in Table 1).

3.

Table 1 Summary of Trying Out of the Questionnaires to Estimate the Reliability

Marketing mix factors	Number of questions	Validity of questionnaire
Products and Services	5	0.907
Price	4	0.859
Places and Channel of Distributions	5	0.861
Promotions and Marketing Communication	3	0.885
Total	**17**	**0.878**

Data Analysis

After the data collection had been completed, the researcher classified the information into four parts:

1. Analyze the respondents' personal data by using percentages.
2. Analyze the behavior of consumer's purchasing decision in Thonburi Market (Sanamluang 2) by using percentages.
3. Analyze the marketing mix factors affecting buying decision in Thonburi Market which were divided into four sections which are Products and Services, Price, Places and Channel of Distributions, and Promotions and Marketing Communication by using mean and Standard Deviation. The meaning of the average could be defined as follows:

Mean 1.00-1.50 = least level
Mean 1.51-2.50 = less level
Mean 1.00-1.50 = medium level
Mean 1.00-1.50 = high level
Mean 1.00-1.50 = highest level

4. Analyze the marketing mix factors affecting buying decision in Thonburi Market which were classified by personal factors by using independent t-test, one-way ANOVA (one-way analysis of variance), Bonferroni post-hoc test, and Games Howell test.

Research Outcomes

Part 1 The behavior of respondents' purchasing decision in Thonburi Market.

After gathering primary data, the results revealed as follows; the most consumers were female, the age was about 21-30 years, the marital status was married, the educational level was in bachelor degree, the occupation was business employee and the average income per month was about 10,001-20,000 baht.

The frequency that the respondents came to purchase the products in Thonburi Market was about 1-2 times per month. The respondents usually came to the market on Saturdays and Sundays with their families. They usually came to the market by private cars. The products that they chose to buy was clothes and accessories. The expense that they spent was about 501-1,000 baht. The reasons that the respondents choose to come to Thonburi Market were relaxing and promenading.

Part 2 The marketing mix factors affecting buying decision in Thonburi Market.

The overview of the marketing mix factors affecting buying decision in Thonburi Market was in high level. Price was at the highest level. The followings were places and channel of distributions, products and services, and promotions respectively. (as shown in Table 2).

Table 2 The Marketing Mix Factors Affecting Buying Decision in Thonburi Market

Marketing mix factors	Mean	SD	Meaning
1. Products and Services	3.93	0.65	High
2. Price	3.97	0.69	High
3. Places and Channel of Distributions	3.94	0.67	High
4. Promotions and Marketing Communication	3.79	0.89	High
Total	**3.91**	**0.64**	**High**

Price influenced buying decision in Thonburi Market in high level. The highest average were the product's quality and the reasonable price.

Places and Channel of Distributions was in high level. The highest average was the categorized shops that facilitated the consumers.

Products and Services were in high level. The highest average was the quality of the products.

Promotions and Marketing Communication was in high level. The highest average was public relations by using various media to promote such as television, radio, newspaper, journal, and market's website.

Part 3 The comparison of marketing mix factors affecting buying decision in Thonburi Market classified by personal factors.

The consumers who had different gender had different marketing mix factors affecting buying decision in Products and Services and Places and Channel of Distributions statistically significant level of 0.05. Male's average is the higher than female's. For Price and Promotions and Marketing Communication were not different.

The consumers who had different age had different marketing mix factors affecting buying decision in Products and Services and Places and Channel of Distributions statistically significant level of 0.05. For Price and Promotions and Marketing Communication were not different. The comparison of marketing mix factors classified by age had the differences as follows; Product and Services influencing the consumers who were above 41 years olds more than the consumers who were below 21 years old. Places and Channel of Distributions affected the consumers who were 21-30 years higher than the consumers who were below 21 years old.

The consumers who had different marital status did not have different marketing mix factors affecting buying decision in all factors which were Products and Services, Price, Places and Channel of Distributions, and Promotions and Marketing Communication.

The consumers who had different educational level have different marketing mix factors affecting buying decision in all factors which were Products and Services, Price, Places and Channel of Distributions, and Promotions and Marketing Communication statistically significant level of 0.05.

The comparison of marketing mix factors classified by educational level had the differences as follows; Product and Services, Price, and Places and Channel of Distributions influencing the consumers who graduated with a bachelor's degree higher than the consumers who graduated with lower and higher than bachelor's degree. Promotions and Marketing Communication affecting the consumers who graduated with a bachelor's degree higher than the consumers who graduated with lower bachelor's degree.

The consumers who had different occupation had different marketing mix factors affecting buying decision in all factors which were Products and Services, Price, Places and Channel of Distributions, and Promotions and Marketing Communication statistically significant level of 0.05.

The comparison of marketing mix factors classified by occupation had the differences as follows; Products and Services influenced students higher than business employees and affected self-employed higher than business employees. Price influenced students lower than government officers/state enterprise employees and affected students lower than business employees. Places and Channel of Distributions influenced students lower than business employees. Promotions and Marketing Communication influenced students lower than government officers/state enterprise employees, affected students lower than business employees, and affected business employees higher than self-employed.

The consumers who had different average income per month had different marketing mix factors affecting buying decision in Products and Services, Price, and Places and Channel of Distributions statistically significant level of 0.05. For Promotions and Marketing Communication, they are not different.

The comparison of marketing mix factors classified by average income per month had the differences as follows; Products and Services influenced the consumers who had the average income per month less than 10,000 baht lower than the consumers who had the average income per month 10,001-20,000 baht and 20,001-30,000 baht. Price influenced the consumers who had the average income per month less than 10,000 lower than the consumers who had the average income per month 30,001-40,000 baht. Places and Channel of Distributions influenced the consumers who had the average income per month less than

10,000 lower than the consumers who had the average income per month 30,001-40,000 baht.

The conclusion of the comparison marketing mix factors affecting buying decision in Thonburi Market can be classified by personal factors as shown in Table 3.

Table 3 The Conclusion of the Comparison Marketing Mix Factors Influencing Buying Decision in Thonburi Market Classified by Personal Factors

Personal Factors	Products and Services	Price	Places and Channel of Distribu-tions	Promotions and Marketing Commu-nication
Gender	*	-	*	-
Age	*	-	*	-
Marital Status	-	-	-	-
Educa-tional Level	*	*	*	*
Occupa-tion	*	*	*	*
Average Income per Month	*	*	*	-

* means there were the differences between two groups which were statistically significant level of 0.05.
- means there were not the differences between two groups which were statistically significant level of 0.05.

Part 4 Consumers' basic requirements for developing the public utility systems and the facilities which were necessary for buying decision in Thonburi Market.

The first priority of Consumers' basic requirements for developing the necessary public utility systems and the facilities for buying decision in Thonburi Market were maps and signposts that could be obviously seen. The followings were adequate parking space and road surface for driving to the market respectively (as shown in Table 4).

Table 4 Consumers' Basic Requirements for Developing the Public Utility Systems and the Facilities which were Necessary for Buying Decision in Thonburi Market

Basic Requirements	Mean	SD	Sequences
1. Maps and signposts that could be obviously seen	3.29	.705	1
2. Road surface for driving	3.05	.735	3
3. Adequate parking space	3.15	.664	2
4. Facilitating and providing security in parking area	2.97	.750	8
5. Cleanliness of the market	3.01	.747	4
6. Adequate toilets	2.99	.822	7
7. Cleanliness of the toilets	3.01	.805	5
8. Adequate public telephones	2.93	.849	12
9. Security warning signs for being aware of the property	3.00	.797	6
10. Having sanitary waste disposal	2.93	.825	11
11. Adequate ATM	2.93	.775	9
12. Atmosphere and environment	2.86	.801	10

Discussion of Research Findings

1. The findings of this research revealed that the marketing mix factor which influenced the consumers' buying decision the most was Price. Women in working age could afford to buy clothe and an accessory at around

500-1,000 baht due to this price was not too high for them. This corresponded with the research findings of Neeranuch Tungjai (2010) that most consumers were working-age women who spent around 500-1,000 baht. The most powerful of all the factors that influenced buying decisions was reasonable price and bargaining power of buyer.

2. The comparison of marketing mix factors influencing consumers' buying decision in Thonburi Market classified by personal factors were that the consumers at different gender had different marketing mix factors which affected buying decision in Products, Service, Places and Channel of Distributions. Various products were presented in Thonburi Market to serve the need of all consumers especially the interest of women in buying clothes. This result corresponded in the same way with Lawan Vejapikul's (2008) findings. Moreover, different age group of consumer had different marketing mix factors which affected buying decision in Products, Services, Places and Channel of Distributions. This cohered with the findings of Witchareeya Ruengpho (2010) that the consumers at different age also satisfied different Places and Channel of Distributions.

Recommendations

Recommendations for the market

1. Parking space and toilet should be increased, with fully convenient and secure, to fit with customer's demand.

2. More signposts or direction boards are needed along the way to the market.

3. Provide training session on service-mind and best-practice for sellers in order to increase customer's impression and their opportunity to come back to the market.

4. There should be more advertising with various media such as printing media, television, radio, or Internet to publicize thoroughly. Especially, the Internet that people could reach the information conveniently and quickly.

Recommendations for Future Research

The study was limited in Thonburi Market and the result might not cover overall aspects. A future study may focus on more in deeper details. A study on the needs and effects of all concerned parties such as people in community, society, economy and environment should be included in order to provide helpful guideline and information for the market sustainable development.

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Function of Conceptual Metaphor *"Motherhood"* Classification in Thai Mother-and-Child Magazine Articles.

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Abstract

This research article aimed to analyze of conceptual metaphor of motherhood in maternal and infant magazine. The used data in analysis received from interview article and knowledge article in MC maternal and infant love children Modern Mom and Mother & Care which were sold during January to December B.E.2014 48 volumes amount 96 articles. The researcher found that conceptual metaphor motherhood has three Function: ideational function including explanation, reconceptualization, interpersonal function including positive. The image presentation of motherhood in the context arrangement for example the sequence of classified article

Keywords

Function of Conceptual Metaphor, Motherhood, Magazine Article about a Mother and Child,

1. Introduction

> " Mothers are persons who give birth to children, take care, instruct and to be models for their children's life. How children grow up, it depends on how mothers take care of them. Since mothers who take care of them as mothers' images transfer to their children. How mothers are, it's similar to their children reflecting each other clearly"
>
> (Rakluk, August 2014 : 44)

From the above statements, The current social expectations are quite high with the mother because the persons who are called "mothers" expected that they will be good samples for their children. In each social has presented the ideal image of mothers. If any mothers don't follow the identified social, it means that they are bad which has the effect on families and their children. The find that mothers in present have lots of responsibilities. They not only good at looking after their children, but also good at administrative management about families and job as well.

Nowadays females has the role of leaders increasingly both in administration and management the business organization which can see the formal acceptance from the works of the American writer who wrote the book in the title of Enlightened Power: How Women Are Transforming The Practice Of leadership David Georgian is an editor totally 30 articles that respect and admire female who achieve in The position of leader in success and female's abilities to be ready to continue their steps in high positions confidently including high qualities.

At present, females are accepted and have more roles especially females who act as motherhood. As shown in motherhood and infant magazines which presented images of motherhood concerning with roles, Function and responsibilities effecting on looking after their children. This always adapt those females with the changed environment. The role of modern females have to be clever and good at learning all things and also solve the problem. They make decisions instead of the chief of the families. In addition, female has the role of "working woman)

The role of female in the position of motherhood has been respected as the great woman especially all medias usually mention that mothers having the role of "Super Mom). Mothers are great and to be everything of their children. In addition, there are some respectable women who compare with the following:

"To be mothers are the careers which have no holidays. They not only take care of their children, their husbands, but also manage everything in their houses. Some mothers are often forgetful. It is normal as each mother has to arrange many things.
(Mother&Care, August 2014: 9)

From above samples, if we consider as the cognitive Linguistics according to the opinions of Lakoff and Johnson, 1980) Title metaphor reflecting the thinking system and cognitive of language practice and the role of motherhood well. Modern mothers must administrate and arrange within the houses. The power of decision depends on mothers according to metaphor "management". The role offer male mothers must be persons who can administrate and manage everything within the houses. It is said that metaphor education as media in magazines. From the articles of knowledge an the interviewed article reflecting the role of motherhood nowadays but it's different from the past as the
management administration.

Metaphor makes us understand conceptual metaphor Lakoff and Johnson proposed cognitive metaphor according to classified linguistics identified into two levels one is metaphorical expressions refer to the comparison which communicators in daily life and metaphor level called conceptual metaphor refer to the opinion which compared with the conceptual and classified of language users.

In addition to metaphor education according to the theory of classified linguistics. There are
a group of linguist who are interested in metaphor following pragmatics identified metaphor as non-literal uses of language. Listeners must pass the steps of interpreting from the form. Ratchaneeya Klinnamhom (2011: 3) mentioned in metaphor research that was used by politicians according to semantics and pragmatics. The persons who study pragmatics pay attention to the reason why the speakers choose metaphors instead of speaking directly. It will make the listeners interpret the statement easily. On the other hand, the person who are interested in pragmatics pay attention to the duty of metaphor.

In addition Nutthaporn Panpothong (1999: 253-254) said that metaphor deduces from conversational implicate which occurs from infringe maxim of quality deliberately of Grice, 1975. in order to suggest some meaning. Since the metaphor is the selection of speech which has the meaning following the form untruly. The listeners will interpret that metaphor from context in communication. To find the meaning, the speakers want to have media however, Grice's opinion doesn't explain how the duty of metaphor is in communication. In this case we cannot get to explain the duty of metaphor in communication.

In conclusion according to the pragmatics, metaphor is the language use which doesn't convey following the form and belongs to the language method. It can interpret variously according to Nutthaporn Panpothong (1999:261) said that metaphor has the duty in communication better than speech meaning as the form. Since metaphor make listeners see the needed image clearly and mediate abstract such as good feelings.

One who studies and gather the duty of metaphor is Goatly, 1998 has analyzed and identified the duty of metaphor in discourse 6 items as conversation, report news, written with science, novels and verse. The result of studying found that metaphor in different discourse has different Function such as metaphor in conversation has the duty of interpersonal function and transfer metaphor ideas. Metaphor in writing science has the duty to transfer the idea only while the metaphor in advertising discourse in magazine has the duty of personal relationship and edit from the study of Goatly (1998) said that various discourse has different factors of discourse which related on the Function of metaphor usedin those discourses as well.

Later Nathaporn Panpothong (1999: 256-257) has gathered the duty of metaphor according to Goatly (1998) as the following: (1) The duty of transfer opinion metaphor can communicate better than original words in language and explain abstract opinion by the form or comparison which can make new point views to support the listeners do or not do anything. (2) The duty of personal relationship : metaphor is the equipment to identify the personal relationship in social which has the effect on emotion avoid words that have negative results, build closed relationship, teasing, support humor emotion (3) The duty of editing the statements metaphor build the relationship in classification. Imaginative world in classified tale and help memories, attract interest as metaphors usually exaggerate the truth.

This research article aimed to analyze the Function of motherhood metaphor in magazine concerning with mothers and Child. What Function do those conceptual metaphors in discourse classified articles in magazines?

2. Research objective

To analyze the Function of conceptual metaphor motherhood in magazines concerning with mothers and child.

3. The scope of research

The data of metaphor (Mothers are administrators) in this case study selected from magazine concerning with mothers and child. 4 name lists such as: Magazine MC mothers and Child, Love children, Modern Mom and Mother& Care distributed from January to December 2014 amount 48 items 96 articles divided into interviewed article and knowledge article. The reason why the researcher study this data from magazine concerning with mothers and Child 4 name lists because those magazines were accepted and response by lots of readers. From the sequence in best seller magazines in AIS Bookstore in the year of 2015 as the following articles:

Name of magazine	Name of Article
1. MC mothers and child (MCแม่และเด็ก)	
	-grow up and strong
	-new mom 1-3
2. Love Children (รักลูก)	
	-Obstetrics clinic
	-Mom Style
3. Modern Mom	
	-Gure Pregnance
	-Back in shape
4. Mother & Care	
	- To be mom
	- Growing up

4. Research methodology

4.1 Identify metaphor words concerning with mothers. This step the researcher identify the metaphor words which has source domain in the same classification. In this research the researcher has defined metaphor refers to one thing and another which locate at different meaning. In comparison whether it can appear connection words or not in comparison such as:

(1) “แม่เป็นอะไรได้บ้าง” เป็นนักบริหาร เมื่อชีวิตมีเงื่อนไขเรื่องลูกเกี่ยวข้อง คุณต้องรับผิดชอบตัวน้อย ๆ ให้เติบโตเป็นผู้ใหญ่ที่ดีของสังคม หนึ่งแนวทางที่จะช่วยให้ การเลี้ยงดูลูกมีคุณภาพก็คือการมีเวลาคุณภาพ บริหารจัดการเวลาในหน้าที่ต่าง ๆ ของคุณให้สมดุล ไม่ให้ส่งผลกระทบกับการทำงาน การเลี้ยงลูกหรือคู่รักของคุณ

(1) “What can mothers be?” is a administrator when life has conditions concerning with children. You must take responsibilities your children to further growing up to be good adults of social. One way to assist to take care of your children quality is to have time quality administrate you time in different Function make it balance so as not to effect on your occupation, look after your children or your lover

(Mother & Care, June 2014:27)

(2) สร้างต้นทุนชีวิตให้ลูก การที่ลูกต้องเสียพ่อไปตั้งแต่เด็ก แรก ๆ น้องจะดูเหงาบ้าง แต่ไม่นานก็หายเศร้า เพราะพื้นฐานเป็นเด็กร่าเริง สิ่งที่เรามาปรับในเรื่องการ

เลี้ยงดูก็คือการให้ความรัก ความอบอุ่นเหมือนเดิม ที่เพิ่มเติมคือเวลาและเล่นกับลูกมากขึ้น...

(2)Establish capital of life for children. When children lost their fathers, they feel lonely but the sadness will disappear soon as the fundamental feelings of children are cheerful. We can adapt in taking care of children with love, warm as usual and also add time and play more with your children.

(Mother & Care, November, 2014:29)

Example: (1) Metaphor words concerning with comparable mothers "Mothers are administrators" which appear the connection word "are" shows the comparison between mothers and administrators as source domain and mothers are target domain.
Example : (2) Metaphor words concerning with comparable mothers take care of children and establish capital for children which there aren't any connection words such as are, as, or . That metaphor word has the source domain and take care of children compared with target domain

4.2 Analyze metaphor words. This research article, the researcher bring the opinion of Lakoff and Johnson (1980) to analyze metaphor words and dominant analysis of salient features between source domain and target domain by considering from context and show systematic mapping reflecting conceptual metaphor.
4.3. Analyze Function analyze duty of conceptual metaphor which appears in discourse classified discourse in magazine following the pragmatics by studying the duty of metaphor according to the opinion of (Goatly, 1998)

5. Research result

From the analysis the duty of conceptual metaphor. Motherhood of the language user in Mothers and Child magazine found that they have 3 Function: the duty of ideational function including explanation such as explanation and modeling, reconceptualization, and interpersonal function including positive, textual, textual structuring. The researcher found that textual is the most dominant according to the following details:

1.Ideational function including explanation is the abstract object. The language users aren't used to these things or have former experiences. These things are far away from them compared with more concrete objects and familiar to them. The metaphor usage will help them understand and seethe image of idea in needed communication clearly reduce explanation words in some case, can change Conceptualization. The research found that conceptual metaphor with ideational function such as: (MOTHERS ARE ADMINISTRATORS) (MOTHERS ARE THE FIRST TEACHERS) (MOTHERS ARE FIGHTERS) (MOTHERS ARE DESIGNERS) (MOTHERS ARE TRAVELLERS) and (MOTHERS ARE ACTRESSES) has to Function in explanation and reconceptualization as the following

1.1 Explanation and Modelling
According to the researcher analysis: the scene and context of communication is magazine.
It is one way communication. The readers aren't able to respond or ask any questions for the writers so they must explain or transfer required things for the readers to see the image clearly and understand required information. Metaphor is the significant equipment to explain about the role and the duty of mothers in order to let the readers understand easily. The research found that total 6 conceptual metaphors have the Function to explain according to the conceptual metaphors as the following:
Conceptual metaphor (MOTHERS ARE ADMINISTRATORS) of language users in Mother and Infant Magazine have the Function for explanation and modeling help to see the images and understand the compared objects as motherhood through the administrators which can see clearly. It is seen that meaning words of the management administration in organization or business organization bring to

explain how to take care of children, families such as: administration, planning for goal, potential development, planning, efficiency, opportunity, labor, payment and destination result, creator, reinforce, give up, evaluation and improvement, strategy, management, establish capital and trimester of 2-3

Conceptual Metaphor (MOTHER IS THE FIRST TEACHER) help to explain the point of view of motherhood that mothers compare with teachers shown the word usage: builder, designer, expert, academician and world. The metaphor words reflect the point of view to motherhood that mothers are the persons who give knowledge and have to find the more knowledge all the time in order to bring knowledge to their children and develop them to be skillful according to their ages as examples:

"**กูรูผู้เชี่ยวชาญ**เรื่องเครื่องแต่งกายเด็ก"

"**The expert** costume of children"

(Mother & Care October: 29)

From the examples of conceptual metaphor (MOTHER IS THE FIRST TEACHER) motherhood is rather Concrete and complicate by considering compared with teachers who everyone has experiences. It will help to see the image and understand the significant of motherhood.

Conceptual Metaphor (MOTHER IS A FIGHTER) shows that mothers are good at various sides. To take care of children is greatly equal fighting. The readers will understand the preparation to cope with any problems for looking after children as the examples:

"รับมือกับความดื้อของลูก"

"Cope with stubborn children"

(MC Mother and Infant, July: 18)

"**รับมือปัญหา**ผิวช่วงตั้งครรภ์"

"**Cope** with the skin **problem** during pregnancy"

(Modern mom, November: 46)

"**รับมือ**ให้อยู่หมัด ลูกไอไม่หยุด"

"**Cope** to stop when children cough continuously"

(Modern mom, July: 76)

"ใช้**อาวุธ**ตุ๊กตาสร้างจินตนาการ"

"Use doll **weapon** to build imagination"

(Modern mom, November: 146)

"ร่างกายหนูต้องการ**การปกป้อง**"

"Child' bodies needed **protection**"

(MC Mother and Infant December: 32)

"**ศัตรู**ยามค่ำคืนของคุณแม่ ขณะที่คุณแม่ควรได้พักผ่อนอย่างเต็มที่ในยามค่ำคืน หลังจากผ่านกิจกรรมต่าง ๆ มากมาย ความอ่อนเพลียและสภาวะร่างกายที่ไม่เหมือนปกติ...ก็มี**ศัตรู**มาปรากฏขึ้นจนได้ในยามที่คุณแม่กำลังหลับใหล"

"Mother's enemies during the night when mother should rest extremely after she finishes various activities, weary and unusual conditions of her body…there are enemies appearing while mother is sleeping"

(MC Mother and Infant, September: 66)

From the samples there are used words: cope, problems, weapons, protection and enemies in order to explain conceptual metaphor (MOTHER IS A FIGHTER) These word usage shows the comparison between mothers and fighting. If we consider the context of the words that shows the meaning reflecting the view to motherhood. They are good at various sides. They can get rid of problems and protect their children to be security from various things. It is significant to look after children equivalent as fighting.

Conceptual metaphor (MOTHER IS A DESIGNER) The word user compared with motherhood. To take a designer to compare. This comparison shows the view of motherhood that mother takes responsibility for children. To take care of them to be good adults as the following examples:

"แม่เป็นอะไรได้บ้าง...**นักออกแบบ** บางคนบอกว่าอนาคต คือเรื่องที่กำหนดไม่ได้ แต่บางเรื่องหากทำได้ก็ดีต่อคุณ เช่นเมื่อลูกถึงวัยเรียนควรศึกษาข้อมูลถึงหลักสูตร หรือสถานที่หรือความพร้อมของลูกเป็นต้น

"What can mother be… a **designer** Some people tell that we cannot identify the future but you can do good things it will be good for you such as when children have the proper age to study, you have to study the curriculum or the place or prepare your children

(Mother Care. June: 27)

"**ออกแบบ**ชีวิตลูกด้วยการตรวจยีน"

"**Design** your life by investigating gene"

(MC Mother and Infant. January: 72)

From the examples were explained conceptual metaphor (Mother is a designer) through the metaphor words motherhood that the language user indicated a designer, design and establish in order to mention motherhood the role of mother the duty of mother. These words show the comparison between motherhood and a designer who creates any things.

Conceptual metaphor (MOTHER IS A TRAVELLER) the language user compared motherhood with a traveler. This comparison reflecting the point of view to motherhood. Mother is an important person for children. She is the leader of her children to grow up with quality as the following example:

"แม่เป็นอะไรได้บ้าง...**นักเดินทาง** ลุคนี้น่าสนุกมากเพราะเป็นการช่วยให้ลูกเรียนรู้โลกกว้างอีกทางหนึ่ง เป็นการใช้ชีวิตบนโลกแห่งความจริง จากสิ่งรอบตัวจากธรรมชาติ โดยมีคุณเป็น**ไกด์นำทาง**สำคัญของลูก ลองออกเดินทาง ออกจากที่เดิม ๆ

What can a mother be… **a traveler** who help her children learn the worldwide. In another way, to spend their life on the true earth from the surrounding from the nature. Mother is a significant **guide** for her children.

(Mother&Cazre. June: 271)

From the descriptive example: Conceptual Metaphor (MOTHER IS A TRAVELLER) through the words: a traveler, a guide, start journey. This group of words was used for explaining the travelling that shows the comparison between motherhood and travelling.

Conceptual metaphor (MOTHER IS AN ACTRESS) reflects the point of view to motherhood that mother is a person who has various roles and can do everything for her children as the example:

"แม่เป็นอะไรได้บ้าง... **นักแสดง** บางครั้งต้องผันตัวเองเป็น**นักแสดง** ที่ทำได้หลาย**แอคติ้ง**ในแต่ละสถานการณ์ เช่น**แสดงบทบาท**คุณครูที่คอยตักเตือน สอนลูกในสิ่งต่าง ๆ ที่เหมาะสมและเห็นควร หรือเป็นตัวตลกทำท่าเปิ่น ๆ มีคำพูด ตลก ๆ เรียกเสียงหัวเราะรอยยิ้มสดใสให้คุณเห็น หรือ**แปลงร่าง**เป็นแม่มดเวลาที่ลูกเกเร

"What can mother be…an **actress.** She must sometimes change herself to be an **actress** who can **act** different status in different situations such as act as a teacher warning her children, teach her children to do any things properly. She sometimes makes fun for them to make them laugh. She sometimes **disguises** herself as a witch when her children misbehaved.

(Mother & Care, June: 27)

From the examples described that conceptual metaphor (Mother is an actress) through the words, an actress, take the role to disguise herself and acting. This group of words are used to describe the manners of an actress. The usage words show the comparison of motherhood and performance reflecting the point of view to motherhood that mother has various roles and does everything for her children.

1.2 Reconceptualization

Conceptual metaphor which the language user used in Mother and Infant magazine will probably help the readers see the role of mother in unexpected point of view. When the language user brought to compare with taking care of children, the readers have seen that point of view. The researcher found that Conceptual metaphor (MOTHER IS AN ADMINISTRATOR) changes the new point of view to make the readers understand the role of female in the position as motherhood becomes an administrator who manages everything both private and look after her children including persons in family. The woman who takes the role of mother can make a decision representing everyone in the family as the following example:

วัยเด็กถือเป็น**โอกาสทอง**ของพ่อแม่ที่จะปลดปล่อย**ศักยภาพ**และ**พัฒนา**เขาให้ไปได้ไกลสูงสุด ซึ่งต้องอาศัย**ลงทุน ลงแรง จ่ายราคาลงไป** ซึ่งผู้เขียนคิดว่า**ผลปลายทาง**ที่ได้รับนั้นถือเป็นรางวัลแห่งความชื่นใจ ภูมิใจที่ยิ่งใหญ่สำหรับพ่อแม่อย่างแท้จริง

The childhood is the **golden opportunity** of parents to release **potentials** and **develop** children the furthest which must **invest**, **use labor**, **pay cost**. The writer thinks that it's worth for the **destination goal**. It is a great reward. The parents are proud of themselves truly.

(Mother and Child, February 2014: 93)

From the example: conceptual metaphor (MOTHER IS AN ADMINISTRATOR) makes the readers has the point of view that mothers who take care of children are like investing in business. Mother is an administrator of the organization who can develop and release the potential for children to grow up with quality. Everything that mothers do for taking care of children compared with investment, labor usage, which the received destination result is the successful reward. This conceptual metaphor having the point of view that looking after children are the administrator's job and paying attention to them are investment.

2. Interpersonal function including positive

Interpersonal function including positive is the duty of showing interpersonal relationship such as express emotion and feeling, express friendly relationship with communicators including the presentation of self-image as well. Conceptual metaphor (MOTHER IS AN ADMINISTRATOR) is the presentation of personal image for motherhood as the positive way. It shows that mothers are good at management administration in taking care of children, motherhood can learn reflecting from concept (MOTHER IS ANADMINISTRATOR). New administrators must learn new things, get problems and bring them to solve and improve as the following examples:

ข้อแนะนำในการวางแผนตารางเวลาในภาคปฏิบัติ ดังนี้

1. พ่อแม่ควรเป็น**ผู้ริเริ่ม**
2. ควรใช้การ**เสริมแรง**ไม่ใช่การลงโทษ
3. อย่า**ล้มเลิก**ง่าย ๆ
4. วางตารางเวลาแบบที่สามารถทำได้จริง
5. **ประเมินผล**ตารางเวลาพร้อม**ปรับปรุง**ตารางเวลาทุกวัน
6. ไม่เคร่งเครียดเกินไป
7. สามารถทำกิจกรรมหลาย ๆ อย่างได้พร้อม ๆ กันในเวลาเดียว

The instructions for schedule planning in practice as the following:
1. Parents should be **initial persons**.
2. Should use **reinforcement**, should not use punishment
3. Do not **give up easily**

4. Plan the schedule which can do actually
5. **Evaluate** the schedule together with improving the schedule daily
6. Do not be too serious
7. Can do various activities at the same time.

(Mother and child, February 2014: 92)

From the example: help to explain conceptual metaphor(MOTHER IS AN ADMINISTRATOR) reflecting the role of mothers who have abilities to manage the administration well. It also reflects the personal image of positive mothers considering with the type selection compared with reflective good quality, have knowledge and are initial persons

3. Textual

The researcher found that conceptual metaphor in mother and infant magazine does the duty in textual only one character as each textual structuring to be unity and relationship as the following details:

Textual Structuring: Duty of textual Structuring: Conceptual metaphor of motherhood in article context, it appears that in the long context, conceptual metaphor will help to establish relationship between various parts in context and sequence ideas systematically. The usage of only one item of conceptual metaphor to explain the same title will effect on that context to have more unity. The research

Found that conceptual metaphor made textual clearly such as (MOTHER IS AN ADMINISTRATOR) and (MOTHER ISAN ACTRESS) as the example:

Conceptual metaphor (MOTHER IS AN ADMINISTRATOR)

วัยเด็กถือเป็น**โอกาสทอง**ของพ่อแม่ที่จะปลดปล่อย**ศักยภาพ**และ**พัฒนา**เขาให้ไปได้ไกลสูงสุด ซึ่งต้องอาศัย**ลงทุน ลงแรง จ่ายราคาลงไป** ซึ่งผู้เขียนคิดว่า**ผลปลายทาง**ที่ได้รับนั้นถือเป็นรางวัลแห่งความชื่นใจ ภูมิใจที่ยิ่งใหญ่สำหรับพ่อแม่อย่างแท้จริง

The childhood is the **golden opportunity** of parents to release **potentials** and **develop** children the furthest which must **invest**, **use labor**, **pay cost**. The writer thinks that it's worth for the **destination goal**. It is a great reward. The parents are proud of themselves truly.

(Mother and child, February 2014: 93)

Conceptual metaphor (MOTHER IS AN ADMINISTRATOR) Shown in the previous series. Is a compilation of texts You will see the advantages of the corporate management business, when used in the context of caring for children, thus demonstrating the advantages of raising children. The advantage of a golden opportunity The time of the mother's parenting potential with the growth of children. Development comparable to raise the price to pay contributions to appease dedicated to children. The end result is comparable to the success of their children.

Conceptual metaphor (MOTHER IS AN ACTRESS)

"แม่เป็นอะไรได้บ้าง... **นักแสดง** บางครั้งต้องผันตัวเองเป็น**นักแสดง** ที่ทำได้หลาย**แอคติ้ง**ในแต่ละสถานการณ์ เช่น**แสดงบทบาท**คุณครูที่คอยตักเตือน สอนลูกในสิ่งต่าง ๆ ที่เหมาะสมและเห็นควร หรือเป็นตัวตลกทำท่าเป็น ๆ มีคำพูด ตลก ๆ เรียกเสียงหัวเราะรอยยิ้มสดใสให้คุณเห็น หรือ**แปลงร่าง**เป็นแม่มดเวลาที่ลูกเกเร

"What can mother be…an **actress.** She must sometimes change herself to be an **actress** who can **act** different status in different situations such as act as a teacher warning her children, teach her children to do any things properly. She sometimes makes fun for them to make them laugh. She sometimes **disguises** herself as a witch when her children misbehaved.

(Mother & Care, June : 27)

From the examples described that conceptual metaphor (MOTHER IS AN ACTRESS)

Shows previous quench the fire by comparing the elements of the actor. Actors who have played advantage mother / mother served transformed other Function at the same time. Rating and an Lee Hunt, the gesture of a mother in raising children.

From the analysis of conceptual metaphor motherhood in mother and infant magazine can conclude that one set of conceptual metaphor can do various Function together such as: conceptual metaphor(MOTHER IS AN ADMINISTRATOR) does 3 sides : duty to transfer ideas as: explanation and modeling, reconceptualization, interpersonal function including positive, the presentation of motherhood image and textual structuring. We can show the result of conclusion of analysis for the metaphor as the following

Function / Conceptualmetaphor	Ideational function including explanation		Interpersonal	Textual
	Explanation and Modelling	Reconceptualization		Textual Structuring
(MOTHER IS AN ADMINISTRATOR)	✓	✓	✓	✓
(MOTHER IS THE FIRST TEACHER)	✓		✓	
(MOTHER IS THE FIGHTER)	✓			
(MOTHER IS A DESIGNER)	✓			
(MOTHER IS A TRAVELLER)	✓			
(MOTHER IS AN ACTRESS)	✓			✓

5. The summery and discussion the result

If we consider the point of view of the persons who send information in the written language in various articles, we found that they have both male and female. All have use the compared language and the status of them are different; some are motherhood, others are not. There are points of view to the Motherhood that motherhood is the great duty for female to attach together stably. This makes female take expected responsibilities from social and sacrificed with various things according to Arich Bunnag,(2014: 38) The expected social from female together with establishing discourse that female must have Motherhood instinct. It is natural that if we build a frame of motherhood and do not let her go outside that frame. This is not only the frame in Thai social, but also the universal frame. It is seen that the social expecting in motherhood highly. Mothers are respected. At the same time female may think that it is the hard responsibility.

Metaphor (MOTHER IS AN ADMINISTRATOR). The article writer in mother and infant magazine took the context words in administration to use in the context of looking after children. It shows the comparison for taking care of children as the administrative management, investment which has the profit. The career of administrator compared with the role of mother, strategy in business compared with the method of taking care of children, administration compared with taking care, paying attention, looking after, investing, using labor, paying cost compared with paying attention to the evaluation following to Improvement, development compared with changing the method of taking care and effect on the destination result which compared with children's success. From that metaphor reflecting the status of motherhood can be an administrator which manage everything such as private, looking after children, including make a decision representing everyone in family. It is relative with the idea of America who respects female as the interview of Mary Barra (Mother and child, February 2014:83) in the column of Super Mom Mary is the highest leader of GM Company. The reason that the company selects female to work in this position because female has the present role representing male in purchasing cars.

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Good Governance in Local Governance

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Abstract

This article is aimed to explain that good governance in local governance Furthermore, it is closely related to political, social and economic institution rather than policy menu chosen that can be implemented simultaneously similar to general policy recipe. This complexity easily leads to a widespread misinterpretation and the mistaking the policies for often core pillars of good governance. In fact, good governance is never perfect and static, but dynamics and evolving according to globalization which liberal democracy regime has been instituted. In this article, an author is trying to concede that good governance practice has been implemented in Thailand since the crisis, but the end result is far from successful. Apart from that good governance is deemed to succeed or fail in the context of social institutional reform which heavily depends on Thai state capability to upgrade political, social and economic institution to be more effective and sustainable. Informal institution is often seen as a main barrier of crafting good governance in Thailand. To make good governance credible in Thailand, government badly needs to render it accountable, transparent, predictable and participatory role which in turn requires accountable administration in conjunction with a strong but limited government that guarantees political stability and increased governance capacity.

Keywords

Good Governance Local Governance

Introduction

Thailand is divided into 77 provinces (or 'changwat'), which are then grouped together into five regions for administrative purposes. The provinces themselves are often based around historic small kingdoms and princely states of the old Kingdom of Siam, with the office of governor previously in the gift of local ruling families. However, the curbs placed on the King's power in 1932 saw the old system dissolved. Each province is named after its capital city, which is generally the largest city in the province. Decentralization has taken place since 1997 when the 1997 constitution was established. The structure of local government was restructured with more responsibilities and more budgets transferred from the central government. However, bureaucrats and national politicians have a dominant role in the politics of decentralization, and the role of local politicians and local public on decentralization process seems to be much more passive (IDE-JETRO, 2010).Local government comprised both regular territorial administrative units and self-governing bodies. Local autonomy was limited, however, by the high degree of centralization of power. The Ministry of Interior controlled the policy, personnel, and finances of the local units at the provincial and district levels. Field officials from the ministry as well as other central ministries constituted the majority of administrators at local levels. The 77 provincial governors are appointed by the Ministry of the Interior from the civil service rather than elected, like the French prefect system, except in two cases. The capital city Bangkok is governed by a Metropolitan Authority, headed by an elected Governor. In 1976, the city of Pattaya was also given special administrative area status and elects a mayor and council manager to supervise its local affairs, primarily due to demands to tackle central government inertia over crime and sex tourism issues.

In 1987 there were seventy-three provinces (*changwat*), including the metropolitan area of Bangkok, which had provincial status. The provinces were grouped into nine regions for administrative purposes. As of 1984 (the latest year for which information was available in 1987), the provinces were divided into 642 districts (amphoe), 78 subdistricts (king amphoe), 7,236 communes (tambon), 55,746 villages (muban), 123 municipalities (tesaban), and 729 sanitation districts (sukhaphiban).

The province was under a governor (*phuwarachakan*), who was assisted by one or more deputy governors, an assistant governor, and officials from various central ministries, which, except for the Ministry of Foreign Affairs, maintained field staffs in the provinces and districts. The governor supervised the overall administration of the province, maintained law and order, and coordinated the work of ministerial field staffs. These field officials carried out the policies and programs of their respective ministries as line administrators and also served as technical advisers to the governor. Although these officials were responsible to the governor in theory, in practice they reported to their own ministries in Bangkok and maintained communication with other province-level and district-level field staffs.

The governor also was responsible for district and municipal administration, presiding over a provincial council composed of senior officials from the central ministries. The council, which served in an advisory capacity, met once a month to transmit central government directives to the district administrators. Apart from the council, an elected provincial assembly exercised limited legislative oversight over provincial affairs.

District administration was under the charge of a district officer (nai amphor), who was appointed by the minister of interior and reported to the provincial governor. Larger districts could be divided into two or more subdistricts, each under an assistant district officer. The district or the subdistrict was usually the only point of contact between the central authority and the populace; the central government had no appointed civil service officials below this level. The 77 provincial governors are appointed by the Ministry of the Interior from the civil service rather than elected, like the French prefect system, except in two cases. The capital city Bangkok is governed by a Metropolitan Authority, headed by an elected Governor. In 1976, the city of Pattaya was also given special administrative area status and elects a mayor and council manager to supervise its local affairs, primarily due to demands to tackle central government inertia over crime and sex tourism issues.

The district officer's duties as overseer of the laws and policies of the central government were extensive. He supervised the collection of taxes, kept basic registers and vital statistics, registered schoolchildren and aliens, administered local elections at the commune and village levels, and coordinated the activities of field officials from Bangkok. Additionally, the district officer convened monthly meetings of the headmen of the communes and villages to inform them of government policies and instruct them on the implementation of these policies. As the chief magistrate of the district, he also was responsible for arbitration in land disputes; many villagers referred these disputes to the district officer rather than to a regular court. Thailand has three tiers of government: central, provincial, and local. Provincial governments including 77 provinces are headed by a provincial governor appointed by the central government. 795 districts, 7,255 sub-districts, and 71,864 villages are parts of provincial government (UCLG, 2008).

The local government has 5 different types: provincial administrative organization, municipalities, sanitary districts, the Bangkok Metropolitan Administration (BMA), and the City of Pattaya (UCLG, 2008).

The commune was the next level below the district. An average of nine contiguous, natural villages were grouped into one commune, whose residents elected a headman (*kamnan*) from among the village headmen (phuyaibun) within the commune. The commune chief was not a regular government official, but because of his semiofficial status, he was confirmed in office by the provincial governor. He also was entitled to wear an official uniform and receive a monthly stipend. Assisted by a small locally recruited staff, the *kamnan* recorded vital statistics, helped the district officer collect taxes, supervised the work of village headmen, and submitted periodic reports to the district officer.

Below the commune level was the village government. Each village elected a headman, who generally served as the middleman between villagers and the district administration. The headman's other duties included attending meetings at the district headquarters, keeping village records, arbitrating minor civil disputes, and serving as village peace officer. Generally the headman served five years or longer and received a monthly stipend. In the 1980s, the importance of a village headman seemed to be declining as the authority of the central government expanded steadily through the provincial and local administrations.

Municipalities in Thailand included Bangkok, seventy-two cities serving as provincial capitals, and some large district towns. According to the 1980 census, municipalities had a combined population of 7.6 million, or about 17 percent of the national total. The municipalities consisted of communes, towns, and cities, depending on population. Municipal residents elected mayors and twelve to twenty-four municipal assemblymen; the assemblymen chose two to four councillors from among their number, who together with the mayors made up executive councils.

Thai Local Government at the present

1. Tambo Administrative Organization

The TAO is the latest form of the local government in Thailand but it is the smallest unit of local government. Tambon administration was first established under the Tambon Authorities Act of 1956, revised in 1968. TAO was meant to be a delegated unit from central government at the village level. TAO expenditures are financed through appropriations from the Department of Local Administration under the budget of the provincial council and from the Department of Community Development through its rural program budget. In the year 1995 Tambon Council and Tambon Administration Organization Act was introduced. In the past TAO has not been a legal entity. This means that they have no legal power to perform public functions. It makes TAOs and Tambon Council becomes under financial and legal constraints to fulfill their assigned functions. On financial side, they have to rely on only source of finance from central allocation through regional administration.

However, after the TAO Act of 1995 is introduced, it gives legal entities for all the TAOs. The law also changed the status of kamnun (Sub-District Chief) and village header completely. Under the new law, kamnun and village head man is limited to being only central government officer; the executive role is now to be fulfilled by TAOs members who must be directly elected from local people. Moreover, being legal entity enables TAOs to issue their own regulations and to developing plans for their areas. This is an improvement over the pre-1995 Act situation when they had to strictly perform public services as commands from Ministry of Interior.

2. Municipality

The municipality can be considered as the most important form with the greatest degree of autonomy. Their structure, consists of a legislature and an executive, allows less interfere for central government. They are first established by the Municipal Act of 1933, after the revolution in 1932. According to the Revolution Party, the municipality was to be an example to decentralized autonomy to the local level, with the establishing them in all 4,800 Tambons across the country. However, the development of the municipalities had been stagnated after introduced. During 1946-1971, only 3 municipalities were newly established. Thereafter, Sanitary Districts were reintroduced (1952 units) with the intention of potential upgrading.

There are 3 types of Municipalities: Nakorn, Muang and Tambon, classified by their population, revenue capacities, and ability to provide public services. They are established in the densest area in every province and other areas that meet the required criteria.In 1998 the pre-decentralization implementation era there were 150 MA throughout the country: 9 Nakorn, 90 Muang, and 51 Tambon municipalities.

The basis for classifying the municipalities is as followed: Nakorn Municipality must have 50,000 or more inhabitants; average population density is not less than 3,000 persons per square kilometer with the adequate revenue for discharge of its stipulated duties. Muang Municipality must have 10,000 or more inhabitants; with population density is not lee than 3,000 persons per square kilometer; or is the site of provincial administration office with the adequate revenue to perform the duties. The Tambon municipalities must have over 7,000 populations with population density over 1,500 person per square kilometer, and annual revenue (exclude subsidy) over 12 million bath.

According to the Municipal Act, municipality organization consists of municipal assembly head by lord mayor and municipal council. Municipal assembly members are elected from citizen in its jurisdiction.

Under the Municipal Act of 1953, all municipalities are able to collect revenue from:

(1) Taxes;
(2) Fees and Fines;
(3) Income from assets;
(4) Public Services fees;
(5) Revenue from bond issuance and borrowing (prior to municipal bond issuance and borrowing they must receive approval from municipal council and the Ministry of Interior);
(6) Borrowing from central ministries, departments, organizations, and other public entities;
(7) Subsidies from central government and CAO;
(8) Donation;
(9) Other revenue as indicated by laws.

According to the establishing of municipality law, they have the right to collect taxes in forms of local levied taxes, surcharged taxes and shared taxes. Local levied taxes are house and rent tax, land development tax, signboard tax and slaughter tax. Also they are legally authorized to add a surcharge of up to 10 percent of certain central-government taxes. All these taxes are often called surcharged taxes that are:

(1) Business Tax
(2) Gambling Tax
(3) Liquor and Non-alcoholic Tax
(4) Rice-export Tax
(5) Value-added Tax

In addition, the municipalities can receive tax revenue that is levied and administrated by central government but the total receipt is given to the local government is motor and vehicle tax.

Municipalities duties specified by establishing law categorized into two categories of function, compulsory and discretionary duties. The scope of responsibility varies with different type of municipalities. Functions under responsible of each type of municipality are as follows:

3.Changwat Administrative Organization (CAO)

they are provincial unit of local government. It was initially created by the Changwat Administration Act of 1955 to provide government service to all inhabitants who are not within the geographical jurisdiction of a municipality, a sanitary district or a TAO. According to the 1955 Act, the CAO has 2 major components: the elected Changwat assembly, and the provincial governor, who acts as its chief executive. The assembly has the main function of meeting annually to pass the annual provincial budget and to audit the previous year's expenditures. However, in the year 1997, the CAO Act was issued to abolish the governor's role from being the chief executive by position; henceforth the chief must be chosen among the elected members of the assembly only. The 1997 law provides new functions for the CAOs to have responsibility in coordinating and providing support for local government units within their districts. The intention is to make the CAO as the first level of local government within each province. Thus duties of the CAO are then designed to be different from other local governments. Duties of the CAO are as follows:

1) Prepare CAO planning, and collaborate with provincial plan;
2) Support Tambon council and other local administration in development;
3) Coordinate and jointly operate duties of Tambon council and other local affairs;
4) Provide grant to others local government units as laws indicated;
5) Protect, maintenance and preserve forest, land, natural resources, and environment;
6) Provide education services;
7) Support democracy, equity, and people rights;
8) Support people participatory rights in local development;
9) Support suitable technological development;
10) Provide and maintenance public water sewage;
11) Provide public garbage disposal and waste treatment;

12) Administer environment and pollution;
13) Administer and maintenance land, and water transport terminals;
14) Support tourism;
15) Support commerce, investments by joint venture or syndication with others;
16) Construct and maintenance land and water transport hub with other local governments;
17) Provide and maintenance central market;
18) Support sport, athletic, tradition and local culture;
19) Provision of provincial hospital, medical treatment, protection, and control contagious disease;
20) Provision of museum;
21) Provision of mass transit and traffic engineering;
22) Protect and provide disaster relief;
23) Maintenance of public orderly;
24) Support other government agencies and local government in local development;
25) Provision of social welfare services for child development, woman, elderly, and disadvantage;
26) Provision other services as mandated by other laws or decree.

On the revenue side, under the Plan and Procedures for Decentralization Law, the revenue sources that assigned to CAOs are;

1) Petroleum and Petroleum Products Tax
2) Tobacco Tax
3) Value-added Tax
4) Specific Business Tax
5) Vehicle Tax
6) Education Tax
7) Bird-nest Tax
8) Mineral Tax
9) Hotel Receipts Tax
10) Fees, Fines, and License Permit Fees
11) CAO public utilities income.

4. Bangkok Metropolitan Administration (BMA)

The BMA is a special form of local government. It was established in 1972. It was created by merging all local government units within the Bangkok and Thonburi boundaries into one government entity with its own unique organization and functions. The BMA government consists of an assembly body (similar to other local government units) and the governor. The BMA assembly acts like a legislative body reviewing and supervising all administrative work of the governor and his staff and proposing and passing city ordinances. Assembly members and the governor are directly elected by citizen of the BMA. The term for the Assembly and the governor is four years. The governor administers his duties with the assistance of four appointed deputy governors.

Currently, BMA is under the BMA Act 1985. Under the 1985 Act, the BMA revenue is as follows:

(1) Taxes;
(2) Fees and fines;
(3) Income from assets;
(4) Public utilities income;
(5) BMA Business;
(6) Issuing BMA bonds and borrowing from public agencies and corporate;
(7) Subsidy and grants;
(8) International assistance;
(9) International borrowing;
(10) Revenue from state-enterprises operating in Bangkok.

According to the Decentralization Plan and Procedure Law of 1999 that issued in support of the new constitution indicates taxes that BMA can collect from are:

(1) Land and Building tax
(2) Land Development tax
(3) Signboard tax
(4) Petroleum and petroleum products tax
(5) Tobacco tax
(6) Value-added tax
(7) Specific business tax
(8) Excise taxes on liquor and tobacco
(9) Education tax
(10) Vehicle tax
(11) Gambling tax
(12) Mining royalty fee
(13) Animal slaughtering tax
(14) Hotel tax
(15) Airport fee
(16) Real-estate registration tax

5.Pattaya City

Pattaya city is a newly established local self-government form. It is a chartered city created by Pattaya City Act of 1978 similar to city management in the United States. The city itself has been developed from Pattaya sanitary district. But the rapid growth of the district as a tourist attraction made the district incapable of handling problems and urban development. Hence the Pattaya City was established with greater independence and flexibility. Basic functions of Pattaya city council are to oversee planning and policy implementations for city development and to pass city ordinance that is not in conflict with national laws.

By the Pattaya City Act of 1999, the Pattaya City consists of Pattaya Council and Pattaya Mayor. The City can gain revenue from;

(1) Taxes;
(2) Fees, fines, and permit fee;
(3) Property income;
(4) Pattaya social services;
(5) Pattaya business income;
(6) Issuing Pattaya City bonds;
(7)Borrowing including borrowing from aboard;
(8) Subsidy;
(9) Oversea assistance funds.

What is good governance

Governance is the process of decision-making and the process by which decisions are implemented (or not implemented).'Good governance exists when a government governs for, and on behalf of, its community. Good governance is underpinned in local government by specific provisions in the LG Act including a councillor code of conduct, councillor conduct principles, provisions relating to misuse of position, improper direction and improper influence, treatment of confidential information and the disclosure of conflicts of interest. Good governance is participatory, consensus oriented, accountable, transparent, responsive, effective, efficient, equitable and inclusive and law abiding. The principle and practice of democratic governance underpins governance in the local government sector. Democratic governance refers to the democratic nature of local government and the accountability of local government to their communities. The concept of "good governance" often emerges as a model to compare ineffective economies or political bodies with viable economies and political bodies. The concept centers on the responsibility of governments and governing bodies to meet the needs of the masses as opposed to select groups in society. Because countries often described as "most successful" are Western liberal democratic states, concentrated in Europe and the Americas, good governance standards often measure other state institutions against these states. Aid organizations and the authorities of developed countries often will focus the meaning of "good governance" to a set of requirements that conform to the organization's agenda, making "good governance" imply many different things in many different contexts.

Good governance need for Local Governance Organizational Capacity

Good governance has to be built on the quality of organizations so that development is based on this rather than simply relying only on political will, personal will of a strong leader and state power, which may not be sustainable over the longer term.

Having skilled staff is not sufficient if the government organizations do not have the capacity to make good use of these skills. Capacity of government organizations is a key factor in the provision of many important services to businesses and the public, and in creating conditions for economic progress and social cohesion. The organizational structure and management systems of government have been reformed in many OECD countries. The problem was often seen as excessive centralization, inflexibility and lack of efficiency. The key response to this has been to provide managers and staff with more autonomy in operational issues in return for more accountability for performance. In other countries the problem may be a lack of regularity and discipline in the administration, often with associated corruption. In such situations the response typically will need to focus on strengthening the basic management systems of government, involving to a certain extent increased bureaucratization.

Reliability, Predictability and the Rule of Law

The rule of law refers to the institutional process of setting, interpreting and implementing laws and other regulations. It means that decisions taken by government must be founded in law and those private firms and individuals are protected from arbitrary decisions. Reliability requires governance that is free from distortionary incentives - through corruption, nepotism, patronage or capture by narrow private interest groups; guarantees property and personal rights; and achieves some sort of social stability. This provides a degree of reliability and predictability that is essential for firms and individuals to take good decisions. Reliability and predictability do not mean that the more specific the regulations are the better. Excessive specification can lead to rigidities and risk of selective application of regulations. Interpretation and effective implementation of individual regulations requires a degree of discretion. This discretion can be counterbalanced by administrative procedure legislation and external reviews of decisions (appeal mechanisms, judicial review, ombudsmen etc.).

Reliability and predictability require certain degree of political stability. Governments need to be able to make credible commitments and persuade the private sector that decisions will not ultimately be reversed due to political uncertainty. While this is not necessarily related to a particular political system in the short term, over the longer term democracy enhances stability by giving a voice to citizens to express their preferences through an open competition.

Accountability

Accountability can be both an end in itself -- representing democratic values -- and a means towards the development of more efficient and effective organizations. Politicians and public servants are given enormous power through the laws and regulations they implement, resources they control and the organizations they manage. Accountability is a key way to ensure that this power is used appropriately and in accordance with the public interest. Accountability requires clarity about who is accountable to whom for what and that civil servants, organizations and politicians are held accountable for their decisions and performance.

Accountability can be strengthened through formal reporting requirements and external scrutiny (such as an independent Audit Office, Ombudsmen, etc.). Democratic accountability, as represented by accountability of ministers to parliament and the parliament to voters, can be seen as objective in itself, but it also strengthens accountability in general. Many OECD countries are strengthening accountability through more focus on accountability for performance as opposed to limiting accountability to regularity of decisions.

Transparency

Transparency is an important aspect of good governance, and transparent decision making is critical for the private sector to make sound decisions and investments. Accountability and the rule of law require openness and good information so higher levels of administration, external reviewers and the general public can verify performance and compliance to law.

Governments have access to a vast amount of important information. Dissemination of this information through transparency and open information systems can provide specific information that firms and individuals need to have to be able to make good decisions. Capital markets depend for example on information openness.

Participation

Participation can involve consultation in the development of policies and decision-making, elections and other democratic processes. Participation gives governments access to important information about the needs and priorities of individuals, communities and private businesses. Governments that involve the public will be in a better position to make good decisions, and decisions will enjoy more support once taken. While there may not be direct links between democracy and every aspect of good governance, clearly accountability, transparency and participation are reinforced by democracy, and themselves are factors in support of democratic quality.

Conclusion

Local governments set the overall direction for their local organizations through long-term planning. Examples include council plans, financial plans, municipal strategic statements and other strategic plans. Setting the vision, and then ensuring that it is achieved, is one of the most important roles of local government.

Local government is responsible for managing and delivering a range of quality services to their communities, such as public health and recreational facilities, local road maintenance, and public libraries.

Local governments legislate and make decisions in areas over which they have legislative authority. Local laws are not allowed to replicate or be inconsistent with state and federal laws or the operative planning scheme. The laws made by local governments are called local laws and cover issues such as the activities permitted on public land, animal management, and use of infrastructure. Local governments are also responsible for enforcing local laws and other legislation over which they have authority. The activities of local governments are guided by policies. Developing and implementing these policies are key functions

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Hot Spring in JAPAN & THAILAND

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【JAPAN】

1． Hot spring statistics (as of the end of March, 2014)

(1) Number of the Hot spring Resort Area (Onsen)：3,098

(2) Best 5 (at each prefecture)

1st Hokkaido249, 2nd Nagano225, 3rd Niigata150
4th Aomori142, 5th Fukushima135, 47th Okinawa 7

(3) Number of the Hot spring Source ：27,405

1. The source to use：17,654
   Naturally：4,260、Pumping Up：13,394
2. The source to not used：9,751
   Naturally：3,348、Pumping Up：6,403

(4)Temperature distinction ：24,581L/min

1. Up to 25 degree Celsius：3,989L/min
2. 25 - 42 degree Celsius：6,891L/min
3. over 42 degree Celsius：12,637L/min
4. Steam/Gas：1,064L/min

(5) Quantity of gush：2,642,705L/min
Natural spring：726,357 L/min
Pumping Up：1,916,348 L/min

●Reason with many hot springs
(1) Large number of active volcanoes
活火山（110 ヵ所）
Many earthquakes 地震
(2) A lot of rainfalls 多い雨量
Annual precipitation
TOKYO 1528.8mm、OSAKA 1279.0mm

●Reason to take a bath in the hot spring
(1) The four seasons 四季
Hot summer 暑い夏
Cold winter 寒い冬
(2) Cleanliness enthusiast 清潔好き
(3) Place of the communication
コミュニケーションの場所
(4) Place of healing 癒しの場所

2． Statistics of hot spring facilities
(as of the end of March, 2014)

(1) Number of accommodation with hot spring：13,358
(2) Capacity of guests Total number： 1,377,387
Average number par accommodation：103.11
(3) Hot spring facilities for day visitors：7,816

3． Changing number of the accommodations

Category	2007	2008	2009	2010	2011	2012	2013	2014
Hotel	9,180	9,442	9,603	9,688	9,629	9,863	9,796	9,809
Ryokan(inn)	54,107	52,295	50,846	48,966	46,906	46,196	44,744	43,363
Simple accommodations	22,590	22,900	23,050	23,429	23,719	24,506	25,071	25,560
Rooming House	941	929	912	869	752	839	801	787
Total	86,818	85,566	84,411	82,952	81,006	81,404	80,412	79,519
Hot spring hotel(inn)	15,024	14,907	14,787	14,294	14,052	13,754	13,521	13,358

4. The history of the hot spring resort

ザボン湯 Shaddock

(1) Hot spring discovery legend by animals

Before Edo era including ancient Japan

Deer, white heron, monkey, hawk, snake etc.

(2) Hot spring discovery by Priest

Before Edo era including ancient Japan

行基 Gyoki(668～749)

空海 Kukai (774～835)

一遍 Ippen（1239～1289)

5. Change of the hot spring resort

(1) Hot spring resort for the purpose of Medical treatment

From the Edo era to the middle of Meiji era (The 19th century)

Medical treatment, Long-term stay (1- 3 Weeks)

(2) Hot spring resort for Rest & Break

From the middle of Meiji era to World War II end (About 1890-1945)

The development of traffic & industry

The development of hot spring resources

(3) Hot spring resort for Tourist

The rapid economic growth period (The 1960s, The 1970s)

Social tourism, Mass tourism, Wide area tourism

Banquet tourism, Pleasure tourism, 'One-night' tourism

Upsizing of the hotel : As an example Suginoi Hotel (Beppu, Oita Prefecture)

> Three largest hot spring : Atami (Shizuoka), Ito (Shizuoka), Beppu (Oita)

> Three oldest hot spring : Arima (Kobe),Dogo (Ehime),Shirahama (Wakayama)

(4) Hot spring resort for New Tourist After an oil crisis (1973)

Diversification of tourism

Increase in family and group trip

(5) Hot spring resort for individuals

The bubble economy period (The late 1980s), the 21st century

Unexplored hot spring and Soothing hot springs are popular

Unexplored system type : Sukayu (Aomori), Shirahone (Nagano) etc.

Soothing type : Kurokawa (Kumamoto), Yufuin (Oita) etc.

(6) Hot spring resort for new purposes

Future expectation

The aim of hot spring resort following European model

Medical treatment, Long-term stay (1-3Weeks)

Relaxation, Rest, Nourishment, Reading, Walking, Slow tourism, Leisurely, Healing

【THAILAND】

１． Hot spring statistics (2015)

(1) Number of the Hot spring Resort Area (Onsen)　　About　200

Location：The north,　The central,　The south (peninsula)

(2) Characteristic (the northern part in particular) of the hot spring

Naturally, Geyser, High temperature hot spring, Mass hot spring gush

(3) Intensive area

Chiang Mai, Mae Hong Son, Chiang Rai (The north)

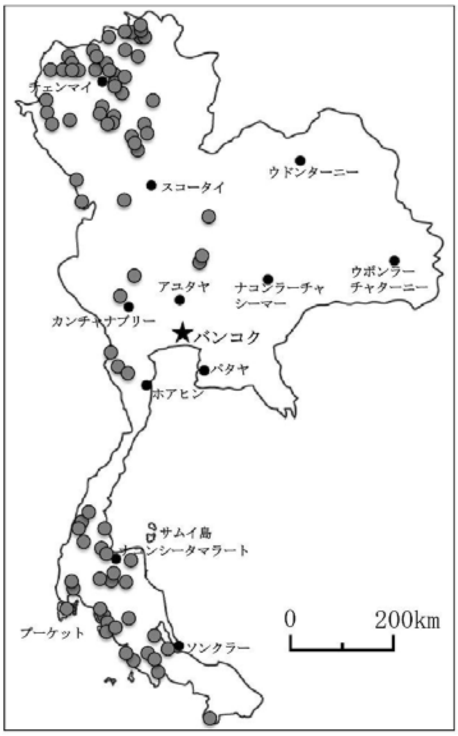
(4) Mechanism of the hot spring (The north)

Hot spring of the non-volcanicity

Water on the granite with the heat became the hot spring　(花崗岩)

※１． There are many hot springs of the volcanicity in Japan

※２． There are many Large depth hot springs in the big city



Location of the hot spring resort

地域	県名	Province	Ons
北部 The north	チェンライ	Chiang Rai	10
	チェンマイ	Chiang Mai	20
	メーホーンソン	Mae Hong Son	13
	ランプーン	Lamphun	2
	ランパーン	Lampang	7
	パヤオ	Phayao	1
	プレー	Phrae	4
	ナーン	Nan	1
	小計	Subtotal	58
東部 The east	チョンブリ	Chonburi	1
	チャンタブリ	Chanthaburi	8
	小計	Subtotal	9
中部 The central	スコターイ	Sukhotha	2
	ガンペンペット	Kamphaeng Phe	3
	ペチャプーン	Phetchabun	4
	ロッブリ	Lop buri	1
	スパンブリ	Suphan buri	1
	ウタイターニー	Uthai thani	1
	小計	Subtotal	12
西部 The west	ターク	Tak	5
	カンチャナブリー	Kanchanaburi	6
	ラーチャブリー	Ratchaburi	2
	ペッチャブリー	Phetchaburi	1
	小計	Subtotal	14
南部 The south	スラタニ	Surat Thani	9
	ナコンシータマラート	Nakhon si tham	1
	パンガー	Phang Nga	3
	クラビ	Krabi	5
	トラン	Trang	2
	パッタルン	Phatthalung	4
	サトゥン	Satun	1
	ヤラー	Yala	1
	小計	Subtotal	26
	合計	The total	119

Distribution of the hot spring resort

２． The history of the hot spring resort

(1) Before World War II

①Animals are used

Cows, Deers, etc. eat the soil of the hot spring ingredient

②Japanese are the use, utilization

Hin Dat (Kanchanaburi)

Phabong (Mae Hong Son)

(2) After World War II－Location Type

#1 Roadside

Mae khachan (Chiang Rai), Huai Sai Khao (Chiang Rai)

#2 National Park

Pong Dueat (Chiang Mai), Fang (Chiang Mai), Chae Son (Lampang)

#3 Farm village

Pong Kwao (Chiang Mai), Pha soet (Chiang Rai), Pong Luang (Lampang)

(3) Development Type

#1 Public capital

National parks

#2 Private capital

Roong Aroon, Onsen, Burilasai (Sankamphaeng)

(4) Management Type

#1 Public Management

National parks

#2 Private Management

Doi Saket(Chiang Mai), Lanna(Chiang Rai), Phu klon(Mae Hong Son)

(5) Business condition

#1 Eager

Sankamphaeng, Mae khachan(Chiang Rai), Phu klon(Mae Hong Son)

#2 Redevelopment

Ban pong(Chiang Rai), Pha ton(Chiang Rai), Phabong(Mae Hong Son)

#3 Dilapidation

Huai Sai Khao(Chiang Rai), Huay Mark Liam (Chiang Rai), Manlika(Chiang Mai)

(6) Unique hot spring

#1 Hot spring of the temple

Wang Khanai (Kanchanaburi)

#2 Tanker hot spring

Yunomori Onsen & Spa (Bangkok)

Onsen: Wat Wang Khanai Hot Spring (Kanchanaburi)

Use of artificial carbonated spring (人工炭酸泉)

#3 National park location

Pong Dueat(Chiang Mai)

Fang(Chiang Mai)

Chae Son(Lampang)

#4 Japanese development

Drainpipe(Chiang Mai) 土管温泉

Firefly(Chiang Mai) ほたるのゆ

Human Resource Management and Establishing Healthy Organization in Buddhism way in 21 Century

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Abstract

This article discusses about the role of HRM in establishing healthy organization in Buddhism way in 21 century, human resource professionals' attempt to deliver high-quality health care to citizens, and the importance of human resources in the health care. The purpose of this article is to gain a deeper understanding of the impact of human resources on health sector reform, the importance of HRM in all aspects of healthcare organizations, the positive impact of increased job autonomy on employee outcomes, and the dynamics of employee engagement in health care. The literature on the link between HR system perceptions and civility towards patients, specific roles for HRM in building shared values that can service both the care needs of patients and the business needs of health organizations.

Keywords

Human Resource management establishing healthy organization Buddhist Philosophy

Introduction

Human being is associated with social, cultural, religious, political and economical activities. It means all the members of society are related to above concepts. However the society is divided into the several cultures, several religions, and several political disciplines. Buddhism is one of them. The king or leader of the area, country or state is influenced by the rules and customs of those thoughts which are related to the principles of that religion. For the example King or Samrat “Shidharth” was related to ‘Buddhism Thoughts’ which he had propounded Buddhism Religion. Several ‘Islamic’ Kings were influenced by ‘Islamic’ culture, several Western Kingdoms influenced by ‘Christians’. The “Buddhism is Religion which is believe on the *peace*, *justice* and *happiness*. Peace among the people and justice to all and all should be happy. In this research study it will attempted to the study of the thoughts and principles of Buddhism and its relevance in the present corporate culture, in universities in relation to human resources development. However this article study will be explain of human Resource management and establishing healthy organization in Buddhism way in 21 century, This article will be attempted a case study of faculty for humanity and Society Faculty of “Ratchapat Nakornpatom University” and “M.C.U. University, Bangkok Thailand”.

Globalization and borderless business have been deriving from the gigantic change of society, politic, and economy. They have the impacts directly on Fierce competitive in business worldwide. The pressure of the competitions has a significant influence on the organization. The organizations have to complete their spaces in the market in order to strive and reach their goals. Therefore, they have to use their resources in the most effective way and also look for healthy relationships between their employees and surrounded societies. For instance, customers and people who get benefits, only the strongest organization can survive in the competitive environments. If some organizations use their human resources ineffectively, they have to deal with increasing operating cost, where they tend to loose and waste products, spend their capital to take care employees' health, or to operate lawful affairs. As a result, many organizations start to have a close-up look into their organizations by choosing and creating strong, healthy, and effective environment (Jacqui, 1991).

According to Organization Development: OD by Beer and Walton in 1987 (Matheny, 1987: 394) "Organization Development is a group of plan management to prepare for adjustment in order to manage in effective way; including having healthy human resources. OD practices tend to use diverse tools to identify the needs of organization, shortcut to solve problems, and design the tools in order to help solving current situations. The tools are composed of survey of organization, the change of systems or giving recommendations in minor section or groups people.

Human resources, when pertaining to health care, can be defined as the different kinds of clinical and non-clinical staff responsible for public and individual health intervention. As arguably the most important of the health system inputs, the performance and the benefits the system can deliver depend largely upon the knowledge, skills and motivation of those individuals responsible for delivering health services

Nowadays, business tend to use sustainable business (Prachachat Business, 2548) In case the organization ignore and unprepared for the change and focus only on how to make profits and increase sale consistently. Also if they ignore look into whether their organization are in good conditions, they might have problems such as the exhausted employees may get sick from working too hard. They might not be able to work with their full-potential. The worst case, they might leave their jobs. This chain would impact the strengths of organization. If the organizations still ignore to love the problems, the health of organization would be poor and sick and they need to be cured.

Buddhism is a national religion in Thailand. 95 percents of Thai are Buddhists. Buddhism has influence on Thai cultures, beliefs, and value. (Prawase Vasee 2549) claimed that "Buddhism" is integration for better and sustainable which relates to (Phrasakda Visudthiyano 2550): Buddhism tenets have sustainable developmental characteristics, health or body development, mental development, emotional development, social development, and environmental development. These healthy relationships build healthy society and create responsive sustainable environments.

Organizations are an important part of local social networks that connect individuals and organizations and enhance the capacity of communities to solve social problems. However, the commercialization of nonprofit organizations influences their ability to contribute to this social capital. It reason that commercialization of a nonprofit organization may reduce its ability to contribute to social capital if it weakens its social networks; makes its network of relationships less stable; reduces the size, diversity, or involvement of its governing board; or reduces its level of voluntary participation.

The writer come to know the importance of establishing healthy organization in Buddhism way in order to develop human resources and organization by using virtues for a good household life qualities of a good man, virtues of a gentleman and states of conciliation, virtues for fraternal living. These will help to create responsible employees which also create sustainable awareness. Last, will create growing sustainable organization.

The importance of Human Resource Mananagement in Health Care

The history of the Humanities and Social Sciences Ratchapat Nakornpatom University

Faculty of Humanities and Social Sciences history since 1975, Mangrove Forest Planting activity of Nakhon Pathom in that man is Teachers College of Nakhon Pathom. Start and manage according to the commandment of Teachers College, contraceptive cause of subject number of [3]. The School include the school Faculty of Humanities and Social Sciences the School of Science and the School of Education For the Faculty of Humanities and Social Sciences occurs from the Change Section Social Studies subject categories in English Section. English section of the study of Art and Music, art galleries as Faculty of Humanities and Social Sciences start operating at an official from the school at 1 Year 1976.

After the Announcement of Financial Institutions Act, Mangrove Forest Planting activity on January 24, 1995, Teachers College of Nakhon Pathom change as a "Financial Institutions Mangrove Forest Planting activity of Nakhon Pathom" and a Italian Convert. Once again the school of Humanities and Social Sciences. Change the name to "Faculty of Humanities and Social Sciences" and the holder of the position of the administration to use the word "Dean".

In 2004, the act of Ratchapat Sakonakorn University, Nakhon Pathom, Financial Institutions Mangrove Forest Planting activity of Nakhon Pathom and change the name to "Mangrove Forest Planting activity of Nakhon Pathom."

The Philosophy Mission Identity

Faculty of Humanities and Social Sciences. Philosophy Mission Identity and unique as follows:

The philosophy

Create a quality integrity local development to the International.

Mission

1.Production of a quality partner integrity in accordance with the standards of the qualified persons Higher Education Level. The Commission and expand educational opportunities.

2.Production of teachers and promote the academic standing.

3.Teacher of the brakes and the promotion and local knowledge and conserve natural resources and the environment and Sustainability.

4.Research to create a body of knowledge and research Local Integrated Development.

5. management systems that are efficient and effective.

6.promote the development of the potential local to the philosophy of sufficiency economy and continued projects to be initiated.

The unique and identity

Unique “Integration of knowledge and the arts to develop local”. The Identity Jim ASA Local Development.

The Vision.

“Focus on Human Resources Development in the western region."

Strategic Issues

1.To develop their potential personnel and students to better happiness,

2.Integrated body of knowledge to community development are strong,

3.Through the arts and culture and promote environmental sustainability,

4.Create System Management Organization that and is a learning organization.

The aim

1.Personnel and graduates have the knowledge and can have the performance and features that spam.

2. Community empowerment.

3. People and students realize the value the Arts and the Environment

4. Faculty of Humanities and Social Sciences have a system-the-management with the primary Corporate Governance and a learning organization

History of the Faculty of Humanities Mahachulalongkornrajavidyalaya University

Humanities (Faculty of Humanities) formerly known as the South-East Asia. Established in 2506 with the aim to provide students with knowledge about the history, religion, culture and language in Southeast Asia. As a resident in Thailand, and to put that knowledge to use it in existence and propagation of Buddhism in Southeast Asia.

2507 was renamed Anthropology of science Relief by expanding the scope of the study in this wider. It covers subjects of Humanities and Social Sciences particularly in respect to public housing to monks. The performance of their duties to benefit the public and relied on the mind of the public attention. Anthropology of science Relief is divided into segments as follows.

1.Faculty of Philosophy (Philosophy).
Religious education Integrated with the English language, Thailand Buddhist psychology, mental and social development.

2.Resolution (University)
Study the Scriptures and High School For monks and laity.

3.Vision

Graduate with excellence Buddhism. Can be integrated with the language of Buddhist psychology, psychology, ethics has the potential to develop their community, society and nation.

4.Mission

Graduate research and development promote Buddhism and services to the society and Culture preservation.

Buddhism and Healthcare

Buddhism has a long history of association with medicine and healing extending over two thousand years and embracing developments across the whole of Asia. It is now also beginning to make an impression in the West, although presently lacking a developed infrastructure of the kind established by Western religions like Christianity. However, while the connection between Buddhism and healthcare has long been noted, little research has been undertaken in this field. This article outlines the ethical values which underlie Buddhist concern for the sick and gives an overview of the role of healthcare in Buddhism as it spread throughout Asia (Damien Keown)

Buddhism and Health

Modern medicine has worked great wonders for humanity over the past century. Many of the ancient scourges, polio and smallpox among them, have been largely eradicated or are at least no longer feared. Average life spans continue to lengthen worldwide, even if at a slower pace in the developing world than in the developed. And the coming century promises even more marvels, thanks to ceaseless advances and new technologies.

The Buddhist understanding of good health is similar, with its emphasis on the balanced interaction between the mind and body as well as between life and its environment. Illnesses tend to arise when this delicate equilibrium is upset, and Buddhist theory and practice aim to restore and strengthen this balance. In the treatment of illness, however, Buddhism in no way rejects modern medicine and the powerful array of diagnostic and therapeutic tools at its disposal. Rather, it states that these can be put to most effective use in combating illness when based on, and reinforced by, a deeper understanding of the inner, subjective processes of life.

Central to the Buddhist approach to health and healing is its emphasis on spiritual strength and an overriding sense of purpose, or mission, in life based on compassionate action for others. While the therapeutic efficacy of these attributes is still not widely recognized by the medical profession, Buddhism asserts that they make it possible for an individual not only to create value even in face of the severest adversity, including sickness, but to forge from them an opportunity for personal growth.

The importance of human resources management in healthcare

Human resource professionals understand the importance of developing a culture that can enable an organization to meet its challenges. They understand how communities of practice can form around common goals and interests, and the importance of aligning these to the goals and interests of the organization. Knowledge management is one of the hottest topics in business consulting and the resulting efforts of many organizations to meet the challenges of competition in the modern knowledge economy. It is a term used in many different ways by parties with different perspectives and interests. The definition of knowledge is complex and controversial and can be interpreted in many ways. Much of the knowledge management literature defines knowledge in very broad terms, covering basically all the "software" of an organization.

Healthy Organization from the various research, articles and textbooks concurrently with the success factor information of building Healthy Organization and analyzing the information which be extracted from the review of literatures, then, synthesizing the Healthy Organization model in or order to be the master piece of the beginning of Thailand research of Healthy Organizations. Despite of the review of all related literatures of Healthy Organization and synthesis the Healthy Organization Model, before finalizing of the model, the draft model has been discussed in order to get the content validity test with the Human Resource and Organization Development Expertise “Human Capital Club”.

As a result of the study found that the synthesized Healthy Organization Model in term of conceptual model has been composed of 3 main perspectives namely Employee Health, Organizational Health and Environmental Health. The good specific characteristics and balancing relation of each perspective can support and promote the organization to get healthy. Additionally, the necessary supportive factors which can drive and facilitate the organization to get healthy included organizational design (in terms of job design, role clarity and workload etc.), policy, reward and recognition system, communications, working environment, learning (which covering of development) and leadership. Despite of those of the good specific characteristics and balancing relation of 3 perspectives and necessary supportive factors, the organization foundation still be the important things which cannot be overlooked which namely belief, culture, ethics and trust.

The concept of creating a healthy organization should consider 1) Health and safety of the Physical environment in the workplace, 2) Harmonious psychological environment including the Management system and culture in the organization, 3) Personal health-related resources in the workplace, and 4) Channels for accessing to the community in order to improve health of employees, their families, and other people in the community. Healthy organization can be developed by following established systems and steps such as mobilizing resources, assembling related personnel for discussion and meetings, assessing the situations, prioritizing key issues, planning necessary steps, doing-carrying out the plan, evaluation, and improving upon actions taken. As such, tools for determining a workplace’s health should be available for identifying issues which should be addressed. The importance healthy organization indices were support from administrators, cooperation and participation from employees, policies promoting a healthy workplace, having systemic integration into organizational strategies and process of work, having a procedural structure and work analysis, receiving support of necessary resources, data preparation and training of teamwork, having evaluation and monitoring, using effective measurement tools, and having the methods for promoting the understanding in the issues relating to develop healthy organization. So that people in the organization can continually propel the organization effectively and efficiently.

The Healthy Organization it is essential for today’s organizations that face many changes from both internal and external environments. Therefore, it is necessary to have the strong support from top management in order to develop the healthy organization, and it should have a clearly link to the organization's strategic goals.

A business organization is an individual or group of people that works together in order to achieve certain commercial goals. It's also a group of people identified by a shared interest or purpose. The importance of an organization is understood in the fact that it allows individuals to perform tasks in an effective and efficient manner, so that the goals and objectives may be accomplished in a way as wanted. For any organization to achieve both long and short term success, creating a healthy environment is necessary. Healthy environment is not only an indication of achieving predetermined goals and objectives, but is also a great way for maintaining strong relationships with the employees. Here are four characteristics of a healthy organization

Division of Work – It is one of the most important things to be considered in an organization that the diverse activities may be carried out in a smooth manner while eliminating the chances of overlapping or duplication. In this respect, an organization practices the division of work. It is through the division of work that the work is divided in to many departments according to the functions that are performed. For example: Finance, production, purchase and sales etc.

Facilitating the Flow of Work - This is an important characteristic of a healthy organization that it eases the flow of work which in turn leads to achieve business goals appropriately. At this point, it is important to note that creating an atmosphere in which the work may be carried out and the desired results may be produced is only possible when all the individuals work together with due interest and make sincere efforts towards common goals. Organization strives to create an atmosphere that values the employees. It makes the business more efficient by allowing its member to coordinate with each other. Since different persons are assigned at different positions and the work of a person is linked to another person, it ensures whether or not the employees coordinate and cooperate with each other in order to perform their related tasks successfully.

Effective Utilization of resources - This is the most important characteristic of a strong organization that it makes the optimum use of resources. Management is important to any business organization. The skillful management is required in all the areas of a business entity to get the activities accomplished in a way as needed. A healthy organization utilizes human element to the fullest extent so as to produce the desired successfully.

The impact of human resources on health sector reform

When examining global health care systems, it is both useful and important to explore the impact of human resources on health sector reform. While the specific health care reform process varies by country, some trends can be identified. Three of the main trends include efficiency, equity and quality objectives

Various human resources initiatives have been employed in an attempt to increase efficiency. Outsourcing of services has been used to convert fixed labor expenditures into variable costs as a means of improving efficiency. Contracting-out, performance contracts and internal contracting are also examples of measures employed (Hum Resour Health. 2006; 4: 20. Published online 2006 Jul 27)

Many human resources initiatives for health sector reform also include attempts to increase equity or fairness. Strategies aimed at promoting equity in relation to needs require more systematic planning of health services. Some of these strategies include the introduction of financial protection mechanisms, the targeting of specific needs and groups, and re-deployment services. One of the goals of human resource professionals must be to use these and other measures to increase equity in their countries.

Human resources in health sector reform also seek to improve the quality of services and patients' satisfaction. Health care quality is generally defined in two ways: technical quality and sociocultural quality. Technical quality refers to the impact that the health services available can have on the health conditions of a population. Sociocultural quality measures the degree of acceptability of services and the ability to satisfy patients' expectations.

Human resource professionals face many obstacles in their attempt to deliver high-quality health care to citizens. Some of these constraints include budgets, lack of congruence between different stakeholders' values, absenteeism rates, high rates of turnover and low morale of health personnel.

Conclusion

Thailand has a long history of primary health care (PHC) development which started before the Declaration of Alma Ata in 1978. The National PHC programme was implemented nation-wide as part of the Fourth National Health Development Plan (1977–1981) focusing on the training of 'grass-root' PHC workers consisting of village health communicators and village health volunteers. Since then PHC has evolved through many innovative health activities: community organization, community self-financing and management, the restructuring of the health system and multisectoral co-ordination. Many of the essential elements of PHC have been achieved. Improvements in the nutritional status of children under five households accessibility to clean water, immunization coverage, and the availability of essential drugs have been observed. PHC has been successful in Thailand because of community involvement in health, collaboration between government and non-government organizations, the integration of the PHC programme, the decentralization of planning and management, intersectors collaboration at operational levels, resource allocation in favour of PHC, the management and continuous supervision of the PHC programme from the national down to the district level, and the horizontal training of villagers to villagers.

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Investigating Key Success Factors of CSR Implementation

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Abstract

This research aims to study what are the critical success factors of CSR that lead the organization to be a successful in the business? And how does CRS implementation related to the organization stakeholders (investors, business partner, customers, employee and community)? In order to explore this area, there were two resources of data known as primary and secondary resources for finding out answers of these research questions based on qualitative data by using in-depth interview. The result found the rank of The Key Success Factors of CSR implementation. Many of the participants believed that companies' CSR, it will improve companies' image very well. CSR as part of the promotion of the company that showed return profits or benefits to society. CSR is the way that can be used to advertise the company's image very well.

Keyword: CSR

Inspiration:

Regarding to the increasing interest of the appropriate role of business in the society, the awareness of public on societal, environmental and ethical issues have become more continuously concerned. At the moment, it would be strategic challenges for many organizations in the business that has to formulate and implement some policies could not only provide some beneficial aspects to their shareholders, but also all stakeholders in the society. It is because many customers in the high communicated society as today seem to be more emphasize on what company will provide or give back to the society and also avoid to consume the product that have negative aspects to the overall society. Furthermore, in order to survive in their business and among the competitors, many organization have to find some ways to increase their competitive advantages, so they would give a precedence by developing their image about the social and environmental issues, together with making the customer believe that their organization not only maximize the profit, but also provide some benefits back to the society.

Research Context:

The concept of corporate social responsibility (CSR) as the direct response to these issue seem to become widely adapted among many companies in terms of business operation in order to develop their image reputation to the society and enhance their visibility of corporation simultaneously. CSR refers as a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives (UNIDO, 2014). Consequently, the programs about protecting the environment, reinforcing the eco-friendly products, encouraging local communities, engaging in fair-trade activities and developing sustainable economies growth are integrated in the agendas of many companies and governments. Moreover, according to UNIDO 2014, a properly implemented CSR concept can bring along a variety of competitive advantages to the organization, such as enhanced access to capital and markets, increased sales and profits, operational cost savings, improved productivity and quality, efficient human resource base, improved brand image and reputation, enhanced customer loyalty, better decision making and risk management processes.

Actually, people understand that CSR is organization's responsibility to society and should be more considered by organization that is not only activity but also provide some valuable benefits back to the society. Hence, there are six main dimensions of CRS consisting of Community, Investor, Environment, Business partners, Customers and Employees that will be used to indicate the organization performance of CRS implementation.

Problems:

Nowadays, CSR has been implemented for commercial benefit regardless concerning about real intention of people in society. In this regard, it contributes to CSR implementation for enhancing the brand image rather than improving well-being of society.

In this field, the organizations that implement effective and efficient CSR in Thailand. Interestingly, there was the controversial issue of oil spill in Rayong in recent year that impacted to local community and organization image. In order to explore whether CSR implementation is effective and beneficial to society and community, the further research needs to be conducted in this area.

Questions:

1. What are the critical success factors of CSR that lead the organization to be a successful in the business?
2. How does CRS implementation related to the organization stakeholders (investors, business partner, customers, employee and community)?

Literature Review

Corporate Social Responsibility (CSR) refers to business assuming and fulfilling responsibilities that extend beyond their profit-making functions, with the aim to enhance some social objectives, such as sustainable economic development, quality of life, and/or increasing the national standards of living, amongst many others (Ioanna & Christos, 2014). Furthermore, the concept of CSR is generally defined as the organization activities, indicating to the inclusion of social and environmental issues in the business operations, and in the interactions with stakeholders, also according to the ambition levels of corporate sustainability (Van Marrewijk, 2003 as cited in Perez and Rodriguez del Bosque, 2013).

According to Amaladoss and Manohar (2013), CSR was also explained as the continuing commitment of the organization to behave in the ethical way by encouraging the economic sustainability and enhancing the local community and overall society. More concisely, it is the integration of social, economic and environmental dimensions (Triple-bottom line) through their business activities and the interaction with their diverse stakeholders on the voluntary basis in order to create the values at "3Ps: people, planet and profit" (Cramer et al., 2004 as cited in Amaladoss and Manohar, 2011) as shown in the Figure 1. Simultaneously, UNIDO also define the CSR as the pathway for any organization to accomplish the balance of the triple-bottom line approach (economic, environmental and social aspects), together with responding to the expectation of their shareholders and stakeholders.

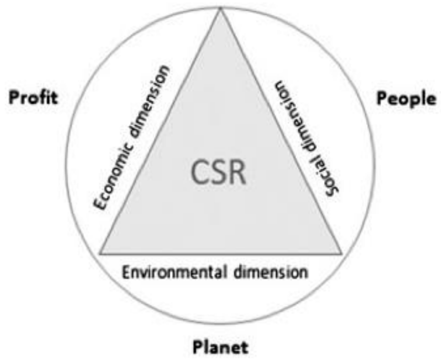

Figure 1: Triple-bottom line (Amaladoss and Manohar, 2013; UNIDO, 2014)

In addition, Zheng, Luo & Wang (2014) suggested that corporate social responsibility (CSR) and business ethic became more valuable when the moral norms in the society are more severely degraded, because the society will attach greater value to firms that are trustworthy and socially conscious. Hence, CSR has become a tool to represent responsible business activities and appears to reflect individual business rather than all corporations, and their relationship with stakeholder and society (Lucy, Alexandra & Emma, 2014).

The importance of CSR implementation

CSR is important because it influences all aspects of company's operation. Increasingly, consumers want to buy products from companies they trust, suppliers want to form business partnership with companies they can rely on, employees want to work from company they respect, large investment funs want to support firms they perceive to be socially responsible, and nonprofits and NGOs want to work together with companies seeking practical solutions to common goals. Satisfying each this stakeholder groups allow companies to maximize their commitment to their owner (their ultimate stakeholders), who benefit most when all these group's needs are being met (Werther and Chandler, 2011). Similarly, CSR is also widely used as an organizations' investment, demonstrating the corporate creditability of companies, enhancement of employee attraction and retention as well as establishment of beneficial relationship with their customers and stakeholders (Matute et al. 2010; Peloza and Shang 2011 as cited in Perez and Rodriguez del Bosque, 2013). Therefore, many CSR policies have always been adapted and identified, based on the perception of their stakeholder, who directly impact to the effectiveness and efficiency of their corporate strategies (Perez and Rodriguez del Bosque, 2013).

Interestingly, as the conventional concept of CSR is related with the social involvement, organizational responsiveness, and accountability apart from their core profit activities and requirement of law, Chapple and Moon (2005) implied that the significant reasons that CSR concept have been adapted through many organizations' policies is probably because of the incentives from government, compliance of law and regulations in the variety of global concerns with regard to CSR issues and also their business purposes to create the competitive advantages. Thus, CSR is an opportunity to improve company's reputation, create a better image for the corporation, promote social responsibility to society at large and eventually raise revenues in the long run. Mostly, many companies believe that CSR will pay off in the future and there are several ways in which CSR can affect profitability (Paetzold, 2010). Additionally, the reason of CSR implementation is to increase of consumer's interest in CSR. When consumer evaluating company and purchasing products, CSR is taken into account (Magdalena, Bodo, Patrick & Verena, 2014).

According to Social Data-based and Indicator Development Office (Office of the National

Economic and Social Development Board ,2012), there are many significant reasons why companies implement CSR as shown in the figure 2.

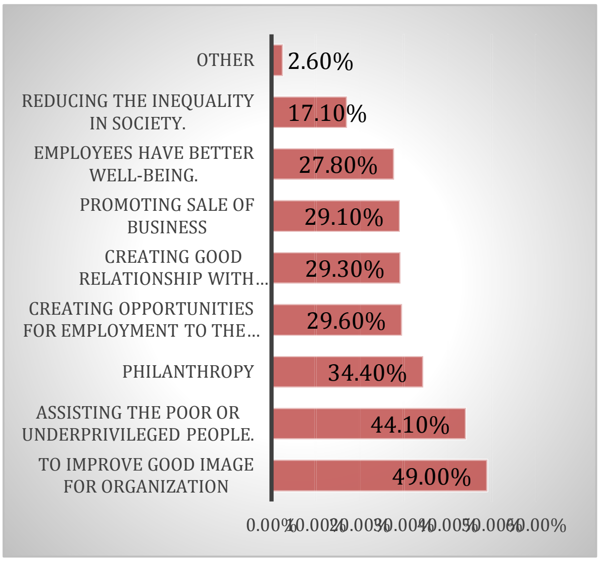

Figure 2: The significant reasons why companies decide to implement CSR

Nevertheless, although many of corporations have interested in CSR, some corporate leaders worried that CSR will consume resources and increase the cost of corporation. Shuqin (2014) stated that the reasons of the negative opinion for CSR are CSR will lead to more duty. Secondly, CSR will increase operating costs. Thirdly, they thought that CSR have no obligation to solve social problem. However, CSR is an important factor that helps business survive in the length of the corporate life cycle (Shuqin, 2014).

The Potential Benefit from CSR

It is not only CSR can to improve company's reputation and create a better image, but it also lead to create of 4 aspects which consist of human resources (HR), brand differentiation, the organizations image enhancement, and revenues improvement (Paetzold, 2010). Besides, Ioanna & Christos (2014) suggested that corporations needed to build a stronger CSR profile more than others for competitiveness.

Agne & Jurate (2014) stated that CSR could influence consumer behavior in the long-term relationship in the terms of loyalty, trust, and word of mouth. Moreover, Moon, Dong & Jae (2014) emphasis that CSR implementation in the organization is commonly accepted as the way of companies to achieve the sustainable development of companies and society. They found that most consumers are going to pay more attention through companies' CSR efforts and consume products from those companies, employing a self-benefit CSR position.

Although CSR has been significantly benefited to organization, it has been found that there are several organizations that might be not successful in CRS implementation. Therefore, it is important to consider related-factors for successful CSR found in previous researches and this area will now be examined.

Key success factors for CSR implementation

According to Frehs (2012), there are three key main factors that are Vision and High-Level Commitment to CSR, Skills and Tools, Incentives, Motivational Factors and Employee Buy-In, and Role of Government. Fist of all, having a vision and high-level commitment was necessary for transforming their organizations and integrating CSR into the way they conduct business. High-level commitment provides leadership for the change process, ensures that the needed resources are made available, and that any barriers to change, such as lack of incentives or skills, are addressed. Two companies had board-level committees responsible for stewarding their CSR activities. For some companies (Husky, Weyerhaeuser, VanCity and Home Depot), commitment to CSR originated in the personal beliefs of their founders that being socially responsible was the "right thing to do". For others, senior management commitment to CSR was a relatively new phenomenon, brought about by external pressures from stakeholder groups or recognition of the business benefits of CSR. Secondly, most companies identified skills and tools among the success factors of their CSR programs. Surprisingly, few explicitly identified specific tools or training programs as a means for developing the needed skills, although all companies had these in place. Four companies (Teck Cominco, Weyerhaeuser, Husky, CPR) mentioned that success depended to some extent on hiring people with the right skills, especially when these skills were innate (e.g., interpersonal skills) and could not be easily taught. Thirdly, corporate recognition programs, bonus or profit-sharing schemes and accountability systems made an important contribution to the success of their CSR efforts. Companies who view their supply chains as part of their own overall performance (Syncrude and Teck Cominco) also use recognition programs to encourage improvement in the performance of their suppliers. Seven companies operated internal training programs geared towards increasing employee awareness and understanding of the company's vision, values and policies and their relationship to the company's core business practices. These often include presentations by the president or other senior executives to further drive home the importance of CSR to the company's business objectives and ensure employee buy-in.

Other success factors noted by Frehs (2012) included strong stakeholder engagement programs, assigning adequate internal resources to CSR, reporting, and developing a strong business case. The companies noted a number of challenges for implementing CSR including: changing the corporate culture; developing performance measures; and, ensuring continuity of CSR programs in the face of management and staff turnovers. Furthermore, Sangle (2009) stated that there are several key success factor of CSR implementation including top management support, organizational ability to manage stakeholder groups, CSR investment evaluation/benefit realization, internal support and external support.

CSR will be changed based on type of business, location and time. Context of CSR will have the period of time to get involved that there are any factors influence CSR at that time.
The CSR project have to be studied the feasibility and predicted results, furthermore, the important point is to set goals of doing CSR.

Therefore, to perform good CSR of corporations should achieve the shared value which means choice must benefit both sides (Shuqin, 2014). In this study, we explore whether CSR implementation is effective and beneficial to society and community, the further research needs to be conducted in this area. To sum up, the factors found from previous researches are a significant line of thought to investigate the key success factors in Thailand

Methodology

Following literature review including theoretical debates, a research question in this research is "What are the key success factors for CSR in Thailand?" The following methodological approach will answer this research question by using a single case research design. According to Collis and Hussey (2009, p.82), "a case study is a methodology that is used to explore a single phenomenon (the case) in the natural setting using a variety of methods to obtain in depth knowledge" in order to collect and analyse multiple research data sources.

The case studies are also explained by Yin (2009) as "an empirical inquiry that investigates a contemporary phenomenon in depth and within its real-life context, especially when the boundaries between phenomenon and are not clearly evident" (p.18). The single case study method, however, has limitations because it can be argued that the findings of single case study might not be properly generalized to other cases (Yin, 1989).

On the other hand, the single -case studies approach are beneficial for creating the development of a theory, especially in the early stage of the theoretical development in a particular research area (Mueller, 1999; Teagarden and Glinow, 1995). As mentioned in the literature review part, the studies of CSR in Thailand are underdeveloped and lag behind theoretical development, therefore, to study CSR success factors in Thailand, the case study methodology can be seen as a suitable approach for this topic area.

According to Eisenhardt (1989), a case-based study requires a good and helpful representative for a case research methodology. In this research, PTT Public Company Limited was selected to be a representative case in order to identify key success factors for CSR in Thailand.

Data Collection

In order to explore this area, there were two resources of data known as primary and secondary resources for finding out answers of these research questions based on qualitative data. In the first stage of data collection, secondary resources were gathered from previous researches related to the topic, including documentary analysis collected from government institute official website. Furthermore, company overview information was collected from company official website and company profile documentary resources to provide insight information in term of its business related material and usefulness in this topic area.

The next stage was to collect the primary data based on qualitative data. In order to study in depth the case about the company's key success factors, the primary data was collected from semi-structured in- depth interviews by using both closed and opened questions. The participants in the interview process conducted in this research emphasised respondents who related to PTT Public Company Limited. The interviewees included the representative of stakeholders that are community and society, shareholders, customer, business partner, employees and country representative as shown in figure1

Stakeholders
Country means public agency, policy maker, the press (national/regional), opinion leader and private company.
Society/ Community means community, the general public, youth and education institution.
Shareholder means shareholder, investor, entity and institution investing in the stock exchange.
Customer means industrial client and consumer.
Business Partner means supplier, deliverer and business partners.
Employee means executive, employee and worker.

Interviews averaged 30 minutes in length that included telephone interviews and face-to-face interviews. During the interview process, permissions for tape-recording the interviews were asked for. In addition, in terms of ethical concerns, the interviewer clearly explained the aims of this research at the beginning of the in-depth interview process.

Another important concern in the interviews was that the respondents were not compelled to answer the questions if they felt uncomfortable and also the personal information of respondents was to be kept confidential.

Limitations of the research

The limitations of the study are important to mention in this research. Because of time constraints, the number of representatives and samples in this research were limited. Moreover, this research was limited in terms of data collected from many sources by focusing on qualitative data. According to (Wallendorf and Belk, 1989), research should combine different types of data, and the sizes of a sample should be bigger. However, it is believed that a small group of the respondents in the interviews in this research were all significantly associated with CSR and involved in this topic area to answer the research questions. These will be analysed in the next chapter and useful for the further research

Result

From interview, we could summarized as;

Country	
The concept of CSR	*"Another way of investment that benefit to the company and customers"*
The importance of CSR	*"Some company do business or plant in community. Thus, in order to avoid complaints from local community, company need to implement CSR"*
The key success factors of CSR	*"For the big company, they has a huge investment to implement CSR, they can implement the effective CSR program"* *"Top management is an important to support CSR by in terms of CSR policy, plan and promoting CSR project"*
The CSR implementation	*"The oil leak issue at Rayong impact on local people. However, to solve this situation through CSR activities for local communities in order to alleviate the serious situation"*

Society & Community	
The concept of CSR	*"To return company's profit to society in the way of activities that do benefit to society in order to improve company's image."*

The importance of CSR	*"CSR as a marketing tool that companies use for creating image by doing the benefit to society and also establish a good relationship with the local community and then accept the company business "*
The key success factors of CSR	*"CSR activities require a large budget and community engagement for implementing successful CSR"*
The CSR implementation	*"Some CSR activities implemented by company are successful while some are fail"* *"to promoted CSR a lot through advertising in order to create organization reputation. However, some CSR activities might not benefit to community and society.*

PTT Executive	
The concept of CSR	*"It refers to activities that organization give the benefits back to society "*
The importance of CSR	*" The company that has impact to society through the operation/production might be accepted by the community if the company give back the benefit to the society though the CSR implementation"*
The key success factors of CSR	*" In order to be successful CSR activity, it is not only PR but the company need to communicate clearly about the objective and also the real benefit to society. This lead to community support CSR activity to be successful.* *" I think the organization culture which care about the real benefit to society and also the policy that support CSR are also important for driving CSR activity.* *"The objective of CSR implementation should be clear and direct benefit to society through the community engagement.*

The CSR implementation	*" There are many CSR campaigns that PTT give the direct benefit to the local community that might be affected from operation". In addition, there are CSR projects that aim to develop and improve the society as a whole such as education and environment activities etc.*

Employee	
The concept of CSR	*"It refers to activities that organization give the benefits back to society "*
The importance of CSR	*" CSR help to building brand or company reputation and also consequently benefits to society as a whole. Furthermore, one of the factors for sustainable organization is CSR."*
The key success factors of CSR	*"I think there are many success factors of CSR including the organization culture, human resource, organizational structure (managerial flexibility), and budget."*
The CSR implementation	*"a company has large amount of capital and budget to implement CSR project continuously. "The CSR of PTT can help to develop country as a whole"*

Business Partner	
The concept of CSR	*"CSR is defined as a tool that companies implement for their profit through activities that benefits to society"*
The importance of CSR	*"The companies will be accepted from the surrounding communities if they give back the benefits to society"*
The key success factors of CSR	*" I think the budget and the commitment of management of is very important to drive CSR program to be successful" " And I think the support from local community is*

	also important for driving CSR.
The CSR implementation	*"a company with strong capital and keep implementing CSR project. I think it is good thing that they are still doing activities for society"* *"to do CSR in order to develop local area which can lead to develop country as a whole"*

Shareholder	
The concept of CSR	*"CSR is defined as the activities related to people participation in the area of environment. Also, it means the activities that company provide to local communities."*
The importance of CSR	*"In order to be sustainable organization, the company need to implementation CSR by involving the people engagement. Also, CSR benefits to society as whole."*
The key success factors of CSR	*" In my point of view, there are several success factors for CSR are community engagement and support, employee engagement,organizational culture and government support."*
The CSR implementation	*"CSR is very successful because there is a unit under the organization to specifically operate the CSR issue. Moreover, as business is related to energy, thus, it highly concern about Green Technology and immediately address the problem such as oil spill.*

Customer	
The concept of CSR	*The activity that the company return company's profit to society in the way of activities that do benefit to society.*
The importance of CSR	*"For instance, a company want to open a new gas source. If the community does not accept the company, it will be*

	barrier for doing business, so the company uses <u>CSR activity as a tool to get acceptance from community</u>"
The key success factors of CSR	*"I think <u>the way to communicate to the community</u> in term of the real impact and also the benefit for the CSR project are important for CSR implementation". (Customer1)* *" I think the <u>investment in CSR</u> is important for CSR success because to implement CSR, many resources are needed (Customer2).*
The CSR implementation	*"the strong capital company still run CSR project all the time. It is good activities for society"* *"CSR projects, it seem to raise awareness in society and encourage people to recognize the current situation."* *"implement CSR in order to improve their image and reputation.*

Conclusion

The Key Success Factors of CSR implementation that we concluded as the table below

Factors	Country	Community& Society	Customers
External Factors		Community engagement	Communication to community
Internal Factor	Budget Top management support	Budget	Budget

Thus, we found the rank of The Key Success Factors of CSR implementation following;

1. Budget
2. Community Support
3. Community Engagement
4. Communication to Society/ community
5. Organization culture
6. Top management support
7. Commitment of management
8. Organizational structure (managerial flexibility)
9. Human resource
10. Organizational Policy
11. Objective of CSR
12. Government support
13. Employee engagement

Many of the participants believed that companies' CSR, it will improve companies' image very well. CSR as part of the promotion of the company that showed return profits or benefits to society. CSR is the way that can be used to advertise the company's image very well.

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Law and order Problems in Administration of Bangkok Metropolis City

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Abstract

This paper attempts to analyze the problems in law and order toward administration of Bangkok Metropolis Based on the research, findings indicate that Bangkok Metropolitan Administration (BMA) is unable to effectively deliver public services as per the expectations of the people. A need arises to review the responsibilities assigned to the (BMA) and readjust the activities for making the Bangkok Metropolitan Administration (BMA) more functional beyond undertaking routine activities. To achieve local development through Bangkok Metropolitan Administration (BMA). The capital that is too large as well as the center of civilization in every aspect. Meanwhile, it has several problems that beset Bangkok is that traffic infrastructure and public transport. Environmental problems air pollution problems waste water pipe flooded the slums urban issues drugs and housing problems,

Keywords

Law and orders Problems Administration of Bangkok Metropolis Administration

Introduction

It is the policy of the Government to promote the country's political development towards participatory democracy in order to give the people the opportunity for greater self-government and protection of their own rights. In addition, the Government is committed to improving efficiency, creating greater transparency and eliminating corruption in public administration and services, with a view to enhancing social justice and national development at present and in the future. Bangkok Metropolis Administration is organized in accordance with the Bangkok Metropolitan Administration Act 1985 to be responsible for the management of the city of Bangkok. It is the sole organization at the local authority level responsible for its duties and it provides services for the well-being of Bangkok residents.

In Thailand, the transfer of planning, decision making and administrative authority from the central government to the local administrative units, local government, or nongovernmental organizations (NGO) to a certain degree may have begun over forty years ago when the Municipal Act of 1953 was adopted. The country has five types of local self-government (LSG), namely, *Changwat* (provincial) Administrative Organizations (CAOs), municipalities, Tambon (subdistrict) Administrative Organizations (TAOs), Pattaya City and Bangkok Metropolitan Administration (BMA).

Bangkok, the capital of Thailand is situated on the low flat plain of Chao Phraya River which extends to the Gulf of Thailand. Its latitude is 13 45' North, and the longitude is 100 28' East. The total area of Bangkok is 1,568.737 sq. km. divided into 50 districts. Bangkok has a monsoon type of climate, which can be classified into three main seasons: rainy (May-October) cool (November-January) and hot (February-April). The average annual temperature was 25-38 °C in 2016. The highest temperature average in 2007 was 26.3 °C and the lowest temperature average was 19.1 °C. The average wind velocity was 2.23 m/sec. The relative humidity is high throughout the year. The provision of well-developed infrastructures has enabled development of Bangkok as the focal center for economic, culture and administrative activities. Thus, Bangkok is regarded as the growth flagship of the Central Region and the whole country.

The Governor is the chief executive for the BMA administration with assistance from four deputy governors appointed by the governor. The governor is elected by popular vote of Bangkok constituents with a four-year term. The operations of the BMA activities are, however, supervised by a permanent clerk (chief clerk), who is the highest official among the BMA officers. Under the permanent clerk are 12 bureaus, each with a director and having different functions ranging from planning to city polices.

Bangkok city has been undergoing rapid urbanization and industrialization since 1960. The increasing population is due to the development of infrastructures such as road networks, real estate developments, land value, public policy as well as advancing economy which resulted in expansion into the surrounding areas.

Bangkok is considered the center of economic growth of Thailand and has therefore has long experienced and the impact of industrial expansion as well as a rapid increase in population. The number of motor vehicles has significantly increased, leading to traffic congestion and deterioration in quality of environment. One of the most severe environmental concerns facing our city is air pollution. It affects the quality of life of over 10 million inhabitants of the Bangkok Metropolis, including their work productivity. The environmental deterioration brought about by the air pollution has also adversely affected tourism and the national image, and this has resulted in both direct and indirect economic loss.

Bangkok traffic has become a priority issue for the government. Several traffic commissions have been formed but to no avail. Air pollution problems in Bangkok are mostly the result of heavy traffic congestion and a rapid raise in the number of motor vehicles and Bangkok Metropolis Administration is the capital that is too large as well as the center of civilization in every aspect. Meanwhile, it has several problems that beset Bangkok is that traffic infrastructure and public transport. Environmental problems air pollution problems waste water pipe flooded the slums urban issues drugs and housing problems, etc. The problems have also been aggravated by the lack of sufficient and effective maintenance of vehicles. It has been estimated that the number of motor vehicles in Bangkok accounts for roughly one - third of the total number of vehicles in the country.

Need and Significance of the Study

In the present time, the administration of law and orders of Bangkok Metropolis, according to Bangkok government Acts 2528 B.E. (1985) have determined Bangkok as a special local government this means people plays a vital role in participation of government are the theory decentralization. Bangkok being a biggest Metropolitan of the east has considerable issues and problems of law and order deservers a detail research study.

Bangkok being a center place having parliament as well as all government offices, various businesses places, many universities, Embassies, consulates. The city administration always faces traffic problem. The city having so many fly-overs, wide roads, motor ways, sky railway, even though the traffic problem still continues. The city administrations also having been experiencing problems of law and order in around the metropolitan in other fields also.

To study the reasons behind increasing law and orders problems and to study the government policies and plans about law and orders needs research. Obviously, the study of the police organization and the methods being applied to control the situation and keep harmony also to study the aims and considered important points to focus the issues being experience by the administration. The public safety and legal frame keeps the values of research studies. Subject changing organization environment political economical volatile situation also leads and needs more emphasis on the subject

Research Methodology

1. Nature of the Study

The study leads to understanding the laws and order and government policies and plans that how authorizes maintain law and orders at present in Bangkok.

Bangkok Metropolitan Administration has to discharge many functions to perform through its different departments for the peaceful growth of the area. The very important function under the article is to maintain law and order as well as promote and support the safety and security of lives and properties.

The study made it possible to understand the problems related in maintain such law and order in the advanced capital like Bangkok. It will be also helpful to know the BMA district office performance in following tasks as local governance, community development, occupation training and promotion, registration, public works, public cleansing, city planning, health care, revenue collection and education.

2. Tools of Data Collection:

For the research work data has been collected by using following techniques.

Collection of Data:

a. Primary data

Primary data were collected in person through field investigation in the selected area. A structured questionnaire was designed to obtain the information through interviews and discussions with a person from sample general people.

b. Secondary data

The in formations in respect of structure, organization and general information regarding nature of economy, population, government policies, BMA's collected from government publications.

Data is also collected from the following sources

1. Documents from BMA
2. Documents from the national library
3. Documents from office of the National Economy and Social. Development Boards, The office Prime Minister.
4. Thai and English books related to law & order and social
5. Journals6. Pamphlets 7. Periodicals
8. Magazines 9. News papers
10. Information from the office record.
11. Use of network & websites

Objectives of Study:

Following objectives were set with a view to focusing attention on the following points.

1. To understand the concepts, principles and aspect of administration of law and order.
2. To analyze administration for law and order.
3. To know the administration and management of law and orders of Bangkok metropolis city.
4. To know and examine the role of administration of law and order.
5. To know the problems in execution of law and orders.
6. To highlight on law and order in political and social field.

Hypothesis

Although the concept of decentralization was introduced several decades ago in Thailand, it has had very little success. The central government heavily controls the entire country economically, socially, and politically. Bangkok remains the spiritual and material center of the country, whereas the rural countryside is left far behind. Local politicians and citizens have taken orders from the central government officers to run the affairs of their communities.

The following are the hypothesis.

1. The Political democracy is to be peaceful and tranquil maintained through law and order. But it is becoming a paramount

problem.

2. The opinion of the public in maintenance of law and order is in question.

3. The BMA organization system gives a platform in maintaining law and order problems is not sufficient.

4. There is a need of bringing certain changes and reforms in the present BMA system to lead the nation towards growth.

5. No appropriate mechanism is structured.

6. Law & order issues are not considering properly.

Case Studies: The Judgment in case, the act to control the building

The judgment on the case between the complainant, the governor of Bangkok Metropolis, and the defendant part, Mrs.WaruniWarasuntharkan, by the complainant part had accused that oneself is the local authority as in the act to control the building in 1979 which the complainant was to entrust the authority to the district director to operate the civil service instead of oneself; and the defendant submitted to obtain the license to repair the buildings, 2 storages, row building in the area of Bangkok Metropolis and the said building was the building constructed before the regulation of Bangkok Metropolis the subject to control the building construction in 1979, issued in using to force by having got the line of the building and space to be contradicted with such a provision of law, that is, the defendant had offered the layout of the area of the plan to repair the building according to the request, later the authority of the complainant had examined the said building found that the defendant had repaired the building and built and adapted together with addition of the said row building in the backside of the building with the construction of the roof base consisting of stump post, horizontal beam, two beams of layer to support the roof-deck, the roof was expanded at the floor on the second storage and added at the roof-deck and all of them are the concrete with ironwork, added the roof to cover the step as the concrete with ironwork, to construct the brick wall to put up the rooms on the second floor; and such a building adapted construction opened the sidewalk in the backside of the building that must be the empty place without the roof or the covered things as the sidewalk in the backside of the building closed with wide not less than 2 meters to construct, adapt and add the building belonging to the defendant know as to violate the act to control the building in 1979 and the regulation of Bangkok Metropolis, in case, to control the building construction in 1979 that is the unimprovable and unchangeable action correctly as in the said regulation later the Director General, Bangkok district, acting civil service stead of the complainant on behalf of legal local authority had submitted the letter to charge criminal case with the defendant in the guilt because of the building adapted construction not to follow the allowed plan and the defendant had testified, confessed and consented to make comparison to be fined, the amount, 5,000 baht, the ended.

The complainant had got the letter to order the defendant to stop the building construction that made a mistake from granted plan while he had got the letter to order the defendant to rectify the said building as in the model to receive permission along with the letter to order the defendant to pull down the building in the part to be built out of the plan to finish within 30 days since the day to receive the order, that is, the defendant received every order letter, but he had never followed such on order and never demolished the living building but the constructed place adapted, added made a mistake from plan at the area to be allowed a license to repair but contradicted with the regulation of Bangkok Metropolis including not to use the right to appeal to the committee to judge in the appeal as in the law also and request to force the defendant to demolish the living building in the part to construct, adapt and add to mistaken from plan in the license to repair out of the row building, and if the defendant does not practice the order, the court will permit the complainant to pull down it in the part to construct, adapted and added mistaken from plan mentioned above and let the complainant demolish it by oneself as in the act to control the building in 1979 for the expense in demolishing to be in a charge of the defendant all.

The defendant testified that he did not have the authority to charge to court since he was not the local government service official as in the act to control the building in 1979 while had no the authority in judging to permit or prohibit in building construction, adapted, demolished moved or order to improve, change, or stop the construction or order to pull down the building or request to the court to force the building construction else and the complainant might not consign the authority to the district director to act a civil service administration instead of the complainant, because it is illegally authorized right now; and the person to be authorized did not have the right more than the authority offer, so the defendant who is the owner of the land where there is building construction on such an area; and the defendant had requested in repairing 2 floors, row building mentioned above and had permitted already, the defendant constructed, and adapted the said building as in the act to control the building 1979 while the defendant had added the floor or expanded at the second floor, 6 square meters wide only, not to go against the regulation, that is to say, the defendant had added the root base, a past which supports a beam, for increasing the step room covered the roof and to add the beam to support against the second floor and the beam to support against the roofdeck for carrying the weight of the building enough with the building structure in order to secure the people to live in for protection if the harm maybe happening from the collapsibility, to repair of adapt for being the order and beautiful, not to go against to support the roofdeck to increase the weight but not to be over percentage 10, it must be permitted before as in the legislation, however the sidewalk in the backside of the building to be nearby both sides including the building to be closed surrounding already on 3 sides, not to use as the way to walk through at all, the defendant used such an empty place in the backside of the building to develop to be the residence of him in order that it is orderly and beautiful for the building but not to contradict with the regulation of Bangkok Metropolis, because this building was constructed before to enact this Bangkok Metropolis legislation in 1979 to force in using even though the building line and space of it will be contradict with the regulation, it never minds, it is known that the construction had been made up before, agreed with the regulation of Bangkok Metropolis right now.

However, the defendant had constructed, improved, adapted, the building until completely, the local authority came to examine the defendant's building and then alleged or charged that he constructed, adapted, added to take a mistake from the plan permitted whereas declared him to go to pay a surcharge at Phranakhon District office in order to the case will end, no need to demolish the building, so the defendant had accepted the guilt in the case the building addition not to agree with the plan permitted and to be fined ad the amount 5,000 baht, in order to end the case, but at that day, the local authority had made the letter to order the defendant to stop the planless building while let him pull down the building specially the planeless part, insprite of the local authority had no power to order him to do that since such a build has constructed before the regulation of Bangkok Metropolis which had got the line of the building and space to be contradicted to the regulation and in this case, it is legal right for him to repair or adapt the said building to be orderly and beautiful definitely, the accusation of the complainant is so ambiguous that the defendant cannot understand the reality of it at once, thus it was abandoned.

The district court had judged and decided the defendant to pull down the backside of the building in the part to construct, adapt, add to mistaken the plan permitted to repair out of the building, if he does not demolish b oneself and the expense for that, it belongs to the defendant to be responsible right now including the duty cost for the complainant also. And the lawyer's charge is 500 baht; the defendant had submitted to appeal.

Appeal Court judge and decided the case to confirm with the district court that let him pay the lawyer's charge the amount 600 baht instead if the complainant also and now the defendant had submitted the final appeal later. The supreme court had examined the indictment, consulted and judge that the fact is that according to both courts mentioned above there was no the argument by both parties of complainant and defendant and after that the defendant had adapted and added the building out of the plan permitted by the way of addition in the back side of the building, originally it was the one floor building to change into two-floors one along with the roofdeck also. The complainant submitted a petition on the first allegation, the subject the authority in charge of the complainant that the defendant denied that the person who was authorized not to be the local official at the present, he did not have the authority as in the act to control the building to consign the district director or any person acts the duty instead, since the complainant had ever quoted in the indictment, so the defendant could not avoid to testify in other point at all.

Therefore the first allegation, when the supreme court judged that the complainant expressed the chart that he on behalf the local official had given the authority as in the act that the defendant had never mentioned in the district court not to be local authority at present who was not able to authorized to act civil service instead of the complainant, in this case, the defendant just said in the appeal court itself and the appeal court had seen that he did not quote since the district court and this is not to judge and the supreme court has seen according with the indictment of the defendant in this part so it is unreasonable.

The second petition, the defendant had charged again the complainant with ambiguous indictment mentioned above, the defendant testified the complainant charged against that "illegally" this cannot make the defendant understand the reality of accusation in the complaint of the complainant according to the defendant's testimony that is the pointless word until the defendant said he did not understand the point, the complainant wanted to accuse in the guilt in case of the construction adapted the building not to be the same as the plan to get permission so the defendant confused either he consigned to compare and fine or he had repaired and added the building to be various from the plan granted, nobody knew what the complainant wanted the defendant to do the quotation mentioned above for the defendant had never informed to the district court to acknowledge at the same; so Supreme Court did not accept to judge.

And the complainant had submitted the last number of a petition that the defendant did not add or expand the row building to be various from the plan permitted at all. The purpose is to be orderly and beauty throughout to be endurable, strong, so the defendant had adapted the roof into 2 classes by increasing the roots of the stump posts, ground horizontal beams, 2nd floor beams, the beam support the roofdeck, to widen the area of the second floor; and the ground of roofdeck is the concrete with all ironwork, to build the roof of the step room, to construct with the brick, to put up the rooms on the second floor by separating to adapt, repair into the another part and in this case the defendant had got legal right to do without permission from the complainant as in the regulation of Bangkok Metropolis the subject to control the building construction in 1979.

Supreme Court had judged and seen that in fact the complainant had adapted and added the building out of the plan permitted by the complainant mentioned above by the condition and the character of the addition and expansion of the defendant's building is not to repair or adapt to be orderly and beautiful as in the word the defendant submitted a petition but it is to adapt the building to mistaken from the plan permitted; that is to violate to the act to control the building construction in 1979 and it is the case not to be able to improve or change correctly as in the regulation, it had seen that both courts mentioned above had judge and decided it correctly, to submit a petition for the defendant is unreasonable therefore Supreme Court had judged and decided to confirm with both courts and at the same time, let the defendant pay the lawyer's charge in the class of a petition case, the amount 1,000 baht instead the complainant also.

The Findings of the study

1. Public Awareness

1.1 No proper awareness about the basis among lower-class society.

1.2 Government machinery cannot make essential propaganda.

1.3 Organizational scope needs motivation in this regard.

2. Role of Government

2.1 There is not still decentralization; allowed Bangkok Metropolis to have full authority in the task and function to subject to use the law and provide the regulation of the city.

2.2 There is to still to improve the law to support the role of the authority and function made in the act concerned the Bangkok Metropolis management regulation in 1985.

2.3 To transfer over 84 tasks to Bangkok Metropolis known to meet the failure not to agree with the volition of the Constitution and the legislation to assign the schedule and gradation of decentralization--1993, not to support and strengthen Bangkok Metropolis management, oppositely there were more tasks and more until it had affected the quality in giving a service to the people also.

2.4 Not to play the role to support and encourage the task on technology and technique of high academics to locality.

2.5 Not to limit the authority and duty between the state and Bangkok Metropolis suitably and precisely the public service of the government sector was overlapped a lot with Bangkok Metropolis and in the part of government sector itself, its administration system had done separately without the unity.

Suggestions

1. Must be correct the law system administration problem, especially problem that occurred from the format, structure and the authority and function. Because of Bangkok is local format special administrative area. This format determine administrative is Bangkok governor come from an election directly of people. The power work majority administration of Bangkok governor. Administrative power and legislation power separated absolutely. Bangkok council has power a little. The researcher think should correct the law and increase power of Bangkok council. And counterbalance the power of Bangkok governor. In order that Bangkok council organization controls to check practice of Bangkok governor. This is administrative which will make administration generally of metropolis city advantage the country and people.

2. Must be correct the structure of Bangkok, Now structure of Bangkok determine District directors 50 are from government servant Bangkok. Not come from election, so not to responsible to people. According to principle idea decentralizes and locality administration. But responsible follow command of Bangkok Permanent secretary, the researcher has suggestion that, District director should come popular vote.

3. To give knowledge to people, because of Bangkok council, lack spreads knowledge to people, especially community, still don't understand council Bangkok role. The researcher think public information data relations is necessary and important nowadays, therefore, should give knowledge about work council Bangkok role, people will receive to know movement about council.

4. Bangkok Traffic Congestion Bangkok's traffic situation is desperate. And yet the problem has never been properly analyzed. The current chaos is an inescapable result of an endless hodgepodge of half-measures, wrong measures, and no measures. Expanding existing roads, for example, merely causes further congestion due to messy, obstacle-course construction that hurts at least as much as it helps. It also encourages people to put more cars on the roads. Proposals on how to improve Bangkok's traffic problems continue to abound: a subway system, a sky train, and a waterway system. Viable alternatives to cars and motorbikes must be provided; experts are needed, as are more traffic data, funds and a coordinated intergovernmental master plan.

4.1 Bangkok's traffic situation is now critical. Support from many groups is urgently needed to tackle the problem.

4.2 In the past, the government tried to solve the problem by building more roads, especially expressways. This only resulted in more private cars and worsening traffic.

4.3 In the long term, there is an urgent need for a major mass transit system capable of carrying up to 50,000 people an hour. It should be faster than and at least as comfortable as traveling by private vehicle.

4.4 A mass transit system will be a long time in the making. In the interim, improvements in the existing public transport systems within the available road network must be made.

5. The Expressway and Rapid Transit Authority (ERTA) was established in 1972 to reduce Bangkok traffic congestion by building expressways and mass transit systems. Until now, ERTA has opted to build expressways rather than mass transit systems. This decision was based on the difficulties and problems which ERTA felt it might encounter in establishing a mass transit system. These considerations include:

5.1 Managing a mass transit system is a complex task and ERTA does not have the necessary expertise.

5.2 Mass transit systems require high technology which must be standardized to ensure efficiency and cross services.

6. The government requires mass transit systems to be financially self-supporting. It does *not* want them to rely on government funding. The government has no support policy, except in the provision of land. With expressways, toll charges can be collected to recuperate the capital invested. But mass transit systems usually do not set fares at prices high enough to offset building and operating expenses. If they did, the public would protest. ERTA, however, still hopes to eventually acquire the funds and expertise to build a mass transit system.

7. The budget of Bangkok Metropolitan Admintration found that not enough and throughout in the area in 50 district of Bangkok, people still face with several problems such as water supply, road, and electricity etc.Therefore government should look closely.

8. Fairness of society because of Bangkok is one of two special administrative areas in Thailand in which citizens vote to choose their Governor.

9. Protest problem in a big city like Bangkok when has problem unjustice which occurred from law and order under the belt, government must solve problem urgently, because protesting will make bad result to economy, social, political. Lack of trust from foreign country especially investment.

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LOCAL GOVERNMENT AND URBAN PLANNING MANAGEMENT IN PATHUM THANI PROVINCE CAES STUDY BUNGYEETHO AND RANGSIT MUNICIPAL

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Abstract

This research aimed to (1) study the problems and difficulties of local governments to manage urban (2) study the layout and management plan of the Bungyeetho and Rangsit Municipal (3) to propose the transfer mission management plan to the local government efficiency. The study was qualitative research, which defines the methodology by Research in law. Information collected by two methods: (1) data analysis and research documents (2) analysis of the two studies by the local government of the Bungyeetho and Rangsit municipal. A study in urban planning and management system. In the vision, policies, plans, operations planning. The Education Department of Public Works and Town & Country Planning to transfer the mission to local governments for urban planning. And access to the enforcement of Law.

The results showed that the management of urban local governments of the two municipalities is Bungyeetho and Rangsit. There are many barriers that prevent the implementation of the management plan is the lack of knowledge of the work plan, Lack of budget for operations and planning laws that are interrupted. Currently, local governments requires to employ consultants as the private companies to plan many exploration and infrastructure works. And assistance from Department of Public Works and Town & Country Planning, Pathum Thani, that this would combine to capital management in the urban planning. Lack of equipments and technologies for urban planning. According to provincial administration, the relationship among public participation, there has been little attempt to organize and collaborate with stakeholders. In addition, the local government has a different attitudes from the civil society, to involve as part of many public local governments' projects to enforce. Including the city planning law BE. 2518, the law enforcement have been so long due to out of date and not useful in this period 2016.The missions of the local governments must adapt and promote in consistent way. Systematically, the decentralization policy to achieve provincial administration's policies to the spirit of the law; therefore, the constitution responds to be more balanced and efficient.

Keywords: Urban planning, Local governments

General details

Urban management by supervision of the local government. The Provincial Administration Municipal and District Administrative Office The priority is very much in operation. By role Powers and its functions are to be based on equality in the implementation of the management. Regulatory and enforcement. Including operational planning. In order to be consistent with the area. To develop and maintain the uniqueness of the local historic monuments and happiness of the people, in addition to the powers and functions of local governments that have been transferred from the central to the management and urban planning. Local governments are also involved in the planning as well. The mission is an important one in the building. And develop critical infrastructure This will affect the lives of the people. Both in residential And environmental By policymakers Map and land use Schematic diagram of transportation and public utilities, to that should develop for social, local government and reaching the peoples' expectation.

The management plan in Pathum Thani was in line to achieve its goal. And vision of the local administration. According to its mission Urban received from the Department of Public Works and Town & Country Planning. Ministry of Interior Based on the perspective of the development of the current and future state of the environment. And external influence, Pathum Thani. In the management plan is in Pathum Thani. I'm so aware of the problems and difficulties of local governments in urban management. And this research has relied on the knowledge of the plan. And the law relating to local government. To connect with the mission of the local government areas of city planning.
Therefore, in this study, the researchers relied on the concept of decentralization of government and the transfer of the mission plan to the local government. The concept of urban planning The local government has a role. Powers and duties of the management plan to the full. Is not contrary to the Powers and duties of the existing framework. The management plan aims to study the problems and obstacles encountered in the implementation of the management plan. The problems of physical, economic, social and environmental conditions that affect the development of the area and to ensure that local government management, urban planning, policy development, strategic action plan on urban planning and urban management approach is. By studying the local governments of the two municipalities Bungyeetho and Rangsit. To result in the development of the area in the direction and structured in the future.

Research Objectives

1. To analyze the problems and difficulties of local governments in the management plan

2. To study patterns and management of urban municipal Bungyeetho and Rangsit

3. To propose ways to transfer the mission management plan to the local government efficiency.

Local governments

Decentralization to local governments. The mission distributed to local governments to conduct administrative work in the mission field of urban planning. This is a task that the local administration. consisting Provincial Administration and Municipal Subdistrict. To carry out the role Their authority has been so centralized research. Local government organizations with the management plan in Pathum Thani on this occasion. To study the problems and difficulties of the operations of local governments in urban management. The local governments of the two municipalities Bungyeetho and Rangsit. The research was conducted by collecting data from the document as well as concepts, theories and research related to the research.

The organization is the governing authority of a federal or decentralized to the governments formed by the decentralization of administrative duties within the authority. And its territory, as defined by law. The restrictions, which include local governments as well, consisting of Pathum Thani Provincial Administration Councils and district Administration Organization.

City plan

Mission planning and mission is an important one. And no less than missions to other local governments to take action. Because local governments are closer to the problems in the area of land use by the mission received from the Department of Public Works and Town & Country Planning. At the Ministry of Interior local governments in Pathum Thani province to recognize the role of authority in the management plan as it has been transferred to the mission.

Planning is vital to the development of both the urban areas. And rural areas the policy measures and plans to use the land. Chart transportation the map system utilities this will lead to the development of social and economic resources. And serious environmental and sustainability so that people in urban communities and the countryside can live together in peace, harmony and support each other. The mission of the urban ulanning. Local governments are required to have basic knowledge in place. Planning and preparation before it can proceed with its mission effectively.

Urban Planning Act BE. 2518 refers to the place prepared and conducted in accordance with the Comprehensive Plan. And Planning in urban areas Car Related Or to the countryside Or urban development Or a new part of the city or the city or the city was damaged, so there. Or make it better The hygienic comfort The beautiful, orderly exploitation of the property. Public safety And to promote the welfare of society, economy, society and environment. To sustain Or renovate the premises and useful objects. Or artistic, architectural, historical or archaeological value or resources to maintain. Landscape Or valuable natural

Urban policy and integration refers to the plan of the project, including the General control measures to be used as guidelines in developing and maintain a city or rural area or relevant in the field of property utilization. Transport and transport infrastructure The public service and the environment in order to achieve the purpose of the city map (Suree Boonyanupong and others, 2547, p 130).

Planning and project execution plan refers specifically to the development or maintenance of local area. Or related activities in the city and the area involved. For the purpose of urban or rural. (Suree Boonyanupong and others, 2547, p 130).

From the above you can see that. Planning is to plan for the physical development of the city. To achieve progress in the preferred approach.

In other countries that are planning it. Has prepared a plan and the measures are as follows (Veena Mengjua, 2551, p 14-15).

1. Vancouver Canada In the field of urban planning of the city of Vancouver. Has prepared a city development plan the plan to develop a city vision. And the overall direction of development. And land use and the various departments of the City of Vancouver. Using such a plan framework for the development of public services. And allocation of budget this plan is used to guide development over the last 30 years, when the plan was supported by the then Vancouver. Be prepared to plan land use zoning specification and development (Department of Public Works and Town & Country Planning, 2551, p 7-8)

2. Master Plan, Singapore. A master plan is planning to use the land. Which has developed the concept into a detailed action plan. Master Plan will guide the development of 10-15 years with revision every five years. (Department of Public Works and Town & Country Planning, 2551, p 16)

3. Planning in Japan. The chart shows the development goals Zoning control over land use. And promote development Each area has different laws in areas such as development control. Conservation of natural law Agricultural Land Act Forest Act etc. in promoting the development of residential, commercial and industrial. A zoning plan for land use, and to determine the density of land use. (Department of Public Works and Town & Country Planning, 2551, p 20)

The city plans to transfer the mission to local governments.

Planning a strategy that is crucial to the development of the city. The plan directs physical development, which would lead to the settlement of the suit the environment. With the use of land the utilities plan to happen in the year 2476 when the first name called. "Chart of fire", a plan to set fire district area is known as the Ancients. The layout of the fire was. Planning itself later, the name referred to the new town plan, then a Building Control Act was created in 2479, according to regulatory control zoning and building construction. The promulgation of Regulations on Urban and Rural Planning Act is the first issue of 2 4 9 5 , later updated to a more modern town planning with the Planning Act, adopted in 2 5 1 8 , which has formed. Drop and prepare a clear plan And local authorities And citizens took part in the planning of all levels

The decentralization of the local government has set 2 5 4 2 as the framework for an action plan. And guidelines on decentralization to local governments. In order to comply with the guidelines of the Constitution of the Kingdom of Thailand BE 2 5 4 0 , which contains a provision requiring the policy. And the principle of decentralization in the state. The action plan according to the constitutional guidelines. And the transfer process from a central mission. To regional and local governments in various missions based on the authority of local governments. purposes The goal of the plan for decentralization to local governments. general principles Pattern transfer And the timing of the transfer by the classification of each side to transfer the laws of the relevant state agencies, Mission style format, scope, duration and conditions of the transfer. This need not be transferred simultaneously, depending on the availability of local governments in each category will receive the transfer. Including a mechanism And quality control standards to support and improve the law. And regulations Transferring the mission to local governments has six areas: (1) infrastructure, which is structured primarily on the development of transport utilities Planning and climate control (2) the promotion of quality of life. residents in the area of governance in the promotion of the profession. Recreation, education, social welfare, public health and improving the community and housing (3) to organize the community. The social And to maintain peace, promote democracy, equality and freedom. The participation of citizens in local development. Prevention and Mitigation and to maintain order and security of life and property (4) of Investment Planning. The commercial and tourism and local development planning. Technology development the commercial Industrial development and tourism (5) management. And natural resource conservation, environmental protection and maintenance. Use of forest land, natural resources and the environment. Environmental management and pollution, and the maintenance of public (6), arts and culture, traditional and local communities, which need to be managed remains. and artifacts And management Museum And transferring the mission plan to the local residents that the Town Planning Act 2 5 1 8 which requires the Department of Public Works and Town & Country Planning and cooperation with local authorities to be authorized to be placed. And prepare a comprehensive plan Planning particular Article 4 stipulates that the transfer of the mission plan. (Department of Local Administration, 2552, p 16-17).

The basic principle of decentralization involved the City Planning. Transfer to the Mission Planning Act, local governments have shown in the plan and the process of decentralization to local governments by 2 5 4 2 provided that. The municipality Pattaya And Tambon Administrative Authority. And the duty to organize local public services for the benefit of their own. That's the plan It appears in Section 2, Article 16 (Article 25), the local government said. Acting as managing director in charge of planning control in their areas. Or have an overlap with the duties of public service between the state and local governments. Or between local governments themselves. And the Committee agreed to amend the law. The Committee shall report to the Minister to take action to amend the law further. This is to the benefit of local residents by their local governments to perform urban planning. Planning and force to achieve its objectives more effectively. Including a requirement to amend the law so that local governments can fulfill their duties and the Constitution of the Kingdom of Thailand BE 2550 they have coined the spirit of decentralization to local governments in section. 78 (3) in the same manner.

Methodology Research

This research was determined according to Research Methodology in law to collect information and analyze data based analysis to identify critical issues of research, data collection and analysis. Research data will be used by means of qualitative research. Consisting of research papers to gather information from relevant documents, which contain. Legislation in both the Constitution Code Act Decree Ministerial Decree and regulations of the government agencies involved and analyze information from data collection using qualitative research methods. Which brings integrated data analysis together with fact and law by using statistical analysis, but the descriptive analysis.

Conclusions

A study conducted by the Research Methodology of Law. This data collection and analysis of qualitative data. To prove critical issues He found the Barriers of local governments to manage urban in the Pathum Thani province of Bungyeetho and Rangsit municipal follows.

1. To implement a comprehensive plan for dealing with the lack of a transfer of mission from the town center is the Department of Public Works and Town Planning. Ministry of the Interior Act Plan And the process of decentralization to local governments 2542 due to the major problem is that local governments lack the structure and work plan to prepare to support the mission work plan. Local governments lack personnel with knowledge of the work plan. The urban planners, architects, engineers, lack of funding and lack of equipment and technology. In addition, the participation of citizens. And stakeholders to play a role in the field of urban planning and a little part of the problem is the delay in the planning process, with more than 20 steps Law 2518 is unclear and tiered Luxembourg. old fashion As for law enforcement. With policy The vision of the management plan for the local governments.

2. Form and Management of Urban Bungyeetho and Rangsit Municipal. Local governments do not have either of two forms management and a clear plan. The management plan is one of the Division's mission is to be processed. The agency received about the management issued a building permit to demolish the building and consult with landowners in the construction process. In the event that this is urban planning, local governments also rely on the knowledge of the two. And a statement from the Office of Public Works and Town Planning. Pathum Thani He is a mentor in the process. In addition, it is planning to spend a lot to make the local government must provide its own operating budget. Giving priority to local missions and secondary missions, urban planning and other local governments also have a mission to be carried out several aspects. Make the mission work plan so prominently in the operation of local government, the second of a technical problem. The process of planning and management of local governments.

3. Propose the transfer of the mission management plan to the local government efficiency. Department of Public Works and Town Planning Ministry of the Interior And the Office of Public Works province Will need to support the mission work plan with local governments. As a consultant to provide guidance and clarity to the planning laws. And must have a role in creating a better understanding about the process of urban planning. So that local governments can prepare their own plan and guidelines for action in the field of urban development. As well as intermediaries between governments. And local governments to reflect on the problems and obstacles that arise. Including policy And the opinions of local governments in the mission fields of urban planning, as has been centralized. To achieve improvement and development. In order to allow local governments to plan for the mission effectively. The agency is to create positive measures to work plan. The stakeholders to recognize and follow the course set in the enforcement area.

Conclusion and Recommendations

Current progress is more, the economic, social and technology, rapidly growing city. When it is like this, if all sectors of society to recognize the role. And the importance of urban planning could make the country a prosperous and growing lawlessness directionless pattern, which are difficult to develop. Event planning is a very important development. Which is regarded as a master plan for urban development. In all sectors, both public Local administration and should be taken seriously. By allowing all sectors to contribute more.

To develop the model and management plan to be effective. Researchers have suggested that.

1. The government is the central government must give priority to the work plan. The work plan to guide the development of the nation. It also needs to be encouraged. The mission supports the work plan of the local government seriously. And concrete The mission of the task is planning a new mission for local government. Which must be developed. And prepare for government. The personnel budget management system. And modern technology Including law enforcement control to the Town and Country Planning Act 2518.

2. Department of Public Works and Town & Country Planning. Ministry of the Interior And the Office of Public Works province Will need to support the mission work plan with local governments. As a consultant to provide guidance and clarity to the planning laws. And must have a role in creating a better understanding about the process of urban planning. So that local governments can prepare their own plan and guidelines for action in the field of urban development.

3. Local governments it must be restructured administration. By packing them into one comprehensive plan for the mission to be carried out and local governments are required to prepare various areas to support the mission work plan. In knowledge The ability of personnel Both executive and operational levels. The budget allocated for the operation. And modern technology The need to develop and disseminate knowledge. And the importance of the work plan to the public. The people of the area to contribute to the mission of a more comprehensive plan. The Law was drafted in operation. Planning policy and development policy is an area of truly local.

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Marketing Strategy Development for Thai AirAsia Co.,Ltd

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ABSTRACT

The purposes of this study are 1) to study satisfaction level of passengers using Thai Airasia serveice towards the 7Ps marketing mix, 2) to compare the difference in demographic factors with the variance in satisfaction level of passengers using Thai Airasia service according to the 7Ps marketing mix, 3) to develop marketing strategy for Thai Airasia based on the 7Ps marketing mix of Philip Kotler

The researcher had studied various concepts, theories, and researhes relating to services and satisfaction before preparing questionnIre, assessing its reliability, and conducting the try-out test with the specific group that resembled the sample group to be studied. Then the questionnaires were distributed to sample group, who were passengers of Thai Airasia totaling 300 persons, in order to assess their satisfaction levels on 7 service points. After that, the result was analyzed against the assumptions through frequency distribution, Measures of Central Tendency, and Inferential Analysis.

The study result revealed that passengers had moderate level of overall satisaction on most of the marketing mix factrs except the image,cwhich was rated at high level. When comparing the differcenes in demographic factors with the satisfaction levels of passengers using Thai Ariasi secvice, it turned out that the age, status, career, income, passenger type, travel objicetive, and travel frequency had the effect on different satisaction levels based on 7Ps marketing mix of Thai Airasia . Other factors did not pose any variance on satisfaction level. Hence, the marketing startegy devlopment should be focused on creating satisfaction for target customer group, who uses Thai Airasia service but still have high average satisfaction level.

KEYWORDS: Marketing Strategy, Thai AirAsia

INTRODUCTION

Airline industry has been facing changes for decades. In the past, airline industry is a high-margin business and has a potential to grow due to a lack of competition. Foreign airlines was restrained from doing business in the country. Hence, domestic airline industry was exclusively operated by a national airline.

However, airline business has less potential to grow and become less profitable because all other countries, including Thailand, has adopted the open skies policy. In 2002, Thai government declared the Open Skies/Liberalization Policy. Essentially, restrictions in transporting passengers and freight internationally were revoked. As a results, new airlines have increasingly entered into Thai marketplace, especially low-cost airlines. Since Thailand is a beautiful country and has a geographical advantage to become a regional aviation center, airlines from around the word fly to Thailand or use Thailand as a connection point. This leads to even more competitive domestic airline industry.

In addition, worldwide airline industry as well as domestic airline industry are experiencing difficulties in doing business due to various factors, such as recession in the First

World countries which affects other countries globally, domestic and international political upheavals, increasing natural disasters, fluctuating gas prices which is the most important cost of airline business. These factors affects the demand for travelling as well as the operation of airline business in Thailand.

Thai AirAsia Co., Ltd. operates the number-one low-cost airline in Thailand. Its main business is to transport passengers. The airline has to deal with the inevitably rising competition. The launching of other airlines impacts both short and long distance routes. Although the airline has positioned itself as a low-cost airline and focuses on passenger satisfaction and comfort, it still has to compete with other low-cost airlines.

In order to be successful, Thai AirAsia needs to focus more on customer satisfaction. If customers are satisfied with the service, they are likely to become returning customers and may also pass their good impression to others. Thus, the airline would be able to maintain loyal customers and gain new ones at the same time. On the other hand, if customer are not satisfied with the service, they may avoid flying with the airline in the future. Therefore, making customers satisfied is a crucial element in a current high-competitive airline business. To satisfy and meet customers' expectations, Thai AirAsia needs to develop high level of customer service, emphasize low-operating costs in regional routes, and deploy its resources to meet strategic needs for long-term growth and success.

Owing to aforementioned reasons, researcher is interested in studying the population and social factors that affect various satisfactions according to the 7 P's of Marketing Mix by Philip Kotler. The results of the study could be used as a guideline by Thai AirAsia executives in improving customer service level, enhancing marketing strategies, and expanding customer base which in return increasing the company's market share.

PURPOSES

1. To study the satisfaction level of Thai AirAsia passengers based on Philip Kotler's 7 P's of Marketing Mix.

2. To compare the satisfaction level of Thai AirAsia passengers based on Philip Kotler's 7 P's of Marketing Mix

DENFINITIONS

Passenger refers to the economy class passengers traveling to domestic destination by Thai Air Asia Co., Ltd.

Satisfaction refers to feelings and attitudes of people in a positive way, comfortableness, and happiness towards services of Thai Air Asia Co., Ltd.

Marketing Strategy means general marketing strategy consisting of the main marketing mixes: Product, Price, Place, and Promotion, adopted to achieve marketing goal by managing the mixture in consistent with the goal, objective, and situation in order that the strategy can be applied affectively.

The seven marketing mixes refer to the service elements of the service of Thai Air Asia Co., Ltd.

1. Product means tangibility which customers can enjoy the services of Thai Air Asia Co., Ltd. including airplane seats and facilities.

2. Price refers to the ticket price of Thai Air Asia Co., Ltd. which passengers have to pay for the flight to destination at any moment of time.

3. Place means the service channel which customer can book and reserve tickets for flight Thai Air Asia Co., Ltd. including direct channels, internet website, mobile phone applications, call center service , sale office and authorized agency.

4. Promotion refers to sale promotion of Thai Air Asia Co., Ltd., which include special prices or other sale promotion. In addition, this promotion includes various form of media which can convey the news to customers such as billboards advertisement, radio and television medias, printed medias and social medias.

5. People and Employee refer to outsider staff or customers of Thai Air Asia Co., Ltd. associated with delivering products and services to customers or passengers.

6. Physical Evidence / Environment and Presentation means to create and offer physical

characteristics or service features of Thai Air Asia Co., Ltd. to customers such as product and service the reliability and staff dressing etc.

7 . Process means all entities involved in customer service of Thai Air Asia Co., Ltd., which can be classified into three major parts: pre-touring, in-flight services, and post or after service.

Contribution of the study

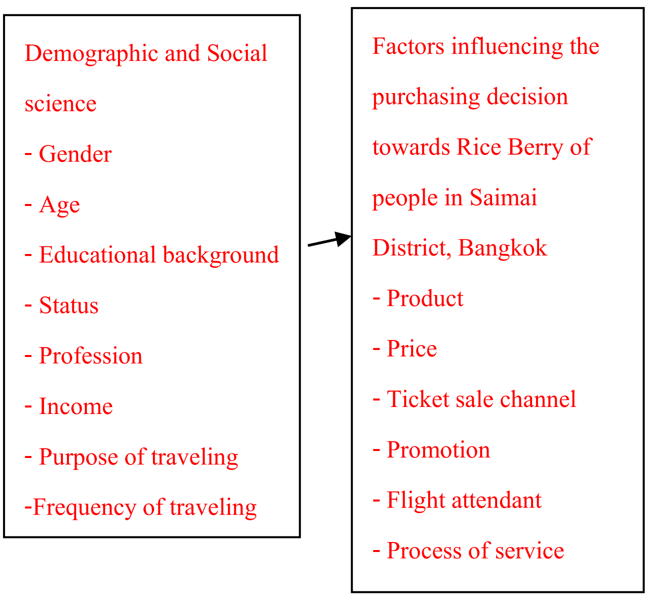
1. The administrators of Thai Air Asia Co., Ltd., can apply the study result to be a guideline to develop and improve marketing strategy.

2. The administrators of Thai Air Asia Co., Ltd. can apply this results to develop or improve service quality in consistent with the customer demand based on principles of efficient marketing.

3. Aviation business operators or entrepreneur can use this study results to be as a guideline for development or improvement of marketing strategies. In addition, the results of this study can be applied to improve the service quality provided in accordance with the requirements of the consumers based on the principles of effective marketing.

CONCEPTUAL FRAMEWORK

Independent Variable Dependent Variable



HYPOTHESES

Demographic of the passengers (such as age, gender, education, marriage status, occupation, income, travel purpose, and travel frequency) affects their satisfaction level to the marketing mix.

METHODS

Population

Thai people who traveled with Thai AirAsia domestic flights. The number of population is unknown.

Sample

Thai people who traveled with Thai AirAsia domestic flights. Since the number of population is unknown, the researcher calculated the sample size using Taro Yamane's formula with 95% confidence level (Ref. Kanlaya Wanichbancha. 2002:74). The sample size from the calculated formula was 385 samples with 15 spare samples. The total sample size was 400. The study tools can be divided into 3 parts.

Part 1 is a questionnaire about the demographic of the respondents such as gender, age, education attainment, marital status, occupation, income, travel purpose and travel frequency.

Part 2 is a questionnaire about the satisfaction level of the respondents to Philip Kotler's 7 Ps including product, price, ticket distribution, marketing, staff, and company image.

Part 3 is a questionnaire about suggestions for services on Thai AirAsia.

Reliability of questionnaire obtaining from 30 samples, Reliability coefficient of Alpha was 0.918

To evaluate the study results, the five scale criteria for result interpretation are as follows:

1 = the least
2 = less
3 = moderate
4 = much
5 = the most

Evaluation criteria of Likert, (Likert Scale) scores in in five scales (Best: 1977) (as referred in Thanin Siljaru .2004 : 77)[5]

4.21-5.00 the most
3.41-4.20 much
2.61-3.40 moderate
1.81-2.60 less
1.00-1.80 the least

STATISTICS

In this study, the researcher collected data which obtained from a set of questionnaire and the following statistics were applied to analyze data;

1. Descriptive statistics and frequency distribution including number variables and percentage to explain common characteristics of the samples.
2. Descriptive statistics, frequency distribution, measures of central tendency including mean, or (X), and standard Deviation (S.D.) to explain level of satisfaction of the customers of Thai Smile Airways based on 7P's theory of Philip Cotler.
3. Inferential Statistics, T -Test and F – Test, one – analysis of variance (ANOVA) for the difference of mean which is more than two samples. The statistical significance used to analyze data was defined at the level of 0.05.

RESULTS OF RESEARCH HYPOTHESIS

Hypothesis 1 : Gender difference showed different satisfaction in each marketing mix of Thai Air Asia Co., Ltd.

The gender difference of passengers were indifferently satisfied towards the service of Thai Air Asia Co., Ltd., according to the seven marketing mixes. This was because female and male were satisfied the services in similar ways. Therefore, satisfaction was not necessary to be different for the gender difference.

Hypothesis 2: Age difference showed different satisfaction in each marketing mix of Thai Air Asia Co., Ltd. The passengers having age difference have different satisfaction towards sale channel, services of staff, and image. This might due to the passengers who was age different, differently perceived and interpreted the expectations and likeness. The elders were happier, mind pleased, and satisfied than the younger passengers. This may because the younger passengers need to be responded spontaneously, and highly expect from the services. Therefore, the span of age should be taken into consideration to create satisfaction towards products, ticket sale channel, staff, and image as a whole.

Hypothesis 3: Educational background difference differently showed satisfaction in each marketing mix of Thai Air Asia Co., Ltd.

The passengers having educational difference were indifferently satisfied towards Thai Air Asia Co., Ltd., according to the seven marketing mixes. This was interpreted that educational background have no effect on passengers' expectations and experiences. Therefore, the result indifferently showed the satisfaction towards service. To create satisfaction towards Thai Air Asia service, educational background was unnecessary to be considered.

Hypothesis 4: Status difference differently showed satisfaction in each marketing mix of Thai Air Asia Co., Ltd.

Differences of passenger's status differently showed satisfaction towards images. The passengers who were divorced, separated, and widowed had less expectation than passengers who were married and single. This aspect was significantly related to physical characteristics and service characteristics particularly politeness, gentleness, or cleanly dressing.

Hypothesis 5: Difference of profession differently showed satisfaction in each marketing mix of Thai Air Asia Co., Ltd.

The passengers having profession difference were differently satisfied towards products, images as a whole. The differences of social status and attitude towards the abovementioned factors affected the satisfaction. It is noticeable that government officers were less satisfied than other profession because they were expecting a high quality service.

Hypothesis 6: Difference of income differently showed satisfaction in each marketing mix of Thai Air Asia Co., Ltd.

Passengers who were different in income were differently satisfied towards sale promotion of the company. The customers having high income were less satisfied on marketing communications than those who gain less income. Those passengers who earn high income usually highly expect on a high quality of communication tools. Therefore, an effective quality of communication tools to be used to exchange information between sale agency and purchasers was necessary to promote customers' attitude in positive ways.

Hypothesis 7: Different purposes of travel differently revealed satisfaction in each marketing mix of Thai Air Asia Co., Ltd.

The passengers having different purpose were satisfied towards ticket sale channel, flight attendants and services, and images as a whole differently. The result in the aspect of different purposes of traveling revealed that the passengers prefer to receive high service quality and convenience. Business travelers were less satisfied than those who travel for other purposes. The businesspeople have high expectation to receive high comfortableness such as a ticket sale channel and service quality while those who travel to visit relatives may focus on above factors. This reason caused different satisfaction.

Hypothesis 8: Frequency of service access revealed satisfaction differently in each marketing mix of Thai Air Asia Co., Ltd.

Passengers having difference in service access frequency were satisfied towards flight attendants and services, and image differently. The passengers who less averagely travel hadn't realized the obvious difference of service, and were more satisfied than those who traveled frequently. Therefore, to maintain the standard of service and positive images including problem solution of staff, relation between servicer and service user played an essential role on building satisfaction for customers.

RESULTS

1. Demographic Information

The respondents includes 400 passengers.

Age – 63% of the respondents were female and 37% were male. 43.7% of respondents were 36-50 years old. 39.3% were 21-35 years old. 12.7% were 51 years old and up. 4.3% were less than 20 years old.

Education – 46.3% had bachelor's degree or equivalent. 415 had master's degree or higher. 12.7% had high school degree and under.

Marital status – 57.7% were single. 28.3 were married. 14% were widows or divorcees.

Occupation – 51.7% were employees. 17.3% were government officers. 12.7% were state enterprise employees. 11.3% were business owners. 7% had occupation which were not mentioned.

Income – 45% of respondents made 20,001-45,000 baht/month. 36.7% made more than 45,000 baht/month. 18.3% made less than 20,000 baht/month.

Travel purpose – 58.7% traveled for pleasure. 17% traveled on business. 16.3% traveled to visit family. 8% travel for other reasons.

Travel frequency – 67.3% traveled less than once a month. 14% traveled 3-4 times a month. 12.7% traveled 1-2 times a month. 6% traveled more than 4 times a month.

2. Satisfaction Level of Passengers Who Flew Thai AirAsia towards the Philip Kotler's 7 Ps Marketing Mix

The results of satisfaction level of passengers who flew Thai AirAsia towards the Philip Kotler's 7 Ps marketing mix, including product, price, ticket distribution, marketing, staff, service, and company image, showed that over all the satisfaction was rated medium (mean = 6.15 with standard deviation = 0.48). The summary for each marketing mix is shown below.

Product – The overall satisfaction was at medium level (mean = 3.08 with standard deviation = 0.55). Cabin cleanliness was rated the highest (mean = 3.36 with standard deviation = 0.66). Inflight meals was rated the lowest (mean = 2.92 with standard deviation = 0.80).

Price – The overall satisfaction was at medium level (mean = 2.98 with standard deviation = 0.64). Excess baggage fee was rated medium (mean = 2.99 with standard deviation = 0.64). Air fare was also rated medium (mean = 2.98 with standard deviation = 0.75).

Ticket distribution – The overall satisfaction was at medium level (mean = 3.14 with standard deviation = 0.52). Speedy online ticketing was rated the highest (mean = 3.20 with standard deviation = 0.68). Call center was rated the lowest (mean = 3.04 with standard deviation – 0.70).

Marketing – The overall satisfaction was at medium level (mean = 3.00 with standard deviation = 0.62). Promotion such as discounted tickets was rated the highest (mean = 3.12 with standard deviation = 0.75). Frequency of promotion was rated the lowest (mean = 2.98 with standard deviation = 0.79).

Staff – The overall satisfaction was at medium level (mean = 3.36 with standard deviation = 0.63). Inflight service such as staff's problem solving skills was rated the highest (mean = 3.41 with standard deviation = 0.75). Ground service such as staff's problem solving skills was rated the lowest (mean = 3.33 with standard deviation = 0.79).

Service – The overall satisfaction was at medium level (mean = 3.30 with standarddeviation = 0.53). Welcoming passengers was rated the highest (mean = 3.40 with standard deviation = 0.65). Assisting passengers with special needs was rated the lowest (mean = 3.23 with standard deviation = 0.69).

Company image – The overall satisfaction was at medium level (mean = 3.49 with standard deviation = 0.64). Trustworthiness of product/service/safety was rated the highest (mean = 3.55 with standard deviation = 0.73). Quality and service standard were rated the lowest (mean = 3.43 with standard deviation = 0.73).

SUGGESTIONS

Suggestions are provided based on the 7 Ps marketing mix.

Product – The amount of food served and its taste has the least satisfaction level. Therefore, it should be the first thing to be improved. The amount of food served may be increased. The improvement should be made based on passengers' comments to better serve their needs. In addition, in each flights there may be more food/snack options available for passengers to choose.

Price – Overall, passengers has medium satisfaction towards price. However, the satisfaction level towards price was the least compared to other marketing mix (mean = 2.98). The company should set price to be comparable to the service received, and add value to products and service. For example, the company could offer more privileges as well as take better care of passengers so satisfy them.

Ticket distribution – Call Center should be improved by reducing the wait time. There should also be more ticket distribution channels so as to facilitate customers during peak time.

Marketing – Promotion should be more frequent to draw more customers. Also, there should be more advertisements for promotional campaigns and important information through channels that best reach customers.

Staff – Overall, passengers has medium satisfaction towards ground staff and flight attendants. However, based on the results from the questionnaire, several respondents were not satisfied with the service they received from the staff. Therefore, Thai AirAsia should enhance the quality and regularity of the service. This could be achieved by providing more training to boost staff's service mind and by offering incentives for staffs who repeatedly provided good service.

Service – The company should improve the service for passengers with special needs by providing training to the staff. Convenience of transit service should also be improved, especially the transit to Thai Airways flights. Furthermore, flight schedules should be set to better meet target customers' needs.

Company image – Overall, respondents were highly satisfied with the image of Thai AirAsia. The company should take advantage of this and advertise how Thai AirAsia is different from other airlines. The company should maintain or improve its quality and service standards to always impress customers. Additionally, products and service in other areas should be consistently evaluated and improved. Any service improvements should be done based on target customers' needs.

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MEDIA AND GOVERNMENT TRANSFORMATIONS PROGRAMME (GTP) MALAYSIA.

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Abstract

The research makes a contribution to understanding the different ways of how media is conceptualised through an investigation of how and why GTP is practised in Malaysia. Therefore, the main aims of this research are to analyze the role of Berita Harian in delivering GTP issues in Malaysia, and how editors understand and talk about its strengths and limitations to the society. This is done by first, by exploring the frequencies of news article from May 2010 and June 2013. Second, this research identifies what are the contributing factors impacting on editors by delivering this GTP news through the understanding of readers. In this regard, this research offers a comprehensive analysis of GTP strengths and limitations as demonstrated through Berita Harian news article. The case study focuses on Berita Harian news article. Qualitative methods are used in the study is content analysis. An analysis of 18 Berita Harian news article documents from 2010 to 2013 is included, to investigate how Berita Harian demonstrates and frames GTP. A diplomatic agenda setting by government is also analyzed since it has an impact on reportage, specifically on GTP issues. The research concludes with a summary of what has been discovered about GTP practices in Malaysia, and a note on what possible changes will occur in the future.

Keywords; Media, Berita Harian, National Key Result Areas (NKRA), Government Transformation Programme (GTP).

1. Introduction

Media organizations in Malaysia play a crucial role as a partner of government especially in delivering issues related to the nation building. The government transformations programmes in any country are seen to be part of positive movement/model for the society. The media plays a crucial role in these movements of transformation by the government. According to Gehlbach and Sonin, a formal model of government control of the media to illuminate variation in media freedom across countries and over time, with particular application to less democratic states (Gehlbach & Sonin, 2012). Therefore, contemporary challenges to institutional roles in a digital media environment and then turns to three broad journalistic normative values, authenticity, accountability, and autonomy that affect the credibility of journalists and the content they provide(Hayes, Singer, & Ceppos, 2007). However, the impact of personality characteristics (Extraversion, Neuroticism, Psychoticism) on audiences' use of movies, television, and radio, and on genre preferences within these media was explored (Hall, 2005).

The idea that the mass media holds political agenda setting power is undeniable. The government assigns their political relevance and importance to social problems by selecting and emphasizing certain issues and neglecting others (Mazzoleni & Schulz, 1999). The media will play their role in deciding which issues should receive people's attention. The media will highlight government responds to good news that reflects positive developments in social problems because this could politicize policy success (Thesen, 2013). The media nowadays not only limited to the printed media but also the emerging of new media using new technology such as the internet allows the government to build relationships with the citizens they represents. In the past decades, government had to rely almost exclusively on traditional media specifically newspapers, televisions and radio (Dixon, 2010).

In many countries the state has also owned news agencies, newspapers, or other media. In Pakistan, political parties in the past have tried to establish daily newspapers that could function as their communication organs to the masses such as the daily *Masawat* (Mezzera & Sial, 2010). While Russia has seen an equally dramatic decline in media independence as the Kremlin has seized direct control of large segments of the Russian media market (Gehlbach & Sonin, 2008). Media advocacy is the process of disseminating information through the media of communication in which the objective is to perform an action such as policy changes or to change public opinion on the issue (Lane, Carter, Ch & Mi, 2012). In addition, the media also has the potential to foster greater interaction between policy makers, government officials and their constituency (Lampe, Larose, Steinfield & Demaagd, 2011).

In publishing news for the reader, the mass media however have to determine the main issues that will be an agenda in each campaign (McCombs & Shaw, 1972). Therefore, the media is very influential in affecting people around the world and sometimes the media mobilize people to oppose the policy (Lieberfeld, 2009).

2. Editor column, newspaper and gatekeeper.

Editor's column is seen as one of the most important section in a mainstream newspaper. This column normally highlights the insights and the major concerns or issues discussed daily in the country. Most of the editors normally highlight the main concern they have about the country issues locally or at international level. Editor column has specialized editors in writing an article for the newspaper and on rotation basis. According to David Manning White (1964), reviews by the editors contain three different roles which related to the gatekeeper process. However, the main aspects of the editor's role are to disseminate the news stories. The review by David Manning also emphasize that the important role of gatekeeper as the 'gate' in the process of news making. The role of editors also based on the general role of the "gatekeeper' in the areas of mass communications which focuses on the decision that goes into the news. In this scenario, the gatekeeper provides the active role of journalist as the decision maker. In addition, the media has the ability to add pressure on the government in determining policy in view of the general opinion that is constantly changing (June, Hong, & Sung-Min, 2011). This refers that the editors as the gatekeeper has the capacity to challenge the policies introduced by the government.

All government policy should be communicated to the people. The mass media, especially newspapers and television, play an important role in disseminating information about the government. Mass media clearly is the main source of information about government (EE Dennis et. Al.1994:103). Therefore, the mass media is the mediator between the government and the people. Through the media of mass media, the government can explain the policies or projects to be planned or implemented (Mohd. Hamdan Adnan, 1986:6).

Therefore, the editor's section in *Berita Harian* is the best platform to identify whether the GTP produces an effect towards the society. The implementation of GTP is one of the government's policies in promoting and upgrading Malaysia to become a developed, high-income nation by the year 2020.

3. Media, Government Transformations Programme (GTP) and National Key Result Areas (NKRA).

Newspaper in Malaysia in supporting and acknowledging the people about government programme. Therefore, this research it is to evaluate whether the newspaper assist in achieving government's target and to enlightening the citizen about NKRA. Its will be focusing to examine whether the Editor's Section in *Berita Harian* provide information about GTP and NKRA's pillars and to identify the general knowledge of GTP and NKRA's pillars to Berita Harian's readers. This study aims to answer two questions: How the Editor's Section in *Berita Harian* provide information about GTP and NKRA's pillars? and do Berita Harian's readers gain general knowledge of GTP and NKRA's pillars from Berita Harian?. But this research only focuses on the editors' column of Berita Harian. Analysis is done from the year GTP started in the year 2010 until year 2013. The general discussion of GTP and NKRA is the main focus of this research. Editors' Column - Editors sections carried a multiple roles of the newspapers. The editors section is used in this research to measure the frequencies, positions, paragraph, sources and themes of news article on the GTP and NKRA. Government Transformation Programme - The government of Malaysia has introduced Government Transformation Programme (GTP) in January 2010 launched by the Prime Minister (PM) Datuk Seri Najib Tun Razak. GTP have its own objectives that are priorities that matter most to the Rakyat and delivering fundamental changes on a nationwide basis (www.pemandu.gov.my) and National Key Result Areas - The NKRA were formulated based on the people's ideas, input and feedback, which were obtained through various channels such as surveys, call for ideas via SMS, focus group and interviews sessions with key stakeholders, online feedback and Open Days (Annual Report 2010).

3.1 Editors' Section

According to Merriam-Webster, the definition of a "column" is "a vertical arrangement of items printed or written on a page," and "one in a usually regular series of newspaper or magazine articles." As found in the Cambridge dictionary, there are multiple types of newspaper columns: agony, "the part of a magazine or newspaper where letters from readers about their personal problems are printed, together with advice about how to deal with them"; critic reviews; editorial opinions; gossip, "the part of the newspaper in which you find stories about the social and private lives of famous people"; style; music and art critics; personal columns, "the part of a newspaper or magazine which contains short advertisements and private messages"; and many more.

Columnists include their opinions and feelings about the topic in which they are writing, and try to get the reader to think about the topic in question from a different perspective, whereas reporters simply state the facts.

Columnists use facts, research, news, interviews, and social events as sources of input for their columns. Columns differ from all other types of writing in newspapers. Some articles only present the facts and try to remain as unbiased as possible. Other articles, like editorials, also contain opinions, but are different from a column in that an editorial is "a newspaper or magazine article that gives the opinions of the editors or publishers" (Merriam-Webster).

According to Ikuya (2012: p.41) It is widely acknowledged that book editors play a key role as intermediaries between the production and consumption of printed (and now, increasingly, electronic as well) cultural materials. Whether working chiefly in literary, journalistic, or scholarly fields, editors– especially those at prestigious publishing houses– are usually expected to window a vast number of potential manuscripts down to only a few so as to bring them and their authors to the attention of the consuming public. By serving as gatekeepers who decide on what and whom should be let in, with the remainder kept out, editors sometimes play a considerable part in shaping not only the content and quality of specific books but also the overall configurations of various cultural fields.

3.2 Government Transformation Programme (GTP)

Since the GTP been introduce, it has becomes increasingly important to identify the government synergy among the society. Many countries have done such transformation in economic, health, and social sector. One of the closest examples is the economic transformation in India that make India's annual growth rate accelerated from an unspectacular average of 3.5% between 1960 and 1980 to over 9% per annum by 2005. Investment increased from 23% of GDP in 1985 to 38% in 2005 while the FDI of India is more than $70 billion between 2000 and 2005 (Alfaro & Chari, 2009). From the peasant society, India has been acclaimed in recent years as an information technology (IT) superpower and perhaps even as a major new player in the world economy (Corbridge, 2009). As Malaysia trying to transform not only its economy but also in social aspects, India has started the transformation earlier and moving towards the great nation. Another country that shows vast transformation in term of the economic sector is Vietnam. Similar to Malaysia in focusing on the rural area in its NKRA, Vietnam also highly aims the rural area to be transformed to generate economic growth. Vietnam and Malaysia also have the similarities in the agricultural sector as the main economic income before undergone substantial changes. Growth in agricultural is a crucial element for the emergence of rural service commodity markets, which provide the business opportunities on the off-farm (Ellis, 1998). As Malaysia's government try to enhance the living standard of the people, as early as 1993 the Vietnam has undergone detailed surveys on Vietnam Living Standard provided evidence of the vital role of the private business sector in the creation of off-farm livelihoods (Vijverberg & Haughton, 2004).

The GTP was introduced by the government to fulfill the Vision 2020 and committed to achieve nine goals, encompassing economic, political, social, spiritual, psychological and cultural dimensions of the national growth (PEMANDU, 2010). GTP have three horizons which GTP 1.0 is the First Horizon, GTP 2.0 is Enhancing Change and GTP 3.0 is To the Future and Beyond. The First Horizon of the GTP was started on 2010 and played an important role in helping the government understand on how to serve best overall targets of the GTP. While GTP 1.0 is a 'tested' programme, GTP 2.0 was launched on 2013 where it expands and enhances GTP 1.0 initiatives and deepens the initiatives in the first phase. The last phase of the GTP will be introduced as the last stage in 2015 until 2020 where it will combine both horizon in creating innovative governance structures and rakyat-centred. The GTP basically is a programme made by the government in creating an effective government while meet the needs of the people.

3.3 National Key Result Areas (NKRA)

The GTP is the overall engine of change, the National Key Results Areas (NKRA) are the pistons within (www.pemandu.gov.my). There are seven pillars or area concern in the NKRA that are, Reducing Crime, Fighting Corruption, Improving Students Outcomes, Raising Living Standards of Low-Income Households, Improving Rural Basic Infrastructure, Improving Urban Public Transport and Addressing Cost of Living. Each of these pillars correlates to a priority area that is deemed to have the greatest impact for the people.

4. Agenda Setting

Maxwell McCombs and Donald Shaw in 1972 in *Public Opinion Quarterly* suggested that the media sets the public agenda, in the sense that they may not exactly tell you what to think, but they may tell you what to think about. In their first article where they brought this theory to light their abstract states:

> "In choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position. In reflecting what candidates are saying during a campaign, the mass media may well determine the important issues—that is, the media may set the "agenda"of the campaign."

It is clear showed by this theory that government's policy that will be policy agenda for the people by public agenda. This information will be conveyed using the media agenda that is known as the right way in conveying information. The mass media is the mediator between the government and the people. Through the media of mass media, the government can explain the policies or projects to be planned or implemented (Mohd. Hamdan Adnan, 1986). Each government has their very own policies or issues they try to deliver to their people. However, a journalist that plays a role as a gatekeeper who work under media organizations has their personalities are different.

Agenda Setting Theory believes that the people will know what the elites want them to know. These elites, or media representatives, interpret the motives and beliefs of politicians (Baran & Davis, 2012). This theory is said to be a tool by the elites in creating the mind of the people. According to (Tcw, 2010), agenda setting describes a very powerful influence of the media – the ability to tell us what issues are important. To relate to this study, the government is trying to use the mass media in creating the awareness on the effort that been done by the government for the people.

This theory evolves when McCombs and Shaw (1972) noticed that there are relation between the people perception and the trend of voters that can be created by press coverage. Media plays it roles in persuade the public in focusing their attention on specific events and issues. According to Walter Lippman (1925), he stated that we must abandon the notion that the people govern and must adopt the theory that, by their occasional mobilization as a majority, people support or oppose the individuals who actually govern (Lippman, 1922). However, Lippman idea was contrasts with President Thomas Jefferson's earlier praise of the American people for the discernment they have manifested between truth and falsehood. The public, Jefferson claimed, "...may safely be trusted to hear everything true and false, and to form a correct judgment between them (Lipscomb, 1903, p.33).

Besly and Prat (2006) said that media capture is a widespread phenomenon, most of it non-coercive. The government can exert control over the media in many forms, the extreme being direct bribes to media agencies. On the other hand, media capture can be done indirectly through an administrative decision or a legislative intervention that benefits a firm controlled by the media owner. However, it was also stated that are several factors that influence the level of control the government wields over the media. One of them is the existence of a large number of independent media organizations, whereby the government would be forced to buy out all the media organizations to suppress information.

In an ideal world, the mass media is free of any external influences. However, only 33.5 percent of the world media are "Free", while the rest are "Partly Free" and "Not Free" in 2011 (Freedom House, 2012). In Malaysia, the government will determine the content and quality of public discourse in the media (Mohd Azizuddin Mohd Sani, 2005). Thus, it is common for the government to use the media to inform and educate the public on its agenda and policies.

According to Arina Anis Azlan, Samsudin A. Rahim, Fauziah Kartini Hassan Basri and Mohd Safar Hasim (2012), public discourse following an important policy announcement in the media is restricted. Furthermore, the announcement of the new policies in the media has been positioned in a way that shape and control the public's access and opinion toward the issue. In this case, the authors used the term political citizenship whereby the citizen is made to believe that they may hear or be heard, as long as it is what the government wants heard and to hear.

When a government or organization is seeking a transformation, it must be addressed using a holistic approach where every aspect of its construction, implementation, and expected outcomes are considered (Washington & Hacker, 2009). There must be a comprehensive study on the current national situation by taking into account the effectiveness of current policies and the needs of the people before the government embarks on a transformation programme (Washington & Hacker, 2009). In their study of Botswana's transformation, Washington and Hacker concluded with "Transformation is the creation of step-function results. At the heart of transformation, there must be a bold vision and a burning platform."

However, with the existence of new media such as the internet, E-mail, online newspapers and websites, can newspaper still plays a role in shaping the agenda setting. Consequently, some social observers predict the end of agenda setting as audiences fragment and virtually everyone has a unique external media agenda that is a highly individualized composite constructed from this vast wealth of online news and information (McCombs, 2005). This shows that when the new media emerge, the mass media have difficulty in shaping the mind of the people because of many sources of news is now there in community.

It is clear showed by this model that government's policy that will be policy agenda for the people by public agenda. This information will be conveyed using the media agenda that is known as the right way in conveying information. The mass media is the mediator between the government and the people. Through the media of mass media, the government can explain the policies or projects to be planned or implemented (Mohd. Hamdan Adnan, 1986). Each government has their very own policies or issues they try to deliver to their people. However, a journalist that plays a role as a gatekeeper who work under media organizations has their personalities are different.

5. Method

The research consists of one phases which are content analysis. The content analysis involves process and procedures, categories, coding, reliability and validity. Content analysis were done by collecting the data of news written in Berita Harian on NKRA. This study will also utilize content analysis of the Editor section of the *Berita Harian* newspaper. Content analysis can be understood by the explanation of Berelson (1952, p.18) that mentioned as a research technique for the objective, systematic, and quantitative description of the manifest content of communication. While Kolbe and Burnett's (1991, p.243) stated that content analysis is an observational research method that is used to systematically evaluate the symbolic content of all forms of recorded communication and these communication can be analysed whether by using image, word, roles and others. In this research, the technique of content analysis is using the words that are written in the 'Minda Pengarang' column every day in Berita Harian newspaper. The reporters that wrote for 'Minda Pengarang' section is mainly from a reporters that have been worked for Berita Harian for at least ten (10) years and above. Thus, these reporters know well what they are writing and the language that they are using can be understood by various levels of ages. The reporters that write on the NKRA on this section consist of news editor and assistant news editor. The total number of news on NKRA from the year it is been introduced, 2010 until 2013 is 18 news altogether.

Meanwhile, Stempel (1989, p.124) argues that "content analysis is a formal system for doing something that we all do informally rather than frequently, drawing conclusions from observations of content". Influenced by Berelson's work, Stempel (1989, p.125) also adds that "the key to understanding content analysis and performing it competently lies in understanding the meaning of objective, systematic, quantitative, and manifest content". Stempel (1989, p.127) also suggests that the procedure of content analysis should include the "selection of the unit analysis, category construction, sampling of content and reliability of coding". A more precise definition is given by Krippendorf (2004, p.18) as a "research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use". Content analysis is therefore a systematic analysis which takes certain procedures in order to find any direct outcomes of research and thus this research puts more stress on the sampling used as it aims to examine the trends of the online news, see for example: Janowitz (1968; 1976); Riffe and Freitag (1997); and Riffe, Lacy and Fico (2005).

Based on the above perspectives of content analysis, this research will show the most important issues highlighted and what issues of NKRA have become the main agenda throughout four years for Berita Harian. We refer to Berita Harian whether it has played a role as the agenda setter through the news trend. As one of the mainstream newspaper, Berita Harian also undertakes its other role as a news provider to 1.2 million readers (2013). By studying the news trends, we identify the sets of news agenda and vice-versa based on the sources (editorial section). For example, the agenda being set through Berita Harian news may cast a different light on who sets the agenda. Therefore this research is based on Cohen (1963, p.13) perspectives, he argues that "the press may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about". Cohen (1963) statement is based on Lippmann's (1922) later idea of the world outside and the pictures that form in our heads. Cohen (1963) suggests that the media may wield direct or indirect influence. Rogers (1994, p.124) has argued that "the amount of news coverage accorded an issue by the media might indeed lead audience individuals to rate such an issue as more important". Based on empirical evidence by scholars on agenda setting, this research identifies issues that have been perceived as important to the media and government.

Therefore this research has adopted the technique of content analysis is using the words that are written in the 'Minda Pengarang' (editor sections) column every day in Berita Harian newspaper. The reporters that wrote for 'Minda Pengarang' section is mainly from reporters that have been worked for Berita Harian for at least ten (10) years and above. Thus, these reporters know well what they are writing and the language that they are using can be understood by various levels of ages. The reporters that write on the NKRA on this section consist of news editor and assistant news editor. The total number of news on NKRA from the year it is been introduced, 2010 until 2013 is 18 news altogether. This method is significant to analyse the news trend and to understand the meaning of texts as an effective medium to shape populations perceptions of NKRA agenda by the government. Therefore, content analysis is used in this research to analyse and describe news trend quantitatively. The process and procedures is Using content analysis technique, we focused on selecting issues reported by Berita Harian with reference to the NKRA issues. Berita Harian online news is used in this process with the following objectives:

- To document overall trends whether the Editor's Section in Berita Harian provide information about GTP programme and NKRA's pillars from 2010 until 2013.
- To analyse the major concerns/issues based on the trends shown through Berita Harian

Samples of articles were taken from the printed archives of Berita Harian news articles for a four year period; from February 2010 to December 2013, based on relevance sampling, as explained below. Therefore, the focus of this research will be on those four years – as this has been introduced by the Prime Minister in 2010. Below is a description of the steps taken for content analysis sampling processes:

Step 1: Berita Harian news articles– Sample size – total of 18 from 2010 - 2013.

Step 2: News identified were analysed by using coding sheets. This process was carried out by two coders.

6. Finding

The discussion was based on the study of content analysis. The content analysis conducted to answer the first objective of the research was to determine the extent to which relevant information NKRA reported in the Berita Harian editor's section. The content analysis of the news column in the newspaper daily to determine whether the editor's Section in the newspaper Berita Harian provide information about GTP and NKRA's pillars. Analysis done on a few things: (1) the frequency and percentage of news about the NKRA in the years between 2010 to 2013, (2) placing articles according to pages, (3) NKRA according to news sources, (4) paragraph focus of articles, (4) priority articles by theme in the core areas, and conclusions about the GTP and NKRA news in editor's section of the Berita Harian newspaper from 2010 to 2013.

6.1 Frequency and Percentage News of NKRA (2010-2013)

Since its launch in March 2010 by Prime Minister of Malaysia, the first news about the NKRA was published in Berita Harian newspaper editorial column in May with a total of two articles, followed by two articles in June. In October 2010 a total of three articles have been published and are followed by one article in the coming months. The total number of articles that have been published about the NKRA during 2010-2013 was about 18 articles (Table 6.2). The media plays its role in create awareness for the public on government's new policy. This data show how the media supports the effort by government in getting support by the citizen on the new policy. Most of the news about NKRA concerned the initial six NKRA such as reducing crime, fighting corruption, improving students outcomes, raising living standards of low-income households, improving rural basic infrastructure, improving urban public transport and addressing cost of living.

6.2 Articles Placing According to Pages

The placing of the articles on NKRA in Berita Harian can be seen more on the page 22-24 that indicate 44.44%, while the least articles is place on the page 28-30 and 31-33 with only one articles (5.56%) each. The second higher articles about NKRA that shows four articles (22.22%) placed on the page 16-18 and 25-27 of Berita Harian from 2010 until 2013. (Table 6.2) It is clear shown by Berita Harian the articles that focused on the NKRA was not placed at the front pages of the newspaper and only started on page 16 and onwards. However, page 19-21 was never being an option to the author to put the article about NKRA.

6.3 NKRA News According To Sources

There are many sources that mentioned on the NKRA. From the YDPA until the NGOs this research has identified the sources as the table below show. The highest percentage shows that statement given by Prime Minister, Datuk Seri Najib Tun Razak that shows 33.33% from overall 18 articles. It is recorded that the Prime Minister is the source of 6 articles out of 18 news published in this section for the four years. The least source that give statement on NKRA are the Yang Di Pertuan Agong, Minister, Private and Others as shown in the table above. (Table 6.3). The four sources only give statement once for the 18 articles published and only comprised 5.56% out of 100. The second highest source that contributed to the writing of the NKRA is five (27.78%) by government officer such as the National Police Chief. The third higher party that becoming source for the news is NGOs that indicates three articles (16.67%). There are no statements from Deputy Prime Minister and Deputy Minister recorded throughout the four years.

6.4 Paragraph Focus of Articles

Paragraph focus of articles is the placing of the initial of 6 NKRA positioned in an article. The placement of the NKRA theme is show by the Table 6.4. The author of the article mentioned NKRA most frequently on the first paragraph that indicates 55.56% out of 100. The total of the article that mentioned NKRA on the first paragraph is ten (10) articles. The second paragraph that mentioned about the NKRA recorded eight articles that comprised 44.44%. However, there is no keyword on NKRA on the third or other paragraph.

6.5 Articles Priority by Theme in NKRA

In writing an article, the author of Berita Harian will select which theme in NKRA will be highlighted in the article. The theme chosen by the author can be illustrated by the table below. The theme that been given more focus by the author is on the 'Raising Living Standard of Low-Income Households' that been written as much as nine (50%) articles. (Table 6.5). It shows that the author support government's action in focusing the lower income household. The theme of 'Improving Students Outcomes' and 'Improving Urban Public Transport' is the least theme that been emphasized by the author. Both themes only mentioned once in the articles that only comprised 5.56% from total 100%. 'Reducing Crime' theme place at the second higher theme that been focused by the author in supporting the NKRA. There are four articles that mentioning on this theme and make a 22.22% out of total percentage. There are three (16.67%) articles that discussed on 'Fighting Corruption' with the record from International Transparency as the source of showing Malaysia rank in corruption. While there are numbers of themes that been written by the author in acknowledging people on NKRA, there are two themes that shows no record in the article that are 'Improving Rural Basic Infrastructure' and 'Addressing Cost of Living'. This is perhaps because of the news already being focusing more on those two themes.

7. Conclusions

The analysis showed that the content of the news about the NKRA is reported in the editor's section of the Berita Harian from 2010 to 2013. However, this news can be considered negligible. Furthermore, it was not released on a regular basis every month. News of the NKRA often reported between pages 16 and 33. Generally, the information regarding the NKRA is often said by the Prime Minister, and is followed by information released by government officials in relevant sectors. There is also information alleged by NGOs. Most of the articles put references to the NKRA in the first and second paragraphs. This suggests that information about it is important. Of the seven core of the core areas, the core of improving the living standards of low-income households are the most widely reported, followed by the fight against crime and corruption. The result of this phase demonstrates an effort by the newspaper Berita Harian to make national policy agenda as the agenda of the media for the benefit of the public agenda.

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APPENDIX 1

TABLE 6.1

Table 6.1: Frequency & Percentage News of NKRA in GTP (2010-2013)

No.	Month	Frequency	Percentage
1	2010 (May)	2	11.11
2	2010 (June)	2	11.11
3	2010 (September)	1	5.56
4	2010 (October)	3	16.67
5	2010 (December)	1	5.56
6	2011 (January)	1	5.56
7	2011 (June)	1	5.56
8	2011 (July)	1	5.56
9	2011 (September)	1	5.56
10	2011 (October)	1	5.56
11	2012 (October	1	5.56
12	2012 (December)	1	5.56
13	2013 (March)	1	5.56
14	2013 (June)	1	5.56

TABLE 6.2

Table 6.2: Articles Placing According To Pages

No.	Section	Pages	(f)	(%)
1	National News	1-3	-	-
2	National News	4-6	-	-
3	National News	7-9	-	-
4	National News	10-12	-	-
5	National News	13-15	-	-
6	National News (Feature)	16-18	4	22.22
7	National News (Feature)	19-21	-	-
8	National News (Feature)	22-24	8	44.44
9	Feature (Columnist, Interview, Religious)	25-27	4	22.22
10	Feature (Columnist, Interview, Religious)	28-30	1	5.56
11	Feature (Columnist, Interview, Religious)	31-33	1	5.56

TABLE 6.3

Table 6.3: NKRA News According To Sources

Source	**Year**														**f (%)**
	2010					2011					2012		2013		
	5	6	9	10	12	1	6	7	9	12	10	12	3	6	
YDPA		/													1 (5.560)
PM		/	/	/		/	/						/		6 (33.33)
DPM															-
M									/						1 (5.560)
DM															-
GO	/			/				/		/				/	5 (27.78)
P											/				1 (5.560)
NGO	/			/								/			3 (16.67)
O					/										1 (5.560)

Note: YDPA=Yang DiPertuan Agong, PM=Prime Minister, DPM=Deputy Prime Minister, M=Minister, DM=Deputy Minister, GO=Government Officer, P=Private, NGO=Non-Government Organization, O=Others

TABLE 6.4

Table 6.4: Paragraph Focus of Articles

Year (Month)	NKRA Keyword			
	Para1	Para2	Para3	Others
2010 (May,10)	/			
2010 (May,22)		/		
2010 (June,7)	/			
2010 (June,11)		/		
2010 (Sep,8)	/			
2010 (Oct, 5)	/			
2010 (Oct, 16)		/		
2010 (Oct,29)				
2010 (Dec,22)		/		
2011 (Jan, 29)	/			
2011 (June,18)		/		
2011 (July,25)		/		
2011 (Sep, 14)				
2011 (Dec, 27)	/			
2012 (Oct, 25)	/			
2012 (Dec, 7)		/		
2013 (Mar, 21	/			
2013 (Jun, 10)	/			
Frequency (f)	10	8	-	-
Percentage (%)	55.56	44.44	-	-

Note: Para1=Paragraph 1, Para2=Paragraph 2, Para3=Paragraph 3,

TABLE 6.5

Table 6.5: Paragraph Focus of Articles

Year (Month)	NKRA Keyword						
	FC	RC	ISO	RLIH	IRBI	IUPT	ACL
2010 (May,10)		/					
2010 (May,22)				/			
2010 (June,7)				/			
2010 (June,11)				/			
2010 (Sep,8)				/			
2010 (Oct, 5)		/					
2010 (Oct, 16)				/			
2010 (Oct,29)				/			
2010 (Dec,22)						/	
2011 (Jan, 29)	/						
2011 (June,18)				/			
2011 (July,25)		/					
2011 (Sep, 14)			/				
2011 (Dec, 27)	/						
2012 (Oct, 25)				/			
2012 (Dec, 7)	/						
2013 (Mar, 21				/			
2013 (Jun, 10)		/					
Frequency (f)	3	4	1	9	-	1	-
Percentage (%)	16.67	22.22	5.56	50.00	-	5.56	-

Note: FC= Fighting Corruption, RC=Reducing Crime, ISO=Improving Student Outcomes, RLIH=Raising Living Standard of Low Income Household, IRBI=Improving Rural Public Transport, Addressing Cost of Living

Needs Assessment in Development of Research Competencies for Lecturer of North Bangkok University

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Abstract

This study is intended to assess the needs in the development of the necessary competencies of Research Professor in North Bangkok University. The population used in this research include professors in University of North Bangkok, the annual number of 2558 90 people education using a questionnaire to collect information. The statistics based on the data analysis, include the value value frequency percent average, standard deviation, and analysis techniques to prioritize response data pairs. How to use Priority Index (PNI) Need research found that working age classified by most have found that the duration of the work is in the range from 1-3 years, 24 people, representing 34.3 percent, followed by the experience of research found that the most experienced research range from 1-3 years, the number of 40 people think.57.1 per cent of research performance, Professor North Bangkok University of overall level medium (μ = 3.38,σ = .68). When considering the list found that attitudes towards the side aspect of most levels (μ = 3.55,σ = .67). To include research skills is moderate (μ = 3.46, σ = .73) knowledge and research are in the medium (μ = 3.12, σ = .78) respectively. Performance evaluation of a research professor at North Bangkok University, the entry requirements are necessary that the highest values are found include PNImodified knowledge $PNI_{modified}$ = 0.37 has the research to include research skills are $PNI_{modified}$ = 0.28 and the attitudes towards research, there are $PNI_{modified}$ = 0.23, respectively.

Keywords : Needs Assessment, Research Competencies, North Bangkok University

1. Introduction

The current research is a science that is very important to progress in all science. It can be used to research the various solutions. The emergence and development processes. And the latest techniques to increase even more in both theory and practice. In addition, the study also helps understand and predict the behavior of the phenomenon and better assist in policy formulation, planning and decision problems. Encourages individuals to think and reason as knowledge is unparalleled. And the monitoring and evaluation of individual performance. Agencies and organizations to efficiently and accurately, and with greater reason, [1] which now includes scholars worldwide who are interested in learning to focus on research. The country's budget is dedicated to the research to progress in sciences and disciplines of the country. Particularly in higher education, which was expected by society to be a leader in research and development to create a nation in which the Commission on Higher Education is the primary agency director. And Staff Development in Higher Education has given priority to improving the quality of teachers is strong barrier to research. The second strategy is to develop faculty professional development and professional experts as instructors. This strategy is in the 2.3 to develop strong research faculty of the Higher Education Development Plan No. 11 (2555-2559 BC) [2] In addition, the study has also been designated as one of the mission. university professors to conduct research is knowledge. creative However, recent research found that teachers ago as a simple research on education policy, but the lack of detection accuracy of research. [3] As a result, research and quality standards is not caused. Teachers do not have time to do research The research does not respond to the needs of society. Lack of knowledge, research, faculty development training has not been researched properly [4] It was also found consistent problems with Professor Dr. Sumalee Gul set ornament. [5] The research on teacher issues. The development of a local teacher with a research problem. University professors found that in the new research is a very important issue, which is 90 percent of the new group is a professor in the Institute. Teachers also lack knowledge of research is required. Some teachers do not always do the research, which makes me think that the lack of accurate information about research results on the problem and guide the research study. Therefore, the relevant authorities should focus on accelerating the development of competencies in research for new teachers to strengthen the higher education of the country and prepare to step into an organization or institution. create and develop innovative research to society.In evaluating the performance of the research staff of the technique, which is how the research was to assess the needs of a technique that can identify a problem, the problem is actually caused the problem on the spot, according to demand. of university professors to develop research. It is also a tool for the management to plan and develop strategies professor of research has been performed.] From the history and importance of the issues about the lack of research performance of professors who were interested in the needs assessment to develop the research capacity of the university professors North Bangkok. To find ways to meet the need for teacher development, North Bangkok University to do research efficiently and meet the mission of the Master.

2. Objectives

In order to assess the need for developments in the research of Professor s in North Bangkok University.

3. Procedures

Pattern research

This research is a survey research (survey research) by using the query tool is intended to be a study to assess the needs in the development of the necessary competencies of Research Professor University of North Bangkok.

The population

The population used in this research include professors in North Bangkok University (Lecturers in the university, as considering on qualifications and affiliation at the graduate level of education, the annual number of 2015; 90 people (maximum number of returned questionnaires 70%)

The tools that are used in research.

The tools used include research questionnaires to evaluate the needs in the development of the necessary competencies of Research Professor University of North Bangkok. The episode is divided into three.

Part 1 is the basic information about the respondent's life work. Education and research experience.Question text style (Check List)

Part 2 is a question about the requirements needed to develop the performance of Research Professor University of North Bangkok. 1. knowledge in the field of research. 2. side attitudes towards research.3. research skills Question text style is a set scale (Rating Scales) 5 levels by means of lip (Likert Scales) Curt include many of the most moderate, less and less, which is divided into two parts: the actual conditions and the weather is supposed to be.

Part 3 suggestions to other add-ins

Data collection operations.

Researchers follow the sequence of steps As follows:

1. research from the Faculty of fine arts, books to the Faculty in University of North Bangkok. By submitting a request for courtesy in data collection, research, along with the query that is down to the code successfully. Faculty of political science, Faculty of information technology, business administration, communication arts and the Faculty of fine arts, by opening a query for one week, and then returned to researchers.

2. when it receives a query. The study validated and all the data in the query, and the query, then the number of queries derived classification.

3. the data key of the query and analyze the data by a computer program, the following statistical scene.

4. Data Collection and Data Analysis

Researchers follow the sequence of steps As follows:

1. Research from the Faculty of fine arts, books to the Faculty in University of North Bangkok. By submitting a request for courtesy in data collection, research, along with the query that is down to the code successfully. Faculty of political science, Faculty of information technology, business administration, communication arts and the Faculty of fine arts, by opening a query for one week, and then returned to researchers.

2. When it receives a query. The study validated and all the data in the query, and the query, then the number of queries derived classification.

3. The data key of the query and analyze the data by a computer program, the following statistical scene.

Statistics used in the data analysis.

1. The basic information of the respondents Use the descriptive statistics (Descriptive Statistics), in lectures and information presented in the table sort include integrated frequency (Frequency) and the percent value (Percentage)

2. The conditions of performance information at the University of North thokrungthep data analysis using descriptive statistics (Descriptive Statistics), in lectures and information presented in the table sort include integrated average (Mean) and standard deviation (Standard Deviation).

3. To assess the necessary technical analysis to prioritize response data pairs. How to use Priority Index (PNI) Need improvement developed by Prof. honors. Dr. Nongluck Wiratchai, and Prof. Dr. Suwimon Wongwanit suggested, which has the formula as follows: $PNI_{modified} = (I-D)/D$.

5. The Findings of the Research

Table 1 Averages and percentages of populations in the questionnaire classified by working periods and experience of doing research

General information	Numbers	Percentage
1. Working periods		
1.1 Under 1 year	18	25.7
1.2 from 1-3 years	24	34.3
1.3 from 4-6 years	14	20.0
1.4 More than 6 years	14	20.0
Total	70	100.0
2. Experience of doing research		
2.1 Under 1 year	10	14.3
2.2 from 1-3 years	40	57.1
	9	12.9
2.3 from 4-6 years	11	15.7
2.4 More than 6 years		
Total	70	100.0

From table 1, the working periods of Professors in North Bangkok University, this study found that the duration of the work in the range from 1-3 years are 24 people, representing 34.3 percent of under 1 year, the number of 6 people and 25.7 percent in the low level. More than 6 years and from 4-6 years, up to 14 people, classified by 20 percent that the experience of doing research. This found that the most experienced in doing research range from 1-3 years as in 40 percent to 57.1 more than 6 years or over : 11 people, 15.7 percent and less than 1 year: 10 people representing 14.3 percent. And at least 4-6 years, since the number of people accounted for 9 people, 12.9 percent.

Table 2 Mean (μ) and Standard Deviation (σ) Overall Research Competencies for Lecturer's North Bangkok University

Needs	Competencies Level		
	μ	σ	Meanings
1. Knowledge of doing research	3.12	.78	medium
2. Skill of doing research	3.46	.73	medium
3. Attitude of doing research	3.55	.67	good
Total	3.38	.68	medium

From table 2, the performance of Research Professor of North Bangkok University, overall level medium (μ =.68, σ = 3.38). When considering the list found that attitudes towards the side aspect of most levels (μ = .67, σ = 3.55). To include research skills is moderate (μ = 3.46, σ = .73) knowledge and research are in the medium (μ = 3.12, σ = .78) respectively

Table 3 Needs Assessment in Development of Research Competencies for Lecturer's North Bangkok University

Items	The values of expected	The values of attainment	PNImod-ified	The rank of the impor-tance
	I	D		
1. Knowledge of doing research	4.26	3.12	0.37	1
2. Skill of doing research	4.43	3.46	0.28	2
3. Attitude of doing research	4.38	3.55	0.23	3

Results from a study of the needs assessment is necessary in the development of research performance, Professors in North Bangkok University. Overall, the research found that the performance of a professor at the University of North Bangkok University: the entry requirements, it is necessary that the highest values are found include $PNI_{modified}$ knowledge $PNI_{modified}$ = 0.37 has the research to include research skills are $PNI_{modified}$ = 0.28 and the have attitudes towards research. $PNI_{modified}$ = 0.23, respectively

6. Discussion

Results from a study of the needs assessment is necessary in the development of research performance, Professors in North Bangkok University. Overall, the research found that the performance of a professor at the University of North Bangkok University: the entry requirements, it is necessary that the highest values are found include $PNI_{modified}$ knowledge $PNI_{modified}$ = 0.37 has the research to include research skills are $PN_{Imodified}$ = 0.28 and the have attitudes towards research. $PNI_{modified}$ = 0.23, respectively, correspond to the Mullika Kedchararat[6]. Research education performance of professors in this research, Kasetsart University is intended to define the desirable competencies) 1 of professors in Kasetsart University.2.) education of physical performance in Kasetsart University Professor as defined in objective 1 by classified by education and work experience. An example is the Group of experts interviewed by selecting a specific number of 5 people, and professors of Kasetsart University, where a number of respondents randomly selected people 351. The statistics based on the data analysis, content analysis, including qualitative data from interviews for the value and percent average and standard deviation. For information from the replies to the questionnaire. The findings showed that performance of the teacher in Kasetsart University. Performance is as follows: 1) curriculum and teaching. 2. research performance) 3) 4 academic performance of service performance to arts and culture). In addition, a study of the teachers ' performance, Kasetsart University. Overall, very level. Sort highest to find average minimum average. As follows: performance courses and teaching Performance performance research, academic services and arts and culture when classified by education found that teachers are qualified master and doctorate-level performance is very. Bachelor's degree in performance, is moderate and when classified by experience in teaching, found that teachers with experience in teaching more than 25 years of high level performance.

7. Suggestions

1. Teachers should be encouraged to receive the developments in research to develop more quality research.

2. Teachers should promote knowledge and research skills to research professor.

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Needs of Self-Development for Early Childhood Teachers of Private School for The ASEAN Community : A Case Study of Piyawatthanasart and Thanyawitthaya(Tongmin) Schools

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Abstract

This study aims to study potential development needs of for Early Childhood Teachers of Private School for The ASEAN Community : A Case Study of Piyawatthanasart and Thanyawitthaya(Tongmin) Schools in semester 2015; 61 people. This questionnaire is required to the collecting data. The statistics based on the data analysis include with a frequency value standard deviation and the percentage. The results showed that: 1. the teachers are classified by gender, age and working period. Mostly female mainly work in part of working period range from 1-5 years , to include 6-10 years and include a minimum of 2 years. Needs of Self-Development for Early Childhood Teachers of Private School for The ASEAN Community : A Case Study of Piyawatthanasart School and Thanyawitthaya (Tongmin) School, the results found that the overall is in high level (μ=4.09, σ=.53). As considering with terms of teachers' needs and improvement on Information technology as in high level (μ=4.23, σ=.57). According to teachers' needs and improvement on profession as in high level (μ=4.21, σ=.60). In other factors, teachers' needs and improvement on learning as in high level (μ=4.11, σ=.56) and teachers' needs and improvement on the language as in high level (μ=3.83, σ=.66), respectively.

Keywords : Needs of Self-Development, Early Childhood Teachers, The ASEAN Community

1. Introduction

In the current era of globalization and the current global situations changes rapidly; as a result, the world community has to face many changes. The enforcement under the social, economy, education, politics, environment and culture, is increasingly complexed and associated with the era of world wide information. Make the world community is seriously into the same society [1] Countries in Southeast Asia, the Group recognizes the importance of integration in order to create the authority in economic business operations and create an advantage in negotiating trade and investment has included the establishment of a group of countries in the ASEAN (Association of South East Asian Nations ASEAN) which is the international organization as ASEAN. According to South East Asian Regional level, Thailand is one of the first country establishment. Malaysia and the Philippines established Volunteer Association (Association of South East Asia), first start on July 2504. The collaboration between Economic, Social and Cultural rights has taken 2 years for political management in Malaysia until when there is a relationship between two regeneration nation. Therefore, Indonesia seeks ways to collaborate again. The Association of Southeast Asian Nations established on August 8, 1967. After the signing of the contract, (ASEAN Declaration of Concord) is known as the "Bangkok Declaration". The founder members with 5 countries including Malaysia, the Philippines, Singapore, Thailand and Indonesia. After the establishment of the ASEAN, new members from countries in Southeast Asia as include more countries: Brunei Darussalam, and Socialist Republic of Viet Nam Lao, Myanmar,the Kingdom of Cambodia [2]

In education, this is regarding to the country's preparation of workforce, knowledge and the ability to compete with the ASEAN group since the emergence of an ASEAN community. Especially it depends on the teachers' qualification; is a critical factor to develop the educational management. It can be driven as the strong impact as teaching system because teachers have an important role in creating the social development. Thus, teacher is regarded as a precursor as well as the role model.From the importance of self-development of teachers to ASEAN, researchers have speculated the importance of self-development of teachers in private schools. As the research studies, Needs of Self-Development for Early Childhood Teachers of Private School for The ASEAN Community:A Case Study of Piyawatthanasart School and Thanyawitthaya(Tongmin) School. This is aim to be the informative database for developing teachers in private schools to meet teachers in ASEAN era.

2. Objectives

To study needs of self-development for early childhood teachers of private school for the ASEAN community: A case study of Piyawatthanasart and Thanyawitthaya (Tongmin) Schools.

3. Procedures

Population

Needs of self-development for early childhood teachers of private school for the ASEAN community: A case study of Piyawatthanasart School and Thanyawitthaya (Tongmin) School in the period of 2015; 61 persons.

4. Data Collection and Data Analysis

According to the Quantitative statistics, the questionnaire for collecting data from Early childhood teachers of private schools: A case study of Piyawatthanasart School and Thanyawitthaya (Tongmin) School; in the fulfillment of requirement. There are 3 parts:

Part 1 The first part of questionnaire consisted of 4 items addressing the demographic information: gender, working period and Early childhood teachers of private schools in the fulfillment of requirement.

Part 2 The second part of questionnaire consisted of 4 items addressing information respectively: language, profession, information technology and learning proficiency. The questions are used in five rating scales measurement.

Part 3 Other suggestions.

In terms of data Collection and Data Analysis, the researchers do this proceeding as follows:

1.The researchers sent a letter as well as questionnaire with code from North Bangkok University to Piyawatthanasart School and Thanyawitthaya(Tongmin) School to make a request for data collection of research from a sample group of the teachers whereby those teachers had 1 week to complete the questionnaire.

2.After the return of the questionnaire, the researchers verified whether the answers given by the respondents were correct and complete including a number of questionnaire. Then, the next step involved data categorization.

3.Those answers were input into statistical package for analysis.

The statistics used in the data analysis were as follows:

1.Descriptive statistics were used to describe the respondents' basic information and present the summarized tables including frequency and percentage.

2.Descriptive statistics and presentation of the summarized tables were used to describe data relating to Needs of Self-Development for Early Childhood Teachers of Private School for The ASEAN Community : A Case Study of Piyawatthanasart School and Thanyawitthaya (Tongmin) School.

5. The Findings of the Research

Table I Number and percentage of a sample group as categorized by gender and employment period

Status of Teachers	Number	Percentage
1. Gender		
1.1 Male	1	1.6
1.2 Female	60	98.4
Grand total	61	100.0
2. Employment Period		
2.1 Less than 1 years	2	3.3
2.2 1 - 5 years	22	36.1
2.3 6 - 10 years	20	32.8
2.4 More than 10 years	17	27.9
Grand total	61	100.0

The Table I as categorized by gender indicated that most respondents were female, totaling 60 people with 98.4%.

A sample group as categorized by employment period, the research indicated that most respondents had 1-5 years of employment, totaling 22 people with 36.1% followed by 6-10 years of employment, totaling 20 people with 32.8% and less than 1 year of employment, totaling 2 people with 3.3%.

Figures should be in black and white and fit within a single column's width.

Table II Mean (μ) and standard deviation (σ) were used to measure Needs of Self-Development for Early Childhood Teachers of Private School for The ASEAN Community : A Case Study of Piyawatthanasart School and Thanyawitthaya (Tongmin) School.

The Overview of the Research was as follows:

Description	Level of Needs		
	μ	σ	Meaning
1. Language	3.83	.66	High
2. Learning	4.11	.56	High
3. Professional skills	4.21	.60	High
4. Information Technology	4.23	.57	High
Grand total	4.09	.53	High

According to Table II, the research revealed that the overall rating scale of Needs of Self-Development for Early Childhood Teachers of Private School for The ASEAN Community : A Case Study of Piyawatthanasart School and Thanyawitthaya (Tongmin) School was at the high level (μ =4.09, σ=.53). However, when each of items was taken into account, Needs of Self-Development for the Early Childhood Teachers in relation to information technology was at the high level (μ=4.23, σ=.57) followed by professional skills with the rating scale of the high level (μ=4.21, σ=.60), learning with the rating scale of the high level (μ=4.11, σ=.56) and language with the rating scale of the high level (μ=3.83, σ=.66) respectively.

6. Discussion

The findings of the research suggested that the overall rating scale in relation to Needs of Self-Development for Early Childhood Teachers of Private School for The ASEAN Community : A Case Study of Piyawatthanasart School and Thanyawitthaya (Tongmin) School was at the high level while each of items was taken into account, there were the highest mean scores in relation to information technology followed by professional skills, learning and language respectively with the rating scale of high level which were consistent with Direk Thongsri's research[4] "Needs of Self-Development for Teachers of Watmadue School under

Nonthaburi Provincial Administrative Organization. Direk Thongsri's research showed that the overall rating scale of Needs of Self-Development for Teachers of Watmadue School was at the high level. However, when each of item was taken into consideration, there were the highest mean scores relating to skill development followed by knowledge development while there were the lowest mean scores relating to attitude development which were consistent with the research of Pannee Banditattarakul [5] "Needs of Self-Development for Teachers of Ammartpanichnukul School under the Office of Secondary Education Service Area 13. The research of Pannee Banditattarakul revealed that the overall rating scale in relation to needs of self-development of those teachers in accordance with professional standards was at the high level, but when each of items was taken into account, there were the highest mean scores relating to Standard 2 stating that "Contemplating the Possible Outcomes of Decisions and Actions which can Affect Students" followed by Standard 5 stating that "Development of Instructional Media for Effective Teaching and Learning" while there were the lowest mean scores relating to Standard 8 stating that "Being a Good Role Model for Students and Report of Student Development Results" And which were consistent with the research of Sawitree Thareeya [6] "The Need for Personnel Development of Private School Teachers in Chiang Mai Primary Education Service Area 6" The research of Sawitree Thareeya revealed that study aimed to comprehend the needs of personnel development ofprivate school teachers in Chiang Mai Primary Education Service Area 6. The respondents usedin this study were the teachers of private school teachers in Chiang Mai Primary Education Service Area 6 in the academic year 2012, totaling 125 persons. Tool used in this study was a questionnaire concerning the subject matter. The data gained was analyzed by frequency, mean, percentage and standard deviation.

The results of the study found that most of private school teachers in Chiang Mai Primary Education Service Area 6 needed to develop learner-centered arrangement as a primary matter which desirable characteristics and learner's potential should be implanted/promoted. Learners should also be taught about morality and ethics in the classroom in which the environment must supportably enable them to learn. It should also aim at development of learning achievement and other organization. For the problems, it found that teachers and educational personnel lacked of knowledge and understanding in the content of curriculum. Educational foundation of each learner is different causing the problem that intelligent students were held back by the less intelligent students. Classroom teachers had less opportunity to interact with student and most of them lacked of knowledge and understanding in doing classroom research. As teachers had much burden, they lost the opportunity of self-development. The community somewhat take part little part in learning arrangement. It is suggested that there should be a training for teacher on regularly appropriate basis. Students should be helped thoroughly. Teachers should be promoted to observe activities and trained regularly so the they can possess relevant knowledge and understanding in conducting a research to develop learners. They should habitually yearn for selfdevelopment or continuing the study in order to enhance knowledge, create good relationship with the community, and give understanding to the community that learning arrangement and learner's development are the responsibility of every section. And which were consistent with the research of Wonwaree Khwanmanee [7] "A Study of Needs on Self-Development of Teachers in Private Schools in Koh Samui District, Surat Thani Province" The research of Wonwaree Khwanmanee revealed that the objectives of this research were: (1) to study the needs on self-development, (2) to compare the guidelines forself-development, and (3) to study suggestions towards self-development of teachers in private schools in Koh Samui District, Surat Thani Province. Data were collected from 125 teachers in private schools by using the questionnaire with reliability index of 0.96. Data were analyzed by using mean, standard deviation, and one-way analysis of variance. The results showed the needs on self-development of teachers were at high level in overall and individual aspects. The comparisons of the needs on self-development of teachers showed no difference. In addition, the suggestions towards self-development were as follows. The schools should set out the development plans clearly and systematically. The teachers should be encouraged to seek for the new innovations in order to improve, solve, and change the behaviors of students as well as to develop the profession and assigned duties in accordance with the needs and self-developmentreadiness of the teachers.

7. Suggestions

1. To promote language skills development both English and ASEAN Official languages for teachers.

2. To enhance knowledge and relevant skills for teachers and help teachers incorporate technology effectively in order to deepen students learning.

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Non-Cognitive Skills: The New Variable in Educational Administration

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Introduction

The current model of education in the 21st century have been talking about students skills development whether it be learning skills, innovation skills, Information technology skills, life skills, career skills, etc. witch happen to solve the lack of necessary skills of education administration in the 20th century, but the social context of the 21st century is quite difference from that of the 20th century. The 21st century is the era of the social context is radically changed form of education in the 21st century must be modified with various skills.

The rapidly changing social context in the 21st century have a very high rate of competition in every industry and every organization that include corporate politics, economics, society and especially the educational organizations whose personnel entered the organization in various sectors of society when the competition is very high especially in the educational system the development of innovative curricula and teaching process in new ways is necessary. Oriented to define the purpose of the courses. A focus on issues of race. Through a form of educational measurement and evaluation with a focus on Cognitive Skills.

Cognitive Skills or intellectual skills is one of the many skills of the 21st Century Skills, Cognitive Skills are skills to learn because it means that cognition or awareness or knowledge, as opposed to Non-Cognitive Skills, it refers to the behavior skills, because Non-Cognitive Skills can be an indicator of behavior. And especially the life skills such as emotional skills, social skills, working skills, and others optimistic, positive thinking skills, etc. Non-Cognitive Skills, It means learning mind or morality itself.

Even in the current academic education administration. It began with a focus on Non-Cognitive skills, but it is considered that there is a little bit of research. The research about Non-Cognitive Skills in education administration is a challenge. Because Non-Cognitive Skills is a new variable in the education administration. Especially when it comes to education in the 21st century. However the educational administration in the 21st century just focused on the Non-Cognitive Skills called behavioral skills.

Non-Cognitive Skills: The Strong Variable In The Economics Of Education

The teaching and learning in the 21st century, the educational administrative circle have researched a lot about 21st century skills, especially on the skills issue. But almost no mention in Non-Cognitive Skills. And even today, they are starting with a focus on that skills. And then many earlier Economics of labor and Economics of education having a lot of research in Non-Cognitive Skills are the key factors to a successful career. As well as the Cognitive Skills although there is considerable research on those field. In particular, those with higher education tend to have higher income from work.

Piriya Pholphirul [1] discussed the approach to estimate the results of the study (Return on

Education) that are generally used for the Mincerian Equation to estimate the relationship between the human resources development aspects. Affecting the development of intellectual skills (Cognitive Skills), with earnings rising when they graduated and enter the workforce. Consistent with research Jongrak Hong-ngam's The Effects of Cognitive Skill and Non-Cognitive Skills on Earning Outcomes: A Case Study of Konkan Province of Thailand [2] to extend the concept of the family, Which is often used to measure the return of education (Education Return) in the form of income through Cognitive Skills variable by variable. Non-Cognitive Skills income into the equation. Is to believe in the power of their own and pride in their. The results showed that when a Non-Cognitive Skills variable in the revenue thus resulting in a decrease in the power of the variable. The Non-Cognitive Skills are positively correlated to income, the higher the result. distortion to the extreme. (Over-Biased) in Mincerian Equation.

The research shows that Economics of labor and Economics of education with the introduction of Non-Cognitive Skills variable to be a key factor in predicting the relationship between human resource development and income after graduation to estimate results from the course by the Non-Cognitive Skills Influence the success of the occupation, so if a Non-Cognitive Skills to be a major factor in the forecast in the field of research on. It might be a result in terms of the interpretation of the relationship between variables in the future. [3]

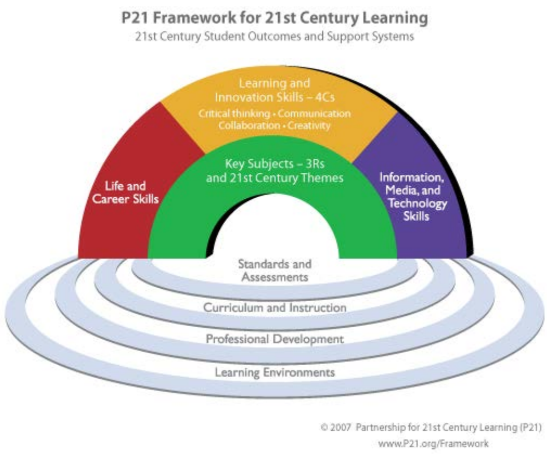

Figure 1
P21's Framework for 21st Century Learning
http://www.p21.org/our-work/p21-framework

Today's students need to develop thinking skills, content knowledge, and social and emotional competencies to navigate complex life and work environments. P21's essential Life and Career Skills including: 1.Flexibility & Adaptability 2.Initiative & Self Direction 3.Social & Cross-Cultural Skills 4.Productivity & Accountability and 5.Leadership & Responsibility

Non-Cognitive Skills Variable Influences On Cognitive Skills

The research in Economics of labor and Economics of education must be used the Non-Cognitive Skills variable to be an important factor in predicting the relationship between the human resources development with the estimated benefit achieved after graduation. It was found that the Non-Cognitive Skills variable are positively correlated over other skill, Jongrak Hongthong presented findings on Effects of Cognitive Skill and Non-Cognitive Skills on Earning. Outcomes: A Case of Konkan Province of Thailand (2012).

In addition to research in the country. International research in Economics of labor and Economics of education there are many, such as The Importance of Non-cognitive Skills: Lessons from the GED Testing Program [4]. Formulating, Identifying and Estimating the Technology of Cognitive and Non-cognitive Skills Formation [5]. Estimating the Technology of Cognitive and Non-cognitive Skills Formation [6]. The Effects of Cognitive and Non-cognitive Abilities on Labor Market Outcomes and Social Behavior [7] by James J. Heckman (2001).

The Effects of Cognitive and Non-cognitive Abilities on Labor Market Outcomes and Social Behavior (2006) by James J. Heckman is a famous on academic circle such as Non-Cognitive Skills, this research explains the impact of Non-Cognitive Skills and Cognitive Skills towards success in the labor market. For many dimensions of social performance Cognitive Skills and Non-Cognitive Skills are equally important. Our analysis addresses the problems of measurement error, imperfect proxies, and reverse causality that plague conventional studies of Cognitive Skills and Non-Cognitive Skills that regress earnings and other outcomes on proxies for skills.

Non-Cognitive Skills strongly influence schooling decisions, and also affect wages given schooling decisions. Schooling, employment, work experience and choice of occupation are affected by latent Non-Cognitive Skills and Cognitive Skills. The Non-Cognitive Skills variables will influence the success of the work of such personnel has resulted in revenues increasing it. The results showed that Non-Cognitive Skills it is also a variable that determines or influences variable on Cognitive Skills. Whether it is a factor for admission, factors of diligence and factors of career choices, etc.

Consistent with the work of Giorgio Brunello and Martin Schlotter [8] on Non-Cognitive Skills and Personality Traits: Labour Market Relevance and Their Development in Education & Training Systems. The results showed that Non-Cognitive Skills will contribute to the success of the study led to a Cognitive Skills or higher. And in the end, it will affect the success of the work on display. (Jakkrit Siririn, 2015)

Research on The Effects of Cognitive and Non-cognitive Abilities on Labor Market Outcomes and Social Behavior (2006) by James J. Heckman and Non-Cognitive Skills and Personality Traits: Labour Market Relevance and Their Development in Education & Training Systems by Giorgio Brunello and Martin Schlotter (2011) can be said to variable Non-Cognitive Skills variables predominate the Cognitive Skills variables. Because Non-Cognitive Skills ware resulting in a positive factor for admission, factors of diligence and factors of career choices, etc.

5 elements of personality: The key variables of Non-Cognitive Skills

Research on the Economics of labor and Economics of education all three pieces are mentioned. Research on The Effects of Cognitive and Non-cognitive Abilities on Labor Market Outcomes and Social Behavior (2006) by James J. Heckman. Non-Cognitive Skills and Personality Traits: Labour Market Relevance and Their Development in Education & Training Systems by Giorgio Brunello and Martin Schlotter (2011) and The Effects of Cognitive Skill and Non-Cognitive Skills on Earning. Outcomes: a case of Konkan Province of Thailand (2012) by Jongrak Hongthong. It can be seen that the scope of research in the areas of academic research on Economics of labor and Economics of education.

The scope of research in the field of educational administration. There are many scholars who tried to bring variations of Non-

Cognitive Skills. It was a major factor in the forecast in the field of research on educational administration. The research Next-generation Non-cognitive Assessment is Needed Now [9] of Jonathan Martin developed the Big Five personality traits or personality five elements from The Research on The Effects of Cognitive and Non-cognitive Abilities on Labor Market Outcomes and Social Behavior (2006) of James J. Heckman was a factor in determining Non-Cognitive skills variable include 1.Extraversion 2.Agreeableness 3.Conscientiousness 4.Emotional Stability and 5.Openness.. Social emotional learning and Non-Cognitive character strengths matter and how we measure them is the key to their Improvement. Perhaps the greatest consensus in student learning today centers upon the critical importance of student social and emotional learning and the development of their Non-Cognitive character strengths their skills for success in school and life.

Figure 2
5 elements of personality
Martin Jonathan. (2016). Next-generation Non-cognitive Assessment is Needed Now.

As the educational field works to strengthen its effectiveness in developing and implementing social and emotional curricula, in planning and guiding ongoing improvement in this arena and holding themselves accountable therein, and in providing meaningful feedback to students in their growth and proficiency, an enormous gap is being increasingly perceived by nearly all involved.

The true next-generation solution to meet the extraordinary demand for social and emotional learning and Non-Cognitive character strength measurement. The constructs measured are soundly built upon the many-decades-old and enormously research-validated psychological framework known as the Big Five factors. The Big Five is used to structure facets which every educator and every researcher recognizes as vital, malleable, and proven meaningful for success, such as dependability, persistence, curiosity, and agreeableness. The measurement approach breaks through the limitations of student survey and self-reporting systems, utilizing a robust, evidence-based, multi-method, multi-trait methodology incorporating reference-bias-busting situational judgment items.

In Thailand, [10], Bann Rod Fai School Director, has showed the five elements from the research: Next-generation Non-cognitive Assessment is Needed Now (2016) by Jonathan Martin framework applied in the field of education administration. Development with Extraversion: focused on communication, both internal and external, the weight of the leadership of the students, promote a friendly Support community and social activities. Agreeableness: focuses on teamwork, the integrity of the team members to build trust, faith and acceptance of the community and society. Conscientiousness: focused on planning, organizational structure, the awareness of duties and responsibilities to the assigned mission.

Emotional Stability: focuses on the emotional state of control situation, awareness and understanding of the event, performance under pressure. Openness: focuses on imagination and creativity, skills as innovators, recognized the link between self and others, the development of positive thinking. [11]

Mission Skills: The New Variable In The 21st Century

For the 21st Century Skills in research of educational administration circle, that find many skills related, whether critical thinking skills, problem-solving skills, creative skills and innovation skills, understanding of different cultures skills, collaboration skills, communication skills, information and media literacy skills, information and communications technology skills, professional skills, and learning skills, etc.

Especially Non-Cognitive Skills, even in the field of research in educational administration will not be a variable. Non-Cognitive Skills used in research, but in the field of Economics of labor and Economics of education have adopted Non-Cognitive Skills variable used in that research. Popularly the research of Jonathan Martin, Mission Skills Assessment Toolkit [12] mentioned Big Five Personality Traits such as 1. Extraversion. 2. Agreeableness 3. Conscientiousness 4. Emotional Stability and 5.Openness.

Jonathan Martin has also conducted a study on Non-Cognitive Skills. After a thorough review of what research tells is most important out in the world, as well as what their own missions state as being most important, they arrived at six essential Mission Skills in addition to the cognitive/academic/intellectual skills which our schools already assess and define new variables in forecasting issues the variable under the name Mission Skills, such as 1.Teamwork 2. Creativity 3. Ethics 4. Resilience 5. Curiosity and 6. Time Management.

Figure 3
6 Mission Skills
Martin Jonathan. (2014) Mission Skills Assessment Toolkit.

Implementing new variable of Mission Skills used in research in educational administration with the Big Five Personality Traits will expand and extend the research in academic to conform with the presentation Non-Cognitive Skills, and 21st Century Skills effectively further.

Non-Cognitive Skills Upcoming Variable In Educational Administration

Research on the Economics of labor and Economics of education. The variables have the Non-Cognitive Skills to be a key factor in predicting the relationship between human resource development and income after graduation to estimate results from the course. And research in the field of management education. Which are determining factors in the prediction of five components applications to Bann Rod Fai School. Including Dean of the College of Education Science and Vice President of Dhurakij Bundhit University, Paitoon Sinlarat the former Dean of the Faculty of Education, Chulalongkorn University, said the Non-Cognitive Skills In an article about learning in the 21st century and Instructional Development [13], as well as Wijarn Panich has been reviewed the new pioneering skills of the future new issues: Education for the 21st century, the definition of Non-Cognitive Skills as a character. In an article about perseverance, curiosity and energy of a latent trait [14], both are linked.

The synthesis findings of the Economics of labor and Economics of education. The Effects of Cognitive and Non-cognitive Abilities on Labor Market Outcomes and Social Behavior (2006) of James J. Heckman's Non-Cognitive Skills and Personality Traits: Labour Market Relevance and Their Development in Education & Training Systems of Giorgio Brunello and Martin Schlotter (2011) and the Effects of Cognitive Skill and Non-Cognitive Skills on Earning Outcomes: a Case of Konkan Province of Thailand of Jongrak Hongthong. Next-generation Non-cognitive Assessment is Needed Now (2016) Big Five Personality Traits of Jonathan Martin, including 1.Extraversion2.Agreeableness3.Conscientious ness 4.Emotional Stability and 5.Openness, and 6 Mission Skills such as 1.Teamwork 2. Creativity 3. Ethics 4. Resilience 5. Curiosity and 6. Time Management, it can be said that upcoming variable in educational administration which include the essentials for Non-Cognitive Skills. Especially the five elements of Non-Cognitive Skills by Jonathan Martin as a major factor to forecast in the field of research on educational administration further.

Conclusion

While teaching and learning in the 21st century will focus on developing the skills of the students to line up with the rapidly changing social context that offers competitive rates are very high in every industry and every organization.

Contribute to the development of innovative curriculum and teaching process in new ways. Oriented to define the purpose of the courses. A focus on issues of race. Through a form of educational measurement and evaluation with a focus on Cognitive Skills can finally say that. Has neglected to focus on. Non-Cognitive Skills, whether it is emotional skills, social skills in working with others, skills to understand the others, and skills optimistic positive or learning, mental or moral.

Currently, there is only a study of the Non-Cognitive Skills will only result in Economics of labor and Economics of education, but the efforts of scholars in the field of education administration to begin to focus on the issue of Non-Cognitive Skills, especially if synthetic research Economics of labor and Economics of education. Economists: James J. Heckman, Giorgio Brunello and Martin Schlotter, Jongrak Hongthong, Jonathan Martin. Educators: Paitoon Sinlarat and Wijarn Panich, they can be said that the research field of educational administration will bring Non-Cognitive Skills variable as a major factor in the forecast in the field of research on educational administration further.

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Organizational Structure Features Supporting Workplaces Bullying

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Abstract

This paper explored organizational structure which effect workplace bullying probably. It aims to the issue of organizational measures in negative, inappropriate treatment at work or workplace bullying which will associate with organizational structure. Although a person who is in higher hierarchical level of organizational structure may has an opportunity to bully people in lower hierarchical level of organizational structure. Not only Bullying is restricted to tyrannical types of leadership behaviors but it can also occur among colleagues at the same hierarchical level or even upwards.

Keyword: organizational structure, workplace bullying

Introduction

Bullying is aggressive behavior to one person or group perform another person makes the victim feel ashamed, stress and dissatisfaction. According to Public Services Health & Safety Association (2010) explained that bullying is repeated, persistent, continuous behaviour as opposed to a single negative act, and is generally associated with a power imbalance between the victim and perpetrator where the victim feels inferior. Moreover, Public Services Health & Safety Association (2010) conclude that workplace bullying cause negative effects on the organization include:

• High turnover and intention to leave the organization

• Higher rates of injuries and illness

• Increased EAP costs

• Decreased commitment

• Higher levels of client dissatisfaction

• Higher rates of absenteeism

• Increased short- and long-term disability costs

• Increased WSIB costs

• Decreased productivity

• Worsened organization image

Therefore, workplace bullying means using sneaky, verbal incitement and slander the victim repeatedly. Workplace bullying is acting that make a victim was embarrass and in trouble, including do not cooperate in working to achieve the goal. The effect of workplace bullying is serious issue that may be harmful to health and self-confidence of the victims. This paper study the issue of organizational measures in negative, inappropriate treatment at work or workplace bullying which will associate with organizational structure.

Workplace Bullying

Victor (2013) gave definition of bullying that include repeated negative acts that recur over time, and where there is a power difference between the perpetrator and target. Moreover, Denise (2013) quoted "workplace bulling related forms of mistreatment in the workplace (p.235).

Brita (2013) "Workplace bullying concerns actions different from that of a conflict where two persons of equal strength are in disagreement at work" (p.307). Armin (2010) noted that the key element that distinguishes bullying from other workplace conflicts and violence is the repeated and persistent exposure to negative and aggressive behaviors. The frequency and duration of the harassment are key dimensions of bullying. These dimensions create the procedural character of bullying (p.2).

Furthermore, Charlotte, Helge & Cary (2002) state that bullying at work is unwanted behaviour whether physical or verbal which is offensive, humiliating and viewed as unacceptable to the recipient. The misuse of power to intimidate somebody in a way which leaves them feeling hurt, angry, vulnerable or powerless.

From Victor's survey, they found that 40% of whom indicated that they had been bullied and/or harassed in the workplace, and 60% reported they had not. Of the 40% who had indicated that they had been bullied and/or harassed in the workplace, 52% reported that the source was a manager or supervisor, 29% reported that the source was another employee, and 18% reported the source was both a manager or supervisor and another employee (Victor, 2013, p.109). Thus, Bullies workplace commonly occurred in the form of nit-picking, unjustified criticisms or inequitable treatment compared to other employees. According to the Workplace Bullying Institute, 35% of the U.S. workforce reported being bullied at work, and 15% say they have witnessed bullying on the job. (Manager's toolbox, 2014).

Therefore, bullying at work can take many forms. For example, it could manifest itself as disrespectful behavior, preventing others from working, verbal abuse, threatening behavior, intimidation, or humiliation. And these problems aren't uncommon either.

Organizational structure features supporting workplaces bullying

There are many author already given definition of organizational structure. For example, Gibson, Ivancevich, Donnelly & Konopaske (2003) gave definition of organizational structure that is pattern of jobs and groups of jobs in an organization and also important cause of individual and group behavior (p.378). Gibson et al. (2003) noted that the importance of organization structure as an influence on the behavior of individuals and groups who make up the organization. Workplace bullying is a behavior of individuals and groups who make up the organization in negative way, therefore, it is possible that organization structure may influence on this behavior.

Historical management style is a risk factor associated with workplace bullying (Victor, 2013). Workplace bullying caused from interaction in negative way among employee or between boss and subordinate. According to Miller (1987) claim that organizational structure influences information flows as well as the context and nature of human interaction (as cited in Enrique, Patrocinio & Eva, 2007, p.48)

The most frequently identified reasons for filing a cause of action were retaliation, harassment, discrimination, civil rights, constitutional amendments, state laws, and unlawful termination (William, Yvette &Helen, 2010, p.143)

Moreover, the cultural values of the United States, which emphasize individuality, assertiveness, masculinity, achievement, and a relatively higher power disparity than found in Scandinavian cultural values. Thus, it might be anticipated that the characteristic of individuality would lead to individuals being less inclined to go to the aid of a victim. The characteristic of assertiveness could trigger an incident of workplace bullying through forcefulness. In general, the characteristic of masculinity would be associated with increased aggressive behavior. In terms of achievement, people with a high need for achievement may be focused on advancing themselves relative to others. As for the power disparity, there is research evidence that indicates bullying is more likely to occur when high levels of power imbalance are present (William et al., 2005, p. 146)

Hierarchical level and workplaces bullying

Denise (2013) Gendered division of labour is visible both in hierarchical and occupational (horizontal) segregation of labour, with most organisations still being structured hierarchically (i.e. vertically) along gender lines. Research indicates that gender inequality in organisations continues to exist, creating obstacles for women to advance in their careers.

Linda (2013) stated "Hierarchical workplaces such as health care and education tend to attract more bullies than collaborative organizations". While bullied victims are usually targeted due to their social incompetence, on some occasions bullies can possess high levels of social ability. Due to their social competence, they are able to strategically abuse coworkers and yet be evaluated positively by their supervisor (Darren, Brooke, Jacob, Jun & Maiyuwai, 2013). It is likely that a person who is in higher hierarchical level of organizational structure has an opportunity to bully people in lower hierarchical level of organizational structure.

Moreover, Enrique et. al (2007) found that some company increased flat organization and adapt organizational structure with fewer hierarchical levels in order to improve relationship and communication between manager and subordinates. Good relationship in workplace and bottom to up communication between manager and subordinates may decrease the opportunities of bullies workplace. Therefore, it is possible that inequality in each level of hierarchy of organization may lead to bullies workplace easily.

Proposition 1: Hierarchical level has a positive effect on the opportunities of workplace bullying

Centralization and workplaces bullying

While victims are usually targeted due to their social incompetence, on some occasions bullies can possess high levels of social ability. Due to their social competence, they are able to strategically abuse coworkers and yet be evaluated positively by their supervisor (Darren, Brooke, Jacob, Jun & Maiyuwai, 2013). According to Rowell (2005), 81% of bullies are managers, 14% are peers and 5% are lower-ranking staff.

Ferris et al., 2005, p. 127 said that political skill is defined as "the ability to effectively understand others at work, and to use such knowledge to influence others to act in ways that enhance one's personal and/or organizational objectives" therefore, political skill focuses on an employee's ability to recognize and leverage power differentials in the workplace, it may be particularly helpful in understanding the power dynamics of bully-victim relations (as cited in Denise, 2013, p. 276).

Centralization to only one group may cause using the power in the wrong way. If the boss does not have the moral authority in management, they can use that power in the wrong way easily. For instance, the use of power in position to persecute and bully people under their command. According to William et al. (2005) stated that bullying is more likely to occur when high levels of power imbalance are present.

Moreover, when organization was larger, Centralization structure may lead to power imbalances issue. Power imbalances may also evolve over time and that the bullying process itself may give rise to further increasing power imbalances (Denise, 2003). The importance of power structures and power imbalances in organizations can partly explain the large number of victims being bullied by supervisors (Denise, 2003). According to Armin (2010) also explain that the imbalance of power is the source of power can either be formal resulting from the organizational structure or informal for example originating in the knowledge of the target's 'weak point'.

Proposition 2: centralization has a positive effect on the opportunities of workplace bullying

Flexibility and workplaces bullying

Characteristics of those who bully include persons with a low self-esteem, poor communication skills (Public Services Health & Safety Association, 2010). Enrique et. al(2007) concluded that flexible structure allow dialogue and teamwork among staff members and encourage interaction between all firm members, furthermore, this will allow employees to take better advantage of their individual capabilities.

Encouraging flexibility will create all its authority, chain of command, and bases of departmentalization, flexibility for decision making, for responding and redirecting energies, and for spotlighting people's talent (Plunkett, Attner & Allen, 2002).

On the flexibility of organizations to help employees interact more and it can reduce mistake in communication, enhance communication effectively, reduce mutual misunderstandings, and sharing information is true and clear. Employee, furthermore, show their individual capabilities in order to increase their confidence more. These are able to decrease the opportunities of workplace bullying.

Flexible structure allow information in communication flows freely throughout the organization: upward, downward, and, laterally Gibson et al. (2003). Which is good for managers in perception of workplace bullying timely in order to solve problems at work quickly before occur significant damage to the organization. For instance, Ann (2011) suggested tips for managing workplace bullies that to understand relationships, if employee think their colleague is bullying them they should tell their boss to tackle. If manager has been know as soon as possible before the problem will escalate it takes to find a solution immediately.

Proposition 3: Flexible structure has a negative effect on the opportunities of workplace bullying

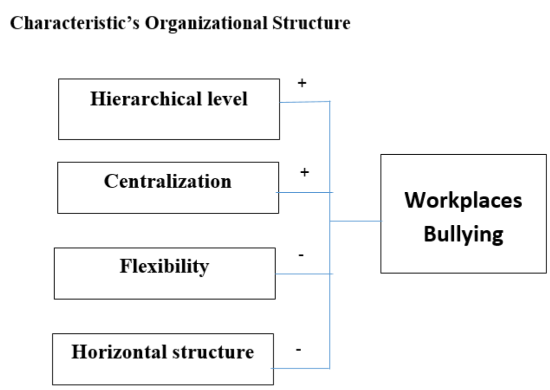
Horizontal structure and workplaces bullying

To change organization to flat or horizontal structure allow communication is enhanced. Firm members can interact easier even boss and subordinates can interact easily that allow to create collaboration and positive relationship, reduce conflict and the opportunities of bullies workplace. According to Gibson et al (2003) stated that if organization is open and extensive, both superiors and subordinates are able to affect departmental, goal, methods, and activities. These will reduce disputes and conflict between superiors and subordinates.

Ann (2011) suggested tips for managing workplace bullies that to understand relationships, if employee think their colleague is bullying them they should tell their boss to tackle. The relationship between the boss and the bully first is an important key for managing workplace bullies. Therefore, horizontal structure promote good relationship among firm's member in any management level that can decrease the opportunities of workplace bullying

Proposition 4: Horizontal structure has a negative effect on the opportunities of workplace bullying

Conceptual research



Discussion & Conclusion

Although a person who is in higher hierarchical level of organizational structure may has an opportunity to bully people in lower hierarchical level of organizational structure, Armin (2010) argued that bullying process may occur within vertical or horizontal organizational levels. Not only Bullying is restricted to tyrannical types of leadership behaviors but it can also occur among colleagues at the same hierarchical level or even upwards. It is obvious that employees at each level of the organization can be affected by this challenging topic (Armin, 2010, p3).

Anti-bullying policies seem to be a best practice solution with several drawbacks as described in previous sections. If organizations decide to use anti bullying policies they have to be aware that this decision must include the decision to involve all levels of employees into an policy development process in order to create necessary awareness. The developed anti-bullying policy should at least contain the following elements (Denise, 2006):

• Commitment to a bullying-free environment: a statement that bullying is an organizational issue and that such behavior will not be tolerated.

• Outlining what kind of behaviors are seen as bullying (and which are not).

• Stating the consequences of breaking organizational standards.

• Indicating the responsibility of different actors, such as line managers and human resources professionals.

• Naming contact persons and responsibilities.

• Explaining the procedure of making informal/formal complaints and describing how complaints will be handled (incl. comments on confidentiality).

• Support available for targets and perpetrators.

• Victims have the right to file a complaint.

• Monitoring and yearly report of the policy development.

Furthermore, Linda (2013) suggested that instead of adopting a specific anti-bullying policy, the organization should look at organizational culture, training for managers and supervisors about moral and bully management. Armin (2010) also recommended that training for managers and supervisors as it is important to get special training on bullying in order to be able to identify bullying when it happens and to be able to differ between harassment and other conflict situations.

Further bullying specific training has to be offered simultaneously in order to prepare managers, supervisors but also other employees for bullying situations, as knowledge is a prerequisite for taking the right actions. An important element that should be added concerning policies is a bullying controlling process since bullying can also be misused by supervisors to get rid of employees they see as personal menace or similar situations. The realization of the policy is the most crucial element because victims raise their hope because of written rules that promise them help. If this hope gets defeated be a missing realization or reaction of a supervisor a drastic effects on the employee are very likely.

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Participation of Community Leaders in Community Development in Nakhon Si Thammarat Province

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Abstract

This article were to study leadership is a relationship between those who aspire to lead and those who choose to follow. Strategies, tactics, skills, and practices are hollow and fruitless unless the fundamental human aspirations that connect leaders and their constituents are understood and appreciated. Leadership is something one experiences in an interaction with another human being. Honest. Forward-looking. Inspiring. Competent. These four prerequisites to leadership have stood the test of time and geography, even though there have been modest changes in emphasis. All leaders must take their credibility seriously. Credibility is the foundation on which leaders and constituents will build grand dreams of the future. Without credibility, dreams will die and relationships will rot. Especially in uncertain times, leadership credibility is essential in generating confidence among constituents.

Keywords: Participation, Community Leaders, Community Development

1.Introduction

Community development is a learning process from which all actors' villagers, development officials (both government and non-government), business representatives, and experts will learn and gain experience together as development progresses. True and sustainable development cannot take place through force or order, but it will naturally happen when all actors equally and democratically participate and share their ideas, visions, and responsibilities to steer and implement their community or village development. One approach to create sustainable rural development is through giving the main actors, which means villagers who are living in the community, an equal opportunity to think and plan their own future.

Nowadays the world is regularly changed. Every field of knowledge is also changed so everything must be changed and developed. The important effected changeable factories educational management. The 1999 National Education Act is the fundamental law of Thailand educational management process. It includes rights and duties; educational system national education guidelines; educational administration and management, teachers, faculty staff and educational personnel; resources and investment for education and technologies for education.

This law affected educational reform the main factor which leads to effective school reform is the administrator. The successful administrator must have several strategies, one of these is leadership. The most popular and effective style of leadership nowadays is transformational leadership.

People's participation in community affairs has been considered an important rural development policy, initiated since the establishment of the National Rural

Development Program (NRDP) in the fifth National Economic and Social Development Plan in 1982. It was commonly understood that the rural administration system was created toward the transition from top-down to bottom-up planning system. The system also established a bottom-up planning structure where rural development plans would initially be formulated by people at the village level. During the past years, efforts to strengthen people's participation in village planning and community development have often been far from desirable. Many rural administration obstructions, such as highly centralized controls of the line agencies, lack of a practical approach to strengthen people's participation, and no commitment to integrate people into community development, were encountered. In 1994, the new Tambol Council Law was passed, which marked a major effort to decentralize decision-making power to people. A challenging question, now, is not only how to set up and strengthen this local self-governing body, but also how to ensure that people will democratically participate in decision-making processes and can effectively control the Tambol Council.

Villagers are usually willing to cooperate with one another to satisfy their mutual interests and needs. They may be inhibited from doing so owing to obstructions in communications or for other reasons, such as lack of opportunity or favorable circumstances. But it can be assumed that the people's will to participate in the betterment of the community is ever present and that it will find expression spontaneously or through outside stimulation. Therefore, it is important to find a practical approach to help enhance and provide opportunity for people to participate effectively and democratically. Village participants, however, must include both men and women who represent all interest groups in the village, such as village leaders, various women groups, business groups, farmers, and disadvantaged groups. While including representatives from various groups is important, female participants in village development planning enriches the processes. The previous TDRI project on "Women's Organizing Abilities" found that women's voices and concerns in the community are equally important to community development and welfare as most women reflected needs to initiate social, education, health, food and environmental projects, while most men pay more attention to economic, agricultural, and infrastructural development. Combining both sides' needs and concerns creates a more balanced community development plan.

2. Participating in of community leader

The meaning of participation

William Erwin (1976 : 138) , gives the defines participation as the procedure that gives people comes into participate in the administration develops when share to think , share decide solve a problem of oneself to use the creativity and the expert of people to cooperate using science with regards to appropriate in something that solve can correspond to the pleasure . Dussade Aryuvat and the faculty (1992 : 7) , tell that participation of people chance people aims attends in operation , stand the procedure at the beginning until the procedure ends , may attend in which step the one step or , complete all right , attending has both individual of the group or organization which think conform be responsible accompany for manage the development modifies to go to the direction that wants , by the behavior changes the group or organization for achieve arrive at desirable change. Anong Pattanachuk (refers to, Supap Prasertso. 1992 : 23) gives the meaning keeps that participation of people with regards to people which causes the procedure and the project that people in the countryside can express which the requirement of oneself , the importance rank arrangement attending in the development process and receive the gain from that development using the power the decisions making a decision , a chance gives people has the share in the analysis originates , the meditation judges , sharing to ministers and is responsible in about story differ , affect arrive at people by oneself with regard can make people come into participate in the rural development for solves a problem and bring about the condition of people who can improve thus change leader must admit the community development philosophy that everybody human differs to have something , wish to coexist with others happily , have minister fairly and admit the fact that human can develop , if be likely and have suggest correctly.

Thus participation is very important in the development because the way will have to come to which news side condition event requirement information and the attitude of necessary locality build was the speed of the framework and the project development all, with regard to participation in the analysis a problem, and plan development will cause the feeling is owner of the activity development more.

3. Characteristic of Community Leader Participation

Joamsak Pintong (refers to, Tavetong Honkvevut .1984: 2 7 2 -2 7 3) get present participation in step from education partfield experience in Thailand that there is all 4 the step also, participation in problem seeking and the cause of a problem of the rustic, the first step important most if people still don't understand a problem and seek the cause of a problem with oneself, the activity differs at advantage don't originate the truth has already. People in the countryside is person stay with a problem and know a problem of oneself best but a problem of oneself is not clear until will have others come to help guide give to see a problem and the cause of a problem of oneself distinct, increasingly, thus an officer or extremely development then compared as a mirror that reflect to give the rustic sees a problem and have to analyze a problem with himself, participation in planning proceeds the activity. The step that is necessary because an officer is extremely development to want works in quantity manner will be impetuous manage to plan with oneself to follow to be when torn an officer, the rustic cannot manage, can plan with oneself the hardship then that a role of an officer and extremely will develop in with regard to push forward to give countryside. People help each other to plan with oneself because the rustic generally have a little education but do not try give the rustic has participated in this step already. A chance that the rustic has to study and develop oneself in planning operate , disappear , an officer is extremely development can restraint one's mind that the education no matter any must begin from easy difficulty from the level of education receiver from knowledge level and the ability of education participation to give the investment and work practice , although the rustic will poor and lack the resource but there is the resource that can come into participate in the investment and can work because at least the rustic , there is the labor of oneself , can attend , sharing will invest and work to make the rustic are careful heal the activity that do to go up because will have feelings share in the possession. Besides the sharing works with oneself of the rustic, get to learn proceeding activity closely when see the advantage , can proceed that activity has next with oneself . The participation in following and the evaluate workers are the step that are significant because the following tear to evaluate the work , the participation will rustic of people naturally no assesses with oneself that how is the work that do to go that receive the usefulness receives the advantage or not ? and proceeding activity will be the same kind in a chance next , will meet the hardship because the rustic no assess with oneself understand thoroughly that good ?

Summarize mark the principle , the character and the step of participation in this , apply in the research this time is the development likes model to participate in give precedence was built community Tumbol Tangmo development transfers to a principle by community alms come into participate in the development for born learning will have and can manage to develop next by mention participating in the character differ, share in the meeting, share in the opinion, share coordinate activities, share responsible the project , share persuade a neighbor , share sacrifice the equipment , share sacrifice the labor , share sacrifice gold money , share follow up the project , etc.

4. The procedure of community leader participation

Participation rely to the procedure , the way and the procedure think that are pleasing and create something in important in base regards to learning process of a human development, from the educational meets, there is person that take an interest study the idea about analysis for develop the learning process of moderately both of human in Thailand and the foreign countries for the idea about analysis for develop the learning process of a human , there is psychologist thinker and the technocrat differs get study keep which summarize the idea of a person differs get as follows.

Ausubel (refers to Parechat Valaistaer and the faculties, 2000 : 184) explain that learning havely the meaning (Meaningful Verbal Learning) can happen if that learning can affect with the something that has to come to before thus concept idea alms to the student before substance instruction anything will help a bridge or three students car structure leads the substance and the thing that study new go to affect can (hold,seize) an island , make learning happens havely the meaning part . Ster Sternberg (refers to Parechat Valaistaer and the faculties, 2000 : 184-185) have presented 3 arrow theories (Triarchich Theory) compose the theory digests 3 the parts, the theory digests a side confiscates the social (Contextual Subtheory) which explain arrive at way intelligence pertaining to ability confiscates social and the culture of a person and the theory digests experience side (Experiential Subtheory) at explain arrive at of the experience that have to build wasp way intellect ability and the theory digest procedure side think (Componential Subtheory) ability way intelligence pertaining to procedure accident thinks which correspond Piaget (refers to Parechat Valaistaer and the faculties, 2000 : 184) that have to explain way intelligence development that be regard to the clash is related to between a person and the environment by a person tries to adjust oneself by use the procedure absorbs (Assimilation) and the procedure adjusts oneself suit (Accommodation) by the attempt fines the knowledge , the though originally with new environment which make a person is in the condition has equilibrium can adjust oneself to suit the environment , the procedure aforementioned is the procedure develops way intelligence structure of a person.

Unless, the idea has above-mentioned already by Guilford (refers to, Parechat Valaistaer and the faculties, 2000 : 184) explains that the human ability composes 3 dimensions.

1. Side substance dimension (contents) means the material and the data that use to mass media such as , picture , sound , symbol , the language and the behavior.

2. Side dimension takes action (operations) means the procedure differs at a person uses in the thought for example the acknowledgement and understand (cognition) remembering the analysis is like model. A significance bird, the analysis is like model the one sense and value assessment.

3 . Side produce dimension (products) means of the analysis which might have the character is the division (unit) be the group or the gang of the thing differs (classes) ,be the relation (relation) , be the system (system) , be modifying picture (transformation) and applicability (implication) way analysis ability of a person is from dimension side substance integration and a side take action to reach with.

For Dharma (1999 : 4) , to present the idea and the principle about story analysis for develop the learning process and develop the intellect keep as follows.

1 . The happiness of a human is born from knowing lives is correct both of build with oneself and others.

2. Knowing live correctly , be knowing speaks to think be pretend.

3. The analysis is or the correct analysis is the junction where administrates all way of life performs to guide and control.

4. Procedure behaviours think to be the thing that can develop, train by use the procedure that call that the education is for all that make factor is born come to have 2 the points as follows :

1) The external factor or call that the big for example teacher, parents , friends , mass mediums, etc. which basically the development oneself base by it must live big before beginning.

2) The internal factor for example is the analysis, the ability a person knows to stare , know consider all thing follows ginseng condition something , compose 4 the parts, the analysis appreciately the truth , the analysis havely the procedure while , not confused , reasonablely analysis and the analysis havely the aim.

From the meaning of the way ,the procedure think , be the thing will to can happen in person level and the crowd , in the sense of of the community development that hold on the philosophy and the principle give precedence to build wasp person development and the environment of a person by the procedure share to think , share do , share take the gain ,Yuwat Wutmaetee (1984 : 24), assemble with rural development line new strategy has changed from the system commands from above (top down) come to the procedure thinks to decide , separation practice will below way techinque to will apply in the development has 3 the techinques (Parechat Valaistaer and the faculties, 2000 : 132-145) can summarize as follows.

The learning process likes to participated

The idea about learning for locality development

Pravet Vasri (1999 :45-46) , think the permanence of the local society and all social depend on having organization the community and the learning process of organization community people happen by the procedure that a person in the community come to meet consult again and until again appear a leader as its nature may be go up , there is organization administration , there is problem analysis , diagnose a problem , analyze the choice , and decide the choice has been correct , thus the idea in resource human for the development that lasts long to have an element that is the heart of 3 points permanences , (Pravet Vasre . 1999 : 52-57) be :

1. Community organization of villagers , make the administration manages continuously , by villagers for villagers makes to develop the latency of oneself goes up continously for solve the poorness and the community.

2. The knowledge means the knowledge that about side history community, geography, animal, plant in the locality , occupation , culture , technology , a problem and the trend correct.

3. The learning process of the community about problem analysis,diagnosing problem differs in the community has fast and last long.

From the idea can sum up that the development that last long (Sustainable Development) , will depend on learning of people and the community is important procedure element reinforce the knowledge give with the community then the important role in the development and lead the social is born the development modify creately , develop of the economy and of the social of the country efficiently (Parechat Valaistaer and the faculties, 2000 : 171) for Dharma(2541 : 12-64) , get mention the education and the development study with human development are born the intellect that , learning is development training lives of a human who is total up 3 , behaviour side , mind side and intellect side.

The importance of the learning process for the development

Learning lifetime process for a human has used the latency of the self in the development has the organization and the technocrat present the opinion keep many the points such as woman project development committee studies for the community (Parechat Valaistaer and the faculties,2000 : 210) told that the learning process is learning from starting ministers TRUE by try to solve a problem that happen in the real life. The activity is proceeding this happen for respond to build wasp the remedy and correspond production pattern of the community then the power propels is born forces observance of precepts power of learning (Pongpelai Leidvecha,1998 : 7), think the learning process is that make human importance has the latency in the development , can stay among the change and can rely on oneself , learning process , be procedure bases that culture tradition and the locality which no separate between learning and way of knowing life and substance practice and the artfulness learn to unit (Pravet Vasre, 1999 : 31), thinks to learning student process is supposed to 3 points objectives.

1. Learn for oneself,
2. Learn for the thing outside that is related to with oneself though near and far.
3. Learn for the interaction between the self, the thing outside and the relation helps.

While Nete Aisrewong (refers to Male Preksavade, 1998 : 69), have tricked that the education closely is the learning process that is the procedure as its nature may be in passing on knowledge and the experience in the living of the self (Terawut Sanacom , 1998 : 8-18) , get conclude the research of abundantly row about story from in Divid Meatew to the public, the procedure reinforces the community vigorously that indicate that important element of social vigorous people and can use to be standard in strength measurement of social people. The learning process of the community which the thing that us learn and change the shuffle and the other when get into trouble happen the learning process and the shuffle between a person in the community and the public make us know for what we eager to know which might not know get alone the learning process of the community not listening to proposals the data only people has to understand the viewpoint builds wasp a problem that the other presents to get into trouble problem some that us will can not know alone and can know when , there is learning afore-mentioned then is giving a chance gives people fixes or define problem public issue also (Jatjomnong Kitiwiraty, 1989 : 123-127) , get tell that , education alms is the procedure that causes the change that desires to go up in human behaviour that will have the change in the sense of the knowledge , skill side , for example the skill in the analysis and the name of the angles referred to in Thai astrology in doing and attitude side or the thing that us has feelings.

Besides (Wichit Nentasuven and the faculty , 2000 : 115-116) , think the community must build the learning process that is belong to the community by oneself , give born learning goes up everywhere , do not imprison bite with the substance , time , place , the gender and the age , by give a chance give villagers has learnt to accompany with , there is the procedure exchanges the knowledge and relay the experience between villagers , community organization , within limits in the nature , person resource , art and cultural. The tradition has and the folk wisdom with regard to the community come in to have a role in building learning process regard the important factor that encourage are born learning that correspond the way of life because , be learning that base to is from the community , which , there is an element of 3 type learnings for example:

1. Person, compose a wellinformed or, villagers philosopher, community leader or , organization , and who omniscient.

2. Especial inside community knowledge experts compose the knowledge that is folk knowledge technical source wisdom from experience community outside, and the organization has collected and develops to go up.

3. The resource means hand material crow such as fund , real estate , forest , source of water or animal and the produce of the community.

From the idea and the importance of the learning process for the development aforementioned have can to summarize the main point 3 a side are ,

1. Learning side , in learning for the development should is learning lifetime character by emphasize the learning process that is learning for does , learning for is , and learning for coexist , by have important objective , be , learn for oneself , learn for the thing outside that is related to with oneself and learn for the interaction and the thing outside

2. The practice side , when , there is learning then to is born the knowledge to the student by lead the knowledge comes to inherit minister change the way differs , , neither will

the ceremonial , tradition , popularity is person , locality culture , life way , there is learning and the practice homogeneously and have the procedure exchange with others who have view different point go out

3 . The lead to learning process change cause the change continuously , and rather permanent in about of the knowledge , attitude , and the skill ,

By the idea and the importance of the learning process that have emphasized to give people and the community learn by the procedure afore-mentioned will bring about to knowledge development of the community like model total up and lead this knowledge goes to use for the change develop next permanently.

5. Village Development Experiences and Thai

Rural Development

Real changes within a community occur when men and women look within themselves to find their own ways to solve problems, plan their future, and take part in the development process. Thus, a community development plan must be initiated by the people within a particular community. In Thailand, the bottom-up planning principle has always been stated in rural development policy and plans, as appears in the National Economic and Social Development Plan. The Fifth Plan, for the first time, created a rural development management and planning structure from the national to village levels to carry out such a policy. From past experience, however, the level of participation by villagers in village development planning and decision-making processes has been less than desirable. Instead, village development needs and plans have normally been formulated and initiated by several village leaders and government officers who decided for all villagers. As a result, most villagers paid little attention to community development projects, especially projects that have a long term impact such as social, educational, and environmental projects. At present, the perspective among villagers, in fact, indicates that community development is a government function. Many development projects failed to meet the real needs of villagers or fail to achieve development objectives, and they do not really solve the problems confronted by villagers. Unfortunately, the enormity of financial resources and technical assistance devoted to community development over the past two decades to eradicate poverty and improve the quality of life of rural Thai people has been a waste; many people have raised serious questions about the government's previous efforts and performance. One management obstacle was that there was no practical and simple approach for development officials who were ordered to carry out the people-participated policy for them to use in the field.

To correct this problem, a new approach to involve people in community development must be considered. One way is to bring all interest groups together to plan democratically their future, solve their own problems and undertake community development with some financial and technical assistance from outsiders; then true development may take place. The project introduced a village planning model, using the A-I-C approach, to involve people in community development processes from the beginning, which is planning the development.

- **Appreciation session** (A) comprised two sub-sessions: analysis of the village reality (sharing ideas and discussing the village's situations, success stories, problems, and development opportunity) and conception of an ideal village for the future (creating a shared vision of their desirable village situation).
- **Influence session** (I) served to identify the best development activities or projects to achieve the ideal development state agreed upon during the appreciation session. Villagers were asked to define rationales and consequences from each development activity and then set their own development priorities.
- **Control session** (C) served to transform development needs and ideas into actions. Villagers formulated their own action plan by

identifying key participants or villagers to oversee projects, planning activities, defining resources, and setting time-frames: all details necessary to implement their ideas. Enthusiasm to implement development activities was strongly developed during this session. development activities was strongly developed during this session. The A-I-C approach is a planning technique which can be used to stimulate interest and raise development awareness among villagers. To use the A-I-C approach, three major things are needed.

- Skilled and experienced moderators who understand the A-I-C approach and concepts to conduct the workshop at the village level.
- Village stakeholders or representatives of different interest groups to participate in village workshop.
- Follow-up actions by development officials upon conclusion of the workshop, who may help provide technical or financial support for some village development projects.

At present, the Tambol Council Law will allow local people to decide and manage their own resources and community. To establish a local administrative body that is sensitive to the people's needs, and is democratic and effective, village planning functions must be strengthened. Villagers must become actively involved in deciding their development directions and overseeing their own community development. If villagers become actively involved, they can monitor the progress of all development projects and control the Tambol Council themselves.

Nakhon Si Thammarat province Community which have community leader was Tumbol administrative organization with community committee join with community development which national economic and experience in Tumbol community administration found that main problem of community was the lacking of knowledge and action comprehension in authority.

From the problem and needs researcher want to research for participation development of community leader of Nakhon Si Thammarat province. From together receive knowledge. Think and together decision and plan in AIC procession. For applying for development's useful and participate in community development procession of community leader in other Tumbol.

6. Conclusion

Many development thinkers and practitioners have been pondering over community participation for the last two to three decades – some even called the 1980s the decade of participation. To a large extent the current decade of social movements, non-government organizations (NGOs) and community based organizations (CBOs), is a manifestation of organized community participation. By analyzing the dynamics of community participation, particularly in the South African urban upgrading context, nine obstacles and impediments ('plagues') are exposed which serve to illustrate participatory development as a complex and difficult, though essential and challenging endeavor. Twelve draft guidelines ('commandments') are also presented in trying to address these obstacles associated with participatory development. The heated controversy over "citizen participation," "citizen control", and "maximum feasible involvement of the poor," has been waged largely in terms of exacerbated rhetoric and misleading euphemisms. To encourage a more enlightened dialogue, a typology of citizen participation is offered using examples from three federal social programs: urban renewal, anti-poverty, and Model Cities. The typology, which is designed to be provocative, is arranged in a ladder pattern with each rung corresponding to the extent of citizens' power in determining the plan and/or program. Leadership is the driving force in societal and organizational change. Without a recognized leader, status quo becomes acceptable and the desire to grow and achieve higher goals never develops. Strong, compelling leadership is at the root of all great accomplishments and a lot of routine work. Leaders create follower attitudes that allow them to trust their leaders. Trust is at the root of all great leadership. Leadership and trust have a unique relationship; one means little without the other. Leadership that is born and kept alive by follower trust is *Trust Leadership.*

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Political History of the Democracy Problem in Thailand since 1932 to Present

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Abstract

This paper aims to explore the politics and Thai democratic movement. Although Thailand became a democratic country more than 84 years ago (1932), the problems of participation, political conflicts and political unconsciousness are still clearly seen today. The attempts to bring top down into bottom up democracy became a new approach in the Thai Constitution (2007) and new Thai Constitution (2016). Both the political development council and local organization council Acts have been established to support people's active involvement. People's participation has also been launched throughout the country. Both the best practices and the drawbacks of people's politics in the political movement towards democracy will be examined in the paper.

Keywords

Political History, Democracy, Democratization, Hereditary Monarchy, Constitutional Monarchy

Introduction

Thailand has a long history of attempts at democratization. Only in the 1980s and for a time after 1992 has it managed stable parliamentary rule. This stable parliamentary rule coincided with periods of elite consensus. In other periods, in times of elite division, parliamentary rule has not been able to survive. I will explore the relationship between elite consensus and parliamentary rule in Thailand, and its impact on democratization. I will also examine the nature of elite divisions and the reasons such divisions have led to the breakdown of parliamentary government.

The history of Thailand from 1932 to 1973 was dominated by military dictatorships which were in power for much of the period. The main personalities of the period were the dictatorLuangPhibunsongkhram (better known as Phibun), who allied the country with Japan during the Second World War, and the civilian politician Pridi Phanomyong, who founded Thammasat University and was briefly prime minister after the war. A succession of military dictators followed Pridi's ouster-Phibun again, Sarit Dhanarajata, and Thanom Kittikachorn-under whom traditional, authoritarian rule was combined with increasing modernization and Westernization under the influence of the US The end of the period was marked by Thanom's resignation, following a massacre of pro-democracy protesters led by Thammasat students.

Internal conflict

The military came to power in the bloodless Siamese revolution of 1932, which transformed the government of Siam (as Thailand was then known) from an absolute to a constitutional monarchy. King Prajadhipok initially accepted this change but later abdicated due to his strained relations with the government. Upon his abdication, King Prajadhipok issued a brief statement criticizing the regime. His statement included the following phrases-often quoted by critics of the slow pace of Siam's political development:

"I am willing to surrender the powers I formerly exercised to the people as a whole, but I am not willing to turn them over to any individual or any group to use in an autocratic manner without heeding the voice of the people."

The new regime of 1932 was led by a group of colonels headed by Phraya PhaholPholphayuhasena and Phraya Songsuradej. In December they produced a constitution-Siam's first-which included a national assembly, half appointed and half indirectly elected. The people were promised that full democratic elections would be held once half the population had completed primary education-which was expected to be sometime in the 1940s. A prime minister and cabinet were appointed and a facade of constitutional rule was maintained.

Once the new government had been established and the constitution put into effect, conflict began to erupt among the members of the new ruling coalition. There were four major factions competing for power: the older conservative civilian faction led by PhrayaManopakornNititada (Mano); the senior military faction led by Phraya Phahol; the junior army and navy faction led by LuangPhibunsongkhram; and the young civilian faction led by Pridi Phanomyong.

The first serious conflict arose in 1933 when Pridi was given the task of drafting a new economic plan for the nation. His radical programme called for the nationalisation of large tracts of farmland as well as rapid government-directed industrialisation. It also called for the growth of higher education so that entry into the bureaucracy would not be completely dominated by royalty and the aristocracy. However, the plan was condemned immediately by most of the government factions as being communist.

Because of its attack on private property, the members of the conservative clique were the ones most alarmed by Pridi's plan. They urged the Mano government to adopt policies that would reverse the course of the "revolution". However, when Phraya Mano attempted to do this, Phibun and Phraya Phahol launched a second coup that toppled the Mano government. Phraya Pahon was made the new prime minister, and his new government excluded all of the royalists.

A royalist reaction came in late 1933 when Prince Bovoradej, a grandson of Mongkut and one-time minister of defence, led an armed revolt against the government. He mobilized various provincial garrisons and marched on Bangkok, capturing the Don Muang Aerodrome along the way.

The prince accused the government of disrespecting the king and promoting communism, and he demanded that the government leaders resign. He had hoped that some of the garrisons in the Bangkok area would join the revolt, but they remained loyal to the government. Meanwhile, the navy declared itself neutral and left for its bases in the south. After heavy fighting in the northern outskirts of Bangkok, the royalists were finally defeated and Prince Bovoradej left for exile in French Indochina.

One effect of the repression of the insurrection was the diminution of the king's prestige. After the revolt started, King Prajadhipok declared in a telegram that he regretted the strife and civil disturbances. It is not clear whether he was motivated by a fear of being captured by rebels, a fear of being viewed as a supporter of the rebels, or a wish to avoid further choices between Phahol and Bovoradej. Either way, the fact remains that at the height of the conflict, the royal couple took refuge at Songkhla. The king's withdrawal from the scene of the fighting was interpreted by the victorious party as a sign that he had failed in his duty. By refusing to give his full support to the legitimate government, his credibility was undermined.

A few months later in 1934, King Prajadhipok, whose relations with the new government had been deteriorating for some time, went abroad to receive medical treatment. While abroad, he carried on a correspondence with the government that discussed the terms under which he would continue to serve as a constitutional monarch. He requested the continuation of some traditional royal prerogatives. The government, however, would not agree. On 2 March 1935, the king announced his abdication. The government then chose Prince Ananda Mahidol, who was at that time in school in Switzerland, as the next king. For the first time in history, Siam was without a resident monarch and was to remain so for the next fifteen years.

In his abdication speech, Prajadhipok accused the government of having no regard for democratic principles, employing methods of administration incompatible with individual freedom and the principles of justice, ruling in an autocratic manner and not letting the people have a real voice in Siam's affairs. In 1934, the Press Act came into effect, forbidding the publication of any material deemed to be detrimental to the public order or to undermine morals. The law has been strictly enforced to the present day.

Reaction to the abdication was muted. Everybody was afraid of what might happen next. The government refrained from challenging any assertions in the king's abdication statement for fear of arousing further controversy. Opponents of the government kept quiet after the failure of the royalist rebellion.

Having defeated the royalists, the government now was put to the test of living up to the promises on which it had come to power. It took much more aggressive steps to carry out some important reforms. The currency went off the gold standard, allowing trade to recover. Expenditures on education were increased four-fold, thereby significantly raising the literacy rate. Elected local and provincial governments were introduced, and in November 1937 democratic development was brought forward when direct elections were held for the national assembly, although political parties were still not allowed. Thammasat University was founded, at Pridi's initiative, as a more accessible alternative to the elitist Chulalongkorn University. Military expenditure was also greatly expanded, a clear indication of the increasing influence of the military. In the years between 1934 and 1940 the kingdom's army, navy, and air force were equipped as never before.

Military intervention

Even if Thailand is a democratic country, there are a myriad of non-democratic realities happening in the State. Twelve rebellions and 9 coup d'états in 84 years of democracy are obvious evidence of political instability in Thailand. Interestingly, every rebellion and coup d'état was done with the military. For example, the leader of the first rebellion was Prince Baworndej, the royalty who had conservative idea and yearned for absolute monarchy. Another fascinating point is that the military governments can undergo self-revolution to defend themselves from any antagonists, such as Field Marshal Thanom Kittikajorn who organized a self-revolution in 1971 to eradicate the general election and prolong the military junta government. Field Marshal Thanom was the Prime Minister for 10 years or in 1963 to 1973.

Political History of the Democratic Era

Following the Siamese revolution of 1932, which imposed constitutional limits on the monarchy, Thai politics were dominated for around fifty years by military and bureaucratic elite, with the support of businessmen and large-scale entrepreneurs. Changes of government were affected primarily by a long series of mostly bloodless coups.

Beginning with a brief experiment in democracy during the mid-1970s, civilian democratic political institutions slowly gained greater authority, culminating in 1988 when Chatichai Choonhavan - leader of the Chart Thai Party (Thai Nation Party) - assumed office as the country's first democratically elected prime minister in more than a decade. Three years later, another bloodless coup ended his term.

Shortly afterward, the royally appointed Mr. Anand Panyarachun, a businessman and former diplomat, headed a largely civilian interim government and promised to hold elections in the near future. However, following inconclusive elections, former army commander General Suchinda Kraprayoon was appointed prime minister. Thais reacted to the appointment by demanding an end to military influence in government, but demonstrations were violently suppressed by the military in May 1992. According to eyewitness reports of the confrontation near the Democracy Monument in Bangkok, soldiers may have killed seven hundred and fifty protesters after only two days of protests.

Domestic and international reactions to the violence forced Suchinda to resign, and the nation once again turned to Anand, who was appointed interim prime minister until new elections were held in September 1992. In the September 1992 elections, political parties that had opposed the military in May 1992 won by a narrow majority and Mr. Chuan Leekpai, a leader of the Democrat Party, became prime minister at the head of a five-party coalition.

Following the defection of a coalition partner, Chuan dissolved Parliament in May 1995, and the Chart Thai Party won the largest number of parliamentary seats in the subsequent election. Party leader Banharn Silpa-archa became Prime Minister, but held the office for little more than a year. Following elections held in November 1996, General ChavalitYoungchaiyudh formed a coalition government and became Prime Minister. However, the onset of the Asian financial crisis caused a loss of confidence in the Chavalit government and forced him to hand over power to ChuanLeekpai in November 1997.

2006 coup

While Thaksin was in New York City to make a speech at UN Headquarters, there was a conspiracy to create a violent clash to brutally end the month-long PAD protest. Just in time to prevent the alleged clash, the military seized power on 19 September 2006.

The Council for Democratic Reform under Constitutional Monarchy (CDRM) led by General Sonthi Boonyaratglin was formed. Political activities were banned by the junta after the coup on 19 September 2006. The 1997 Constitution was abrogated, although most of the institutions of government remained intact. A new constitution was drafted and promulgated in late 2007.

A month after the coup, an interim civilian government was formed, including an appointed House of Representatives from a variety of professions and an appointed Constitutional Court. Freedom of speech was restored.

2008 Political Crisis

In 2008, Thailand saw increasing political turmoil, with the PPP government facing pressure to step down amid mounting civil disobedience and unrest led by the PAD. The conflict centred on the constitution. The PPP supported the amendment of the 2007 constitution, while anti-government protesters considered it to be a political amnesty of Thaksin and his followers verdicted previously. The anti-government protesters were, said, mostly better educated, more affluent, urban Thais criticizing a Western-style electoral system corrupted by rich politicians. Thaksin was accused of having exploited to buy votes, bureaucrats, policemen, military officers and even political factions. Thaksin became the example of the businessman autocrat, launching so-called populist projects, some of which were controversial, such as the War on Drugs. Hundreds of killings and murder cases noted by the police were said by them to be merely fighting among the drug traffickers, but no further investigation ever occurred. The judicial process was seen as useless; instead, decisive justice was seen to be in the hands of the police.

2009-2010 Protests and Crackdowns

Abhisit's rise to power was controversial and opposed from the beginning. In April 2009, anti-government protesters, known as 'The Red Shirts', began its huge demonstration aiming at the resignation of the prime minister and fresh elections. The major site of the demonstration was in Bangkok. From April 8, the demonstrators spread their activities to significant location such as main intersections. The streets were also blocked and barricaded. The demonstration took place at the same time of the ASEAN summit in Pattaya. The demonstrators also moved to protest, aiming at barring the summit. Eventually a handful of protesters stormed the hotel, the site of the summit, causing the cancel of the summit.

Resolution to Conflict

On May 3, the Thai Prime Minister announced he was willing to hold elections on November 14 should the opposition *red shirts* accept the offer. The following day *red shirt* leaders accepted the proposal to leave the occupied parts of Bangkok in return for election on the scheduled date.

However, one week later, May 10, protesters had yet to disband despite accepting the 'road map' proposed by the prime minister for early 2010 November elections. They placed new demands upon the prime minister that Deputy Prime Minister SuthepThaugsuban, who was in charge of security operations on the clash of April 10, must first turn himself in for prosecution before they willingly disperse.

On May 11, Suthep presented himself to the Department of Special Investigation. The red-shirt protesters however were not satisfied and demanded Suthep is formally charged instead by police. The red shirts failure to disperse was taken as a decline of the conciliatory 'road map' and Prime Minister Abhisit's proposal of early parliamentary elections were withdrawn. This was followed by a warning issued from the prime minister that protesters must disperse or face imminent military action. Furthermore, the 'red shirts' led another protest on the May 19. The army killed over 90 protesters people thousands injured in the subsequent military crackdown. Army tactics have been heavily criticised for failing to abide by international standards and using lethal force on unarmed protesters.At least six people including nurses and medics were shot by snipers inside a Buddhist temple set up as a safe area.

Between 2001 and 2011, Isaan's Gross Domestic Product per capita more than doubled to \$1,475, according to official statistics. Over the same period, GDP in the Bangkok area soared from \$7,900 to nearly \$13,000.

2013 Political Crisis

Following the announcement of a proposed amnesty bill by the Yingluck government, protests resurfaced in October 2013. The bill would allow former Prime ministerThaksin to re-enter Thailand and the protest movement regards the Yingluck administration as corrupt, illegitimate and perceive Yingluck as a proxy for her brother. The protest movement is led by SuthepThaugsuban and is supported by the People's Democratic Reform Committee (PDRC).

Prime Minister Yingluck dissolved the Thai parliament following the recommencement of protests and announced a new election in accordance with the Thai constitution. The constitution states that elections must be held 45 to 60 days from the date that parliament is dissolved. The protest movement opposed the election announcement and the PDRC stated that it would boycott the process, with Suthep calling for the appointment of an unelected council to lead the country until reforms can be implemented. Protesters marched to the Thai-Japanese sports stadium, the venue of the registration process, on 22 December 2013 to block the work of the election commission. Protesters at the Thai-Japanese sports stadium clashed with police on 26 December 2013, resulting in two fatalities (one police officer was killed by a live bullet fired by a protester).Protesters armed themselves with sling shots and wore gas masks to fight with police, and around 200 people were injured overall. Due to the escalation in violence, the election commission released a statement in which it urged the government to consider postponing the elections. The government explained that it is unable to change the date of the election, but it remains open to discussions with protesters. In his response to the media on 27 December 2013, Thailand's army chief General Prayuth Chan-Ocha did not rule out the possibility of another military coup (11 military coups have been successful in Thai history), stating: "Whether it is going to happen, time will tell. We don't want to overstep the bounds of our authority. We don't want to use force. We try to use peaceful means, talks and meetings to solve the problem." During the same period, an arrest warrant was issued for Suthep by authorities who cite insurrection as the reason, but police have not acted on the order for fear of further disruption.

Politics of Thailand

Until 22 May 2014 the politics of Thailand were conducted within the framework of a constitutional monarchy, whereby the Prime Minister is the head of government and a hereditary monarch is head of state. The judiciary is independent of the executive and the legislative branches.

Since the coup d'état of 22 May 2014, the 2007 Constitution was revoked, and Thailand has been under the rule of the military organization called National Council for Peace and Order, which has taken control of the national administration. The Chief of the NCPO abolished the National Assembly and assumed all responsibility of the legislative branch. Under the Martial Law that has been enforced throughout the Kingdom, the military courts have been tasked to be responsible for some cases that are normally under the civilian courts. However, the court system including the Constitutional Court still remains in existence, even without the Constitution.

Conclusion

Thai political history since the fall of the absolute monarchy in 1932 can be divided into five periods: 1932-73, 1973-76, 1976-91, 1991-92, and 1992 to the present. Although the process of change has been uneven and discontinuous, the overall trends have been toward a declining political role for the military, a correspondingly more important place for parliament in the political process, growing identification of political parties with particular regions and constituencies along with continued party-system fragmentation and a lack of differentiation among party platforms, and an increasingly well developed and assertive civil society.(Journal of Democracy 7.1 (1996) 102-117)

Pornchai Rasmibaedya said that Why they failed to solve those. There is only one reason. They have never spoken the truth together or told the whole details relevant to the truth. They seem to be careful and worry much about their own survival. But it's not their mistake. Because, the only one kind of creature on earth that can tell a lie is human. Scientists have discovered that some areas of human brain respond lying behavior. But no one thought to remove it in order to stop lying to each other. They may be afraid of bad effects. Because It may have a function of support the struggle for survival, or stay together very closely, or linked together interdependent, therefore, cannot cut it off. Therefore, the Thai political crisis cannot end by using military force to stop the rally or commit a military coup which expected that could happen again. But ended by speaking the truth to each other is needed, although it is against the nature to say it. Speak it out loud and disclose the real causes of injustice and not being a democracy in this country.

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Production Balancing Line Management for Reducing Waste In Process Production Maintain Mounting Dump

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Abstract

This research aims to improve the Adam Leipzig (Mounting Dump) installation product line of an example company, which needs to manage all 364 cars per day of customer requirement. By attempt to reduce non-value added tasks, which are the bottleneck work, waiting time, the excessive process and repair product for reduce cost of production. Because of no standard of work and the complicated product line were caused the lack of continuity. The equipments, which are using in this research, consist of 7 types of quality control tool in order to collect the data and analyze the cause of problem. Moreover, study the process of work, improvement of plant layout and the techniques to balance product line by using ECR's regulation. The result is able to control production cycle not to exceed 1,800 second per car customer demand. The cycle product line reduces up to 300 seconds per car representing 1.03%. Repairing cost before improvement is reduced to 122,304 Baht or represented to 100%. The replacing battery before improvement is decreased to 108,825 Baht or represented to 100% and able to set up the standard time for employees too.

Keywords : Line Balancing, Bottleneck, Cycle Time, Takt Time

1.Introduction

Nowadays entrepreneur who can produce customer-satisfied quality product will have more advantage between the other. Because there are more choices for the customer. To gain customer loyalty, entrepreneur needs to produce a product that the quality meets customer standards. And it is very important to lower the cost of product, in order to compete with similar competitors. Delivering the product on time, which makes every organization plan to improve the quality of delivery as much as they can. A case example is about dump truck owner's who run the company for 45 years continues in developing the operation process to increase the market share more than 50% from countrywide market. Now the company cannot produce the product in time, which is caused by unbalance of operation process in cycle time. Takt time ratio increase, which creates defect in the operation process, causing more cost in fixing and rework. Also the times of operation for employees are not standard and lack of operation standard documents. Researcher seek to see the important of developing operation process for installing mounting dump, to work on time, to lower the cost of defect.

1.2Research Focus

To manage the line balancing and lower the cost for rework, and replacing mounting dump, and to create a standard time to made up operation standard documents for employees.

1.3 Research Area

This research is for studying about the operational process for mounting dump line to decrease the cycle time during the Tact time period. Lower the cost from fixing and rework, and replacing spare parts. By managing the line balancing by using ECRS regulations.By choosing to study in the operational process in mounting dump manufacturer.

2. Methodology

2.1 Productivity Improvement, the output of scientific method is that it is possible to measure. Which you can see the process contains quality and effectiveness or not. The method might change due to the appropriate of the organization shown below.

1) Normal input but more output.
2) Less input but normal output.
3) Less input but more output.
4) More input and more output.
5) Decrease output by decreasing the output/input ratio calculated by the formula below: [1]

$$Productivty = \frac{Output}{Input} \quad (1)$$

2.2 Seven Waste Factor

1) Waste from excessive productivity.
2) Waste from excessive material storing.
3) Waste from delivery process.
4) Waste from movement.
5) Waste from operation process.
6) Waste from waiting.
7) Waste from defects.

2.3 Seven Quality Controls Tools

1) Check Sheet
2) Pareto Diagram
3) Graph
4) Cause & Effect Diagram
5) Scatter Diagram
6) Control Chart

2.4 Work Study

2.4.1 Method Study, record and identify the operation process, or even present new ideas with identification tools and adapt to the process. Also it is the way to monitor the quality and lower the cost by improving the process, plant blue print, equipment and plant to lower employees' work and stress based on ergonomic science and working environment.
2.4.2 Work Measurement, to find out the standard time for each operation. By using most selected method due to accuracy of data collecting by aiming at the time employee's spent, recording the time and calculate the normal time and analyze the time and add allowance time, before calculating the standard time.

2.5 Process Analysis

Outlined Process Chart and Flow Process Chart are techniques in analyzing the operation process by using symbols shown below in table no.1:

Table No.1

Symbols	Definitions
○	Operation Process
□	Examination Process
⇨	Delivery Process
│	Waiting time/Time Before Delivered
▽	Storing Process

2.6 EGRS Regulations

- Eliminate - eliminate excessive operation process.
- Combine - combine similar operation process together.
- Rearrange - rearrange new operation process.
- Simplify - simplify the operation process.

2.7 Line Balancing

Line Balancing is to arrange the time in each process to meet relations to decrease wasted time from defect.

2.7.1 Bottleneck is when the flow rate have decrease due to smaller flow are like the water poring from the bottle, but then slow down by the bottleneck.

2.7.2 Cycle Time is the period that employee's spent during the operation process that they are responsible for. Each employee might contain only one responsibility or more.

2.7.3 Takt time is the rate of demand, from customer use for calculating the amount of product need to be done by using the following formula:

$$Takt\ time = \frac{estimate\ working\ time\ per\ month}{amount\ of\ product\ need\ in\ a\ month}$$

3. Research Process

3.1 Problem

From the study during the present time of the production line, the outlined process chart shows the studies that seek for more educational information. The outline process chart, explainthe dump truck assembly line are separated into 2 main types

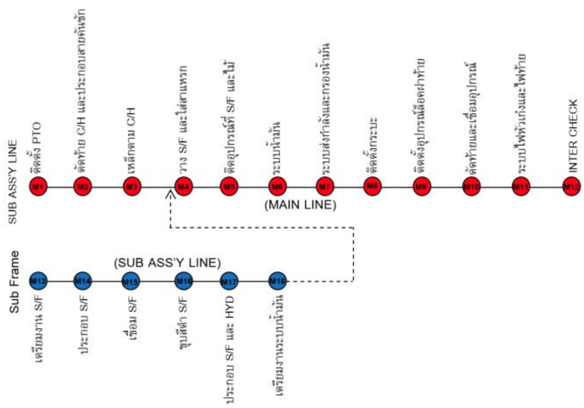


Diagram 1

1. SUB ASS'Y LINE is the welding and assembles of sub frame also prepared for fuel system which contains 6 stations:
   1) Work Preparation S/F
   2)Assembles S/F
   3) Welding S/F
   4) Color Dip S/F

5) Combine S/F with HYD
6) Fuel System Preparation

And the main line, which consist of 12 stations:
1) Installing PTO
2) Cut end C/H and assemble pulling strings
3) Steel Reinforcement C/H
4) Combine ASS'Y LINE with MAIN LINE
5) Equipment Installation S/F and wood
6) Fuel System Installation
7) Drivetrain and fuel filter
8) Install the dump part
9) Install rear lock door
10) Cut and weld the equipment
11) Front-Rear Light System
12) Inter Check

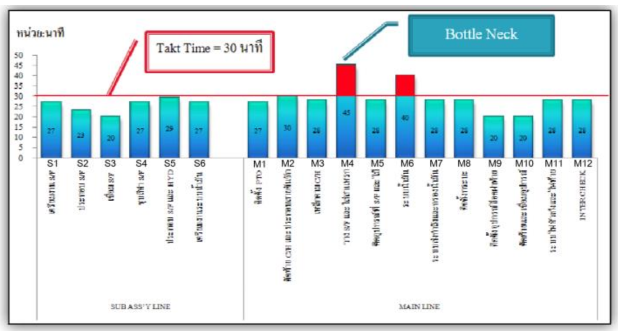
During observing the operation process closely, researcher's found out that the problem in the production process is that employee's did not have standard time, operation process documents, and defect during the operation, which cause more cost in fixing and reworking in table no.2

Table 2

Month	*Color Reparation*	*Tube Reparation*	*Battery*
January	*20,384*	*19,600*	*26,700*
February	*20,384*	*16,470*	*28,740*
March	*20,384*	*21,060*	*39,420*
April	*20,384*	*16,695*	*30,940*
May	*20,384*	*15,000*	*22,500*
June	*20,384*	*20,000*	*30,940*
Total	*122,304*	*108,825*	*179,240*

Table No.2 shows the cost data cause from color reparation of the chassis, which in producing process need to be repair 100% after combining the dump because of the fire sparks from welding, and the cost is 56 Baht per each car, the total amount cost is 122,304 Baht. For air pressure line replacing on the chassis, which is leak cause by welding process cost 108,825 Baht. Replacing battery cost 179,240 Baht.

Some station spent more time that the standard Tact time for 30 minutes, shown in diagram no.2.

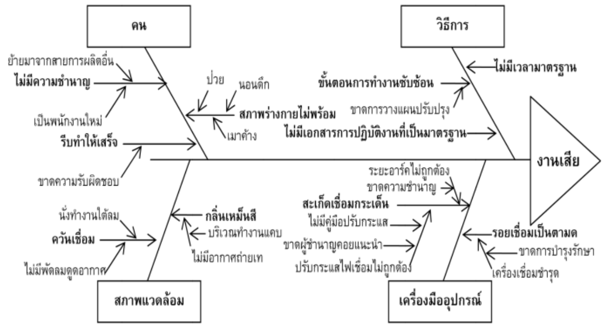


From diagram no.2 we found that station M4, which is the Sub Frame installation on the SUB ASS'Y LINE, rack installation in the MAIN LINE spent 45 minutes of operation time and in station M6, which is the fuel system installation spent 40 minutes of operation time, and it is 30 minutes over the Takt time and it is the bottleneck at M4 causing M1-M3 work in process and M5-M12 waiting.

3.2 Causes and Effect Analysis

From the following problem, researchers analyze by using causes and effect diagram.

Start observing from the defect area, which needs rework shown in diagram no.3.



From diagram no.3 shows the cause of defect into 4 factors:

1. Unskilled workers, and low responsibility, also personal sickness.
2. Broken equipment's and machinery, workers might turn the strength too much. And no skilled trainer to give advice causing too many welding sparks damages the product, which needs reparation.
3. Complicated operation process, undeveloped operational plan. There are welding operation after plastic installation, causing damage during welding operation.
4. Working environment, due to limited working space and lack of smoke suction turbine.

From the following time data shows that some of the operation process spent too much time over the Takt time. Which is the problem of the production line shown in table no.3

Table 3

Time Cycle Less Than Takt Time	Station				Takt Time = 30 minutes
	S2	S3	M14	M15	
Minutes	20	20	20	23	
Time Cycle Greater Than Takt Time	M4	M 6			
Minutes	45	40			

From the following table, you can see that the time cycle of stations S2, S3,M14, and M15 are a lot lower than the Takt time, causing employees to be free. In stations M9, M10, M14, and M15 use time cycle greater than the Takt time, causing employees to work overtime, and also effect station M4 as the bottleneck, which make the previous process have work in process, and the next stations are waiting for the product to be assemble.

3.3 Solving Problems

From the analysis of the problems in the assembly line, the ways to solve are:
1.Train employees that that lack of experience, advised by experience employees or professionals.
2.Create factory rules and regulations to control employees that are lack of responsibility.
3.Plan or rearrange the operational process, to decrease damaging to the product.
4.Manage to balance the process by using ECRS regulations, limiting the process. Eliminate waste process and combine together. Rearrange and edit the steps in process shown in table 4

Table 4

Station after rearranging	ECRS Regulation
Prepared S/F	No Action
Assemble S/F	No Action
Welding S/F + Welding Rear Door Lock	Combine
Black Paint Dip	No Action
Assemble S/F and HYD	No Action
Prepare Fuel System	No Action
PTO Installing	No Action
C/H and Pulling Strings Installing	No Action
Steel Reinforcement Installing	No Action
Rack and S/F Installing	No Action
Equipment and Wood Installing	No Action
Fuel System	No Action
Drivetrain and Fuel Filters	No Action
Dump Part Installing	No Action
Cut Rear End and Installs Rear Door Lock Equipment	Combine
Front - Rear Electrical System	No Action
Inter Check	No Action

lock equipment and cut rear end together. For S/F and rack installing, which have exceed the Takt time have no action, but we take 1 of the 2 employees from the Inter Check station, to help supporting in S/F and rack installing to decrease cycle time. In Fuel System installing station that also exceeds the Takt time, the problem is that rework/repairing is need due to welded sparks from rear lock equipment welding. After combining this operation process with the S/F welding, the time cycle automatically decrease.

5. Create operation standards document with detailed operation process and also show a basic diagram for each process for easy understanding, and make sure that employees will follow.

5. Research Result

From the developing and problem solving on defects that need rework or repairing in operation process, shows that after the development, the amount of defect has decrease 100% consists to previous operation process plan. The cost after 6 months have decreased from 410,369 Baht to 0 Baht, which means that it is 100% solved.

5.1 Research Summary

This research is the academic study on the operational process balancing and decreasing defects that occurs during the dump truck assembly line. From the research, we found that we could decrease the numbers of defects to zero defects, which effect in preventing damaging product and reworking to balance the process to lower the cycle time not to exceed the Takt time, shown in diagram 4.

5.2 Recommendations

1) The manager should create an activities or training on consciousness in team working, to gain self conscious in working place.
2) Employees should attend to know in the organization problems and effects, and to plan, develop and observe.
3) The finals goals are that everyone needs to improve the operation to increase the output for the organization, to increase in sales and profit. The manager should have working bonus to encourage the employees to work hard for the organization. The more they work, the more bonus they receive.

Provincial Administrative Organization and Its Role in Political Development in Nonthaburi Province

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Abstract

This article on Provincial Administrative Organization role in political development argues that political participation is shaped by locally distinctive 'rules-in-use', notwithstanding the socio-economic status or level of social capital in an area. It recognizes that the resources available to people, as well as the presence of social capital within communities, are potential key determinants of the different levels of local participation in localities. However, the article focuses on a third factor – the institutional rules that frame participation. Levels of participation are found to be related to the openness of the political system, the presence of a 'public value' orientation among local government managers.

Keywords

Provincial Administrative Organization Role in Political Development Nonthaburi Province

Introduction

Modernization in Thailand has taken the form of uneven rural development, on the other hand, and business-bureaucratic partnership of both within an international orbit of powerful strategic and market force. The political consequences of this form of modernization, contrary towards the democratic-pluralist conceptions of Western development theories are a) increasing divergence, instead of integration of the powerful and educated Bangkok elite and the rural and urban mass; b) prevention of autonomous political parties because of the mutual advantageous association of Thai bureaucrats with Chinese businessmen who dominate the political process; and c) reinforcement, not neutralization' of the bureaucratic state and its business partnership. Directly contributing to these consequences are more than two decades of American strategic interests in Thai stability and the continuing Japanese economic interests in profitability. The growing divergence between the concentrated power of a small urban elite, looking always to Bangkok for the promotion of career and material advantages, and the large, dispersed, unorganized rural majority, has result in an ever-widening economic gap, as we have seen, and no less importance, a psychological distance between the two. For the urban elite, abstract in the affairs of the metropolis, have last contact with the villagers, fail to understand their problems and while paying lip service to rural values: the farmers are the backbones of the nation actually feel contempt for the poor, inferior, remote, backward peasants. In fact, traditionally Thailand is an agricultural country with the majority of the people being involved, either directly or indirectly, in some form of agricultural cultivation. About 33 million (66%) out of 50 million of population are in rural areas and out of 33 million 10 million (22%) are still poor and backward.

Rapid industrialization has, however, brought many changes in the life style of Thai people, particularly in the urban areas, and special disparities in the standard of living in some pockets. Keeping in view these facts, the government has initiated programmes to increasing the living standards throughout the country at the same time, the government has made the people better instrument to live in the new industrialized society.

The new administrative system was improved to achieve administrative unity by having a body with direct responsibility for both regional as well as national levels. In each level, there has been close co-ordination amongst relevant offices. Rural people and local organization were urged to participate in the socio-political development process. Organizations were set up, responsible for 4 levels of rural development: national, provincial, district, and sub-district and village levels.

The role of Provincial Administrative Organization in political development in rural Thailand aims at the overall development of the poor in rural areas to enable them to genuinely help themselves with the assistance of the government, to allocate and supply the resources equitably and to pay attention to their basic problems. The main principle is to make people help themselves and their community so as to establish self-generating economy. The plan also has improved unity, efficiency and ability of the administrative organs of rural development. In view of this fact the present study is aimed at searching the influence of the role of Sub-district Administrative Organization in socio-political development on the village inhabitants. The present study concerns itself to overall political development of rural areas in general and to socio-economic condition of the village inhabitants in particular. Main aim of the present study, thus, is to assess the influence of the role of Sub-district Administrative Organization in political development at grass-root level with regard to the kind and degree of political development of the inhabitants of Muang district under Nonthabri province of Thailand.

Nonthaburi Province

Nonthaburi Provinceis one of the central provinces (*changwat*) of Thailand, established by the Act Establishing Changwat Samut Prakan, Changwat Nonthaburi, Changwat Samut Sakhon and Changwat Nakhon Nayok, Buddhist Era 2489 (1946), which came into force on 9 March 1946. Neighboring provinces are (from north clockwise) Phra Nakhon Si Ayutthaya, Pathum Thani, Bangkok, and Nakhon Pathom. Nonthaburi is the most densely populated province after Bangkok.

History

Nonthaburi was declared a city in the middle of the 16th century, which was previously a village named Talat Khwan. During the reign of King Prasat Thong, a canal was dug to create a shortcut for the flow of the Chao Phraya. The river changed its flow into the new canal, which is still the riverbed today. In 1665 King Narai built a fortress, as the shorter river course was giving enemies an easier route to the capital, Ayutthaya. The town was then also moved near the fortress. From 1943 to 1946 the province was incorporated into Bangkok.

Nonthaburi is over 400 years old, dating back to when Ayutthaya was the capital. The town was originally located at Tambon Ban Talat Khwan, a famous fruit orchard where the Chao Phraya River and various canals pass through. King Prasat Thong ordered the digging of a canal as a shortcut from the south of Wat Thai Muang to Wat Khema because the old waterway flowed into Om River to Bang Yai then to Bang Kruai Canal next to Wat Chalo before ending in front of Wat Khema. After the new shortcut was completed, the Chao Phraya River changed its flow into the new route that remains today. In 1665, King Narai the Great noticed that the new route gave enemies too much proximity to the capital. Therefore, he ordered that a fortress be built at the mouth of Om River and relocated Nonthaburi to this area. A city shrine still stands there.

Later during the reign of King Rama IV of the Rattanakosin period, he ordered the town moved to the mouth of Bang Su Canal in Ban Talat Khwan. King Rama V then had the provincial hall built there on the left bank of the Chao Phraya River. In 1928, the hall was moved to Ratchawitthayalai, Ban Bang Khwan, Tambon Bang Tanao Si. It is now the Training Division of the Ministry of Interior on Pracha Rat 1 Road, Amphoe Muang, on the bank of the Chao Phraya River. The building is of European architecture decorated with patterned woodwork. The Fine Arts Department has registered it as an historical site. The provincial hall is now on Rattanathibet Road.

Provincial Administration

Provincial administration is a part of the country's administrative machines, allowing local communities a certain level of autonomy. The local powers are under the state powers; the local administrations are not independent bodies; they are under the national laws, set up for the benefit and well-being of the members of the community.

Decentralization is, amongst others, the fundamental principle of the local government to empower people of self-government according to their will. They will elect their representatives (members of the local assemblies or local administrators) to administer the local affairs instead of them with expectation of their better lives as well as protecting local interests and the country's as a whole. Therefore, all the local governmental organizations shall enjoy autonomy in laying down policies for their governance, administration, finance, and shall have powers and duties particularly on their own part. Members of the local assemblies or local administrators shall hold office for the period of four years. There are currently 5 kinds of Thailand's local (provincial) administration one of them is Provincial Administration Organization is the largest body of Thailand's provincial administration; each province has one, except Bangkok. The PAO covers the area of the whole province, set up with an aim to manage and provide public services within its province, helping the works of municipalities and the sub-district administrations; it does so by collaborating with other administrations within the same province to avoid power redundancy and appropriate budget allocation.

Provincial Administrative organization (PAO) consists of two administrations. The first is the administrative body led by the chair of the provincial administrative organization; he or she is responsible for all the administrative affairs of the province. The second is the legislative body where members of the provincial administrative organization issues rules and regulations as well as monitor the management of the provincial organization.

There is only one chair of each provincial administration organization; he or she is elected by the people in the province. The main duty is to monitor and manage the provincial administration organization led by the permanent secretary of the organization who functions as the top executive of the organization. The chair appoints his or her assistants who are not members of the provincial administration council to help him or her running the administrative affairs of the organization. The assistantship serves for four years. Their duties include managing and monitoring of the provincial administrative affairs, making sure that the administration is done in accordance with the provincial acts and regulations and the provincial development plan. Other duties include planning for the development of the province, setting up the annual budget to be submitted to the provincial administrative council, and reporting the performance and expenditures to the provincial administrative council. Members of the PAO are directly elected by the people; they are elected to a four-year term. Their duties and responsibilities include enacting rules and regulations to be used within a particular province or district such as regulations on petrol and tobacco taxes, monitoring of the administration of the PAO, and monitoring and evaluation of projects' expenditures. Their roles and responsibilities also include their roles in approving the provincial development plan which is a collection of plans and projects submitted from municipalities and sub-district administration organizations. The plan may entail road construction or other infrastructures. They also take part in approving the province's annual budget, which is the management of the public money, managing the collected taxes levied from the public; the taxes include property tax and indirect taxes such as trade and business taxes.

These collected taxes, in principle, would return for the development of the province or city.

The Concept of Decentralization

The word "centralization" came into use in France in 1794 as the post-French Revolution French Directory leadership created a new government structure. The word "decentralization" came into usage in the 1820s."Centralization" entered written English in the first third of the 1800s;[1] mentions of decentralization also first appear during those years. In the mid-1800s Alexis de Tocqueville wrote that the French Revolution began with "a push towards decentralization.(but became,)in the end, an extension of centralization." In 1863 retired French bureaucrat Maurice Block wrote an article called "Decentralization" for a French journal which reviewed the dynamics of government and bureaucratic centralization and recent French efforts at decentralization of government functions.

Ideas of liberty and decentralization were carried to their logical conclusions during the 19th and 20th centuries by anti-state political activists calling themselves "anarchists", "libertarians," and even decentralists. Alexis de Tocqueville was an advocate, writing: "Decentralization has, not only an administrative value, but also a civic dimension, since it increases the opportunities for citizens to take interest in public affairs; it makes them get accustomed to using freedom. And from the accumulation of these local, active, persnickety freedoms, is born the most efficient counterweight against the claims of the central government, even if it were supported by an impersonal, collective will. Pierre-Joseph Proudhon (1809–1865), influential anarchist theorist wrote: All my economic ideas as developed over twenty-five years can be summed up in the words: agricultural-industrial federation. All my political ideas boil down to a similar formula: political federation or decentralization.

Generally and recently, the term "decentralization" is understood as a process of gradual devolution or transfer of functions, resources and decision-making powers to the lower level democratically elected bodies (Kumar 2006: 13; Crook and Manor 1998: 13). Decentralization is closely linked to the concept of subsidiary, which proposes that functions be devolved to the lowest level of the social order that is capable of handling them (Work 2003: 8). With respect to the forms of decentralization, they are diverse and arguable. Nevertheless, at least four different forms of decentralization are widely accepted (Cheema and Rondinelli 2007: 6-7; Kumar 2006: 13; Work 2003: 8-10). These can be seen as follows.

Administrative decentralization

May mean the transfer of resources, responsibilities, and decision-making authority for the delivery of a number of public services from the central government to other levels of government, including agencies and field offices of central government agencies. Some may call this deconcentration, which refers to the transfer of authority and responsibility from one level of the central government to another while maintaining the same hierarchical level of accountability from the local units to the central government ministry or agency.

Political decentralization

Refers to situations where political power and authority have been transferred to sub-national levels of government. Some explain this as devolution of power. This means the full transfer of responsibility, decision-making, resources and revenue generation to a local level public authority that is autonomous and fully independent of the devolving authority. Political decentralization, however, usually requires a constitutional, legal and regulatory framework to guarantee accountability and transparency of those devolved authorities.

Fiscal or financial decentralization

Refers to the allocation of resources to sub-

National levels of government. An arrangement for resource allocation is normally negotiated between the central and local government agencies based on some factors including equity among the regions and areas, availability of resources at all levels of

Government and areas, and so on. Fiscal decentralization theoretically helps in the increase of local capacity and flexibility in providing public services.

Economic decentralization

Refers to the ideas of market liberalization, deregulation, privatization of state enterprises, and public-private partnerships. This closest to the notion of divestment in which some public functions are transferred from central government to voluntary, private or non-governmental organizations with clear benefits to and involvement of the public.

In terms of management and administration, it is believed that decentralization can promote a locative and productive efficiency in the provision and use of public services. While a centralized system of government suffers informational disadvantages and transactions as well as search costs that render it ill-equipped to identify and provide an effective mix and distribution of services, decentralized local governments have better access to local information, can more effectively and quickly indentify and articulate regional and community specific needs and therefore better place to allocate and extract resources more efficiently than higher government's bodies.

Political and Administrative

Decentralization is, amongst others, the fundamental principle of the local government to empower people of self-government according to their will. They will elect their representatives (members of the local assemblies or local administrators) to administer the local affairs instead of them with expectation of their better lives as well as protecting local interests and the country's as a whole. Therefore, all the local governmental organizations shall enjoy autonomy in laying down policies for their governance, administration, finance, and shall have powers and duties particularly on their own part. Members of the local assemblies or local administrators shall hold office for the period of four years. There are currently 5 kinds of Thailand's local (provincial) administration.

1.Provincial Administration Organization is the largest body of Thailand's provincial administration; each province has one, except Bangkok. The PAO covers the area of the whole province, set up with an aim to manage and provide public services within its province, helping the works of municipalities and the sub-district administrations; it does so by collaborating with other administrations within the same province to avoid power redundancy and appropriate budget allocation.

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2. Municipalities refer to provincial political units, such as a city or town. It has three categories: (1) sub-district (Tambon) municipality, district (Muang) municipality, and (33) city (Nakorn) municipality, depending on the number of population and the civility and development of that particular area. Municipalities are set up to manage and provide basic infrastructures for people in local areas; they permeate the daily life of people from birth to death. In theory, a municipality has its autonomous administration. Municipal staff and the permanent secretary function as local government servants, carrying out their duties under the supervision of the municipal council directly elected by the people. A municipality entails two bodies: legislative and administrative bodies. The legislative body's main duty is to enact local regulations and monitor the administration of the municipal council; the administrative body manages the affairs of the municipality via the executive power of the mayor and the members of the municipal council. The mayor is directly elected from the eligible people with a particular constituent, serving for the term of 4 years; each municipality entails 2 council members from each sub-district (Tambon), 3 council members from each district, and 4 council members from the province. Members of the municipal council are directly elected from the eligible voters, serving the term of 4 years. The number of the council members depends on the type of the municipality. The number is 12 for the sub-district municipal council, 18 for the district municipal council and 24 for the city municipal council.

3. The Special Administration of Bangkok. The Bangkok Metropolitan Administration divides its administration into districts and sub-districts. The Bangkok Administration Council functions as the legislative body; the governor of Bangkok is the head of the administrative body. The governor and members of the Bangkok Administration Council are elected from the voters. The term for the members of the council is 4 years.

4. The Special Administration of Pattaya. This administration entails the city council as the legislative branch entailing the 24 elected members. The mayor of Pattaya is elected by the people, serving as the head of the executive branch.

5. The Sub-District Administration Organization is a local administrative organization under the Councils and Sub-district Administration Organization Act BE 2537, functioning as a local administrative organization at the sub-district (Tambon) level; it is, thus, very close to the people of the community. A Sub-district Administration Organization has developed from a Tambon Council with income up to a certain level. It is established to manage public services at the local level, villages and sub-districts, as it is impractical for the government to administer all of the villages in the country, the number of which is over 70000. A sub-district administration organization entails two branches: the legislative branch and the executive branch. The legislative branch entails members of the organization; their main duties are to pass the local laws and monitor the administrative affairs of the sub-district. The executive branch is led by the president of the organization who chairs the sub-district administration organization. The chair of a sub-district administration organization is elected by the people functioning as the head of the administrative branch, and the term is 4 years. Members of the sub-district administration organization are directly elected by the people of the community; their administrative term lasts for four years. The number of the members of for each sub-district varies, depending on the number of villages within a particular sub-district. The sub-district organization of only one village can only have 5 members. If the number of villages is two, each village is allowed to vote for three representatives. The organization with more than two villages is allowed to have two representatives for each village.

About Thailand and its Government

Location:	Southeast Asia
Size:	About 517,000 square km.
Capital:	Bangkok
Admin. Areas:	77 Provinces plus Bangkok Metropolitan Area
	877 Districts and Sub-districts 7,255 Tambons 74,965 Villages
Local Gov.:	76 Provincial Administrative Organizations
	1,276 municipalities (city
	municipal 23, municipality 129, municipal district 1124) 2 special forms of Local Government (Bangkok Metropolitan Administration and Pattaya) 6,500 Tambon
	Administrative Organizations (as of March 2016)
Population:	65,124,716 People(33,125,708) females and (31,999,008 males)

Although Thailand has a long experience with the development of local government at all levels, most local people have had limited access or control over political power and resources. Decentralization has largely been in the form of de-concentration through provincial and district offices. During the past five decades, the national government has never fully transferred power from the central to the local administration, even though many efforts have been made to establish real local government in Thailand.

Decentralizing decision-making powers to the local level and people’s participation in community development has become one of the most important development issues discussed over the past two decades. Political demand for self-governing bodies at the Tambon (or sub-district) level emerges because tambons are considered as the fundamental governing units at the provincial administrative level. In addition, many reports and scholars have highlighted repeated problems and undesirable experiences from the failure of government efforts to eradicate poverty and improve the quality of life for rural people. Many questions were raised about the sustainability of the program and its projects that were mainly managed and implemented by the national government. Officials who work in the community are appointed by the central government; therefore, they are accountable to their supervisors in Bangkok rather than to the local community.

The new Constitution was promulgated on October 11, 1997. It creates a new framework for restructuring national and local governance and for the reform of electoral and political processes. It is the first Constitution to introduce many radical reforms on matters concerning relations between the state and civil society. Of particular importance to local governance, the Constitution's articles support the decentralization Act and the Tambon Council and Tambon Administrative Organizati on Act of 1994. In addition, the Constitution creates a framework for decentralization and people's participation that can be summarized in three areas, as follows:

1. Organization and Administration.

The local authorities have the freedom to manage development and provide public services according to the needs of their constituents in the local community. Local administration can formulate development plans, personnel policy, as well as budget and financial policy. In addition, the Constitution emphasizes that all local authorities must be elected and will be in office for four years.

2. Duties and Responsibilities.

The local authorities are responsible for the development and conservation of natural resources and the environment in their local community. The national government will transfer appropriate functions (including public service delivery) as well as budget subsidies to the local government. The local government can collect certain taxes that a tri-party committee agrees upon, and this agreement will be reviewed every five years.

3. Public Participation.

The Constitution indicates that people in local communities can monitor, control and oversee the results and performance of the local administration. It is the government's duty to promote the people's participation in conserving and protecting natural resources and the environment. People can sue any public officials or organizations that fail to perform their authorized functions. A total of 75 percent of the people who voted can impeach any local officials, and 50 percent of the registered voters can propose a new community regulation.

Following the promulgation of the Constitution, much progress has been made in the areas of decentralization and local governance in Thailand. To facilitate the decentralization processes, the Government appointed a committee to review the old structure and administration, and to recommend necessary adjustments. An important solution announced by the committee to reform local government was that there should be four types of local government in Thailand-Provincial Administrative Organizations, municipalities, Tambon Administrative Organizations, and a special form of city governance, such as the Bangkok Metropolitan Administration and the Pattaya Administration. In addition, old laws and regulations were revised and changed to be consistent with the Constitution. Currently, 12 laws related to local governance have been enacted, and a few more are being formulated

The Current Thai Government and Administration

The Thai Government and administration at the national and local levels demonstrated in Chart 1 was recently adjusted to bring it in line with the Constitution. At the national level, ministries (the Cabinet) direct and supervise the 20 ministries and 125 departments. These organizations are divided by functions to provide and deliver public goods and services. Almost all of them have had regional offices and are established public service system network for more than 50 years.

While the 8th Plan and the Constitution set up a new decentralized framework, the Government administration and practices, especially at the national and regional levels still remain the same. At the national level, the ministries and departments still control resources and implement most development activities. Officials are appointed to conduct this task at the regional and local levels.

The newly created local authorities such as the Provincial Administrative Organizations (PAOs) and Tambon Administrative Organizations (TAOs) still control very limited resources. As the PAOs have only recently been created and elected, there is widespread argument and confusion about their scope and areas of responsibility, especially with regarding to TAO as well as to the traditional structure of the central system. These questions have not yet been clarified.

Conclusion

Provincial Administrative Organization and its role in political development political participation is shaped by locally distinctive'rules-in-use', notwithstanding the socio-economic status or level of social capital in an area. It recognizes that the resources available to people, as well as the presence of social capital within communities, are potential key determinants of the different levels of local participation in localities. However, levels of participation, PAO should support several methods. Some of the most common forms of political participation is voting in a democracy, voting is the single most important form of political participation that a person can take part in because it ensures that politicians are elected by the people, rather than being assigned to their position of power by someone else. Participation in electoral processes involves much more than just voting. Political participation derives from the freedom to speak out, assemble and associate; the ability to take part in the conduct of public affairs; and the opportunity to register as a candidate, to campaign, to be elected and to hold office at all levels of government. Under international standards, men and women have an equal right to participate fully in all aspects of the political process. In practice, however, it is often harder for women to exercise this right. In post-conflict countries there are frequently extra barriers to women's participation, and special care is required to ensure their rights are respected in this regard. Provincial Administrative Organization (PAO) has a responsible to administrate public service as support the development of local administrative organization, uphold democracy, equality, and liberty and rights of people and Support each community to participate in local development and so on.

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Removal of Chemical Pollutants by Activated Carbon Derived from a Lao Wood Charcoal

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Abstract
Charcoal in large amounts is produced to use as a cheap and easily-handled energy source in Laos. Charcoal might be converted to value-added products such as activated carbon. In this study, fabrication of activated carbon from charcoal of *Peltophorum dasyrachis* was investigated by using physical and chemical activation methods, and their performance on removal of model pollutants which were phenol and methylene blue was studied. Adsorption equilibrium tests were performed and Langmuir isotherm equation was used to obtain the maximum adsorption capacity. It is found that the fabricated activated carbon had the maximum adsorption capacity in the same level as that of commercial activated carbon on adsorption of phenol. However, the maximum adsorption capacity of the fabricate activated carbon for removal of methylene blue was lower than that of commercial activated carbon.

Keywords
Activated carbon, Charcoal, *Peltophorum dasyrachis*, Phenol, Methylene blue

1. Introduction

Wood is widely used as a source of energy in Laos. A large amount of charcoal was also produced to use as a cheap and easily-handled energy source. On the other hand, charcoal might be converted to become value-added products. It might be converted to activated carbon which is used as absorbent for various field such as removal of pollutants from air and water environment. *Peltophorum dasyrachis* is a fast growing tree with 10-30 metres height and its wood is widely used for charcoal production in Laos. In this study, fabrication of activated carbon from charcoal of *Peltophorum dasyrachis* and its performance on absorption of model pollutants which were phenol and methylene blue (dye) were investigated.

2. Experimental

Charcoal of *Peltophorum dasyrachis* was purchased from local villagers who made charcoal by traditional method in Nakhang village, Feuang District, Vientiane Province.

The charcoal was crushed and sieved to get the size of 2-4 mm. In physical activation (AC-800), the charcoal was wrapped in aluminium foil and heated in oven for 1 hour at 800°C. After cooling down, it was soaked in 1M HCl solution for one night, washed by water, and dried at 110°C for one night. It was ground to obtain the size of 0.6-1 mm. In the chemical activation (AC-$ZnCl_2$), the procedure is almost the same with physical activation except that it was soaked in 25% $ZnCl_2$ solution for 12 hours before heating in oven at 800°C.

The batch equilibrium tests on phenol and methylene blue were carried out at 36°C. An amount of 0.03 grams of activated carbon was put in each brown bottle that contained 100 ～ 1500 mg/L of phenol solution or 100 ～ 200 mg/L of methylene blue solution. Langmuir isotherm model was used to calculate their maximum adsorption capacity. The commercial granular activated carbon (AC-C, Wako Pure Chemical Industries Ltd.,) was used for comparison. The concentration of the compounds were analyzed by UV spectrophotometer (Hitachi U-2000) at wave-length 270 nm for phenol and 665 nm for methylene blue.

3. Results and Discussion

The yield of activated carbon was 43-45% for the activation by chemical and physical methods.

The equilibrium liquid-phase concentration (C_e, mg/L) and solid phase concentration at equilibrium (Q_e, mg/g) were obtained from the batch equilibrium tests. The maximum adsorption capacity (Q_m, mg/g) was calculated by plotting the C_e and Q_e data using Langmuir isotherm equation (1). where K_L is Langmuir equilibrium constant (L/mg).

$$\frac{C_e}{Q_e} = \frac{1}{K_L Q_m} + \frac{1}{Q_m} C_e \qquad (1)$$

Figure 1 and Figure 2 show the Langmuir plot on adsorption of phenol and methylene blue, respectively. Table 1 shows the maximum adsorption capacity of each activated carbon and linear regression of each curve. The linear regression of the curve is between 0.971 and 0.995, indicating that the data fitted with the Langmuir adsorption model. quite well. From the obtained maximum adsorption capacity, the activated carbon fabricated by chemical activation and physical activation has the same level of maximum adsorption capacity of phenol with that of commercial activated carbon.

For the adsorption of methylene blue, the fabricated activated carbon shows lower adsorption capacity than that of commercial activated carbon. However, these values are in the range of those reported in literature [1].

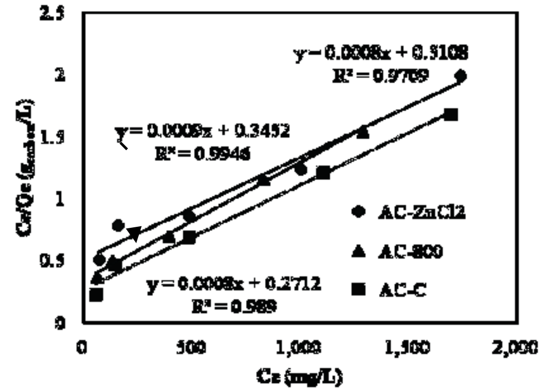

Figure 1 Langmuir plot of each activated carbon on phenol

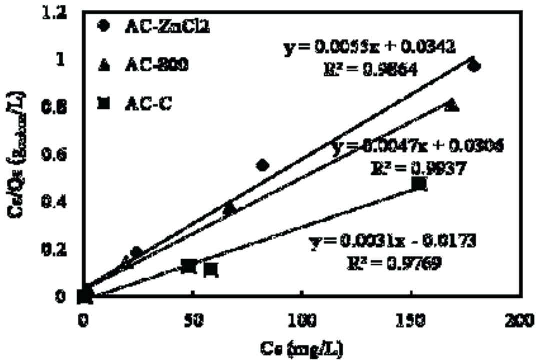

Figure 2 Langmuir plot of each activated carbon on methylene blue.

Table 1 maximum adsorption capacity of each activated carbon

	Adsorbate	Langmuir Isotherm	
		Q_m (mg/g)	R^2
AC-$ZnCl_2$	Phenol	1,250	0.971
	Methylene Blue	182	0.986
AC-800	Phenol	1,111	0.995
	Methylene Blue	213	0.994
AC-C	Phenol	1,250	0.989
	Methylene Blue	323	0.977

4. Conclusion

Investigations to convert Lao wood charcoal to activated carbon and its adsorption of phenol and methylene blue were performed. The fabricated activated carbon shows high maximum adsorption capacity on phenol in the same level as that of commercial activated carbon. However, it shows maximum adsorption capacity on methylene blue lower than that of commercial one. Despite these results, they are in the same range of those reported in literature, implying its great potential for water treatment.

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Role of Roi Et Provincial Administrative Organization in the Quality of life Development of the People

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Abstract
This article analyzed the role of the Provincial Administration Organization in Roi Et quality of life development in order to know the role in law of Provincial Administration Organization to develop in the area for help people living better in their life and point out quality of life is very importance for that reason PAO has in charge of development and budget support the most important roles. In this article the writer tries to explain role of the Provincial Administration Organization (PAO) to develop quality of life of people in the area especially education, health, religion culture and tradition and so on.

Keywords

Province Administrative Organization, Quality of life Development monitoring of the Administration

Introduction

Provincial Administration Organization is the largest body of Thailand's provincial administration; each province has one, except Bangkok. The PAO covers the area of the whole province, set up with an aim to manage and provide public services within its province, helping the works of municipalities and the sub-district administrations; it does so by collaborating with other administrations within the same province to avoid power redundancy and appropriate budget allocation.

Provincial Administrative organization (PAO) consists of two administrations. The first is the administrative body led by the chair of the provincial administrative organization; he or she is responsible for all the administrative affairs of the province. The second is the legislative body where members of the provincial administrative organization issues rules and regulations as well as monitor the management of the provincial organization.

There is only one chair of each provincial administration organization; he or she is elected by the people in the province. The main duty is to monitor and manage the provincial administration organization led by the permanent secretary of the organization who functions as the top executive of the organization. The chair appoints his or her assistants who are not members of the provincial administration council to help him or her running the administrative affairs of the organization. The assistantship serves for four years. Their duties include managing and monitoring of the provincial administrative affairs, making sure that the administration is done in accordance with the provincial acts and regulations and the provincial development plan. Other duties include planning for the development of the province, setting up the annual budget to be submitted to the provincial administrative council, and reporting the performance and expenditures to the provincial administrative council.

Members of the PAO are directly elected by the people; they are elected to a four-year term. Their duties and responsibilities include enacting rules and regulations to be used within a particular province or district such as regulations on petrol and tobacco taxes, monitoring of the administration of the PAO, and monitoring and evaluation of projects' expenditures. Their roles and responsibilities also include their roles in approving the provincial development plan which is a collection of plans and projects submitted from municipalities and sub-district administration organizations. The plan may entail road construction or other infrastructures. They also take part in approving the province's annual budget, which is the management of the public money, managing the collected taxes levied from the public; the taxes include property tax and indirect taxes such as trade and business taxes. These collected taxes, in principle, would return for the development of the province or city.

Provincial Administrative Organization (PAO)'s system had firstly risen in 1933 by the act of the organized municipality. The status of each city council, in that moment, was the organization which acted as people's representatives and gave committees advices. It still not being a corporate organization or departed from region administrative organization yet. In 1938, city council had had enacted which aimed to separate city council laws from region administrative laws but almost essential parts weren't changed its status at any rate. City council was still being a counselor only for provincial committees.

In 1952, Thai government declared Act of Administrative Organization of the State. It indicated that provincial governor has the right to rule officers, bureau, and ministry in control. This regulation turned city council into provincial governor's counselor but the role of city council as provincial committees' counselor; gave advices and administrated the provincial's process of working, didn't really work well. Then the role of city council was adapted which aimed to increase both efficiency and effectiveness in term of letting people to participate in self administrative.

As for an administrative organization, the government is also divided into two branches: the executive branch led by an administrative organization chief (*nayok ong kan borihan*) and the legislative branch led by an administrative organization council (*sapha ong kan borihan*). The administrative organisation chiefs and councillors are directly elected by the local citizens.

Afterwards, revolutionary council law (issue 218) was declared in 29 September 1972, which related to organize the Administrative Organization of the State; city council was changed its role into Provincial Administrative Organization (PAO) which would fully had more responsible.

The revolution of city council is divided into 3 periods;

1. From 1933-1955

Since city council was sat up in 1933; it indicated that local administrative organization has been developing. The role of city council, in that period of time, defined that city council wasn't a Provincial Administrative Organization yet. It acted as one part of people's representative, gave suggestions to city council. During that time, Act of Administrative Organization of the State which declared in 1952 pointed that each province was a region administrative organization and a province administrative authority will lead by provincial committees. The provincial governor was the counselor for provincial committees. In 1955, the next Administrative Organization of the State was launched. It pointed that provincial governor and city council had to turn its role from counselor council of provincial committee into counselor council of governor. The role of city council was as here below;

1. Check and report budget provincial provided and examine provincial finance department.
2. Allocate government subvention to each municipality within a province.

3. Give suggestions and advices to provincial committee to;
- Preserve peace and people's morality.
- Support primary and vocational

educational.

- Prevent diseases, provide medication, and establish and maintenance hospital.
- Preserve land and water transportation.
- Support agricultural and transportation.
- Directly collect tax for provincial income.
- Change the area border of village, sub-district, district and municipality.

4. Give suggestions and advices to provincial committee which may require.

2. From 1955-1997

The declaration of revolution council executed that Provincial Administrative Organization (PAO) was one of the local administration. Therefore PAO was one of the government office; local administrative office, which had a corporation status. The roles of PAO were in criteria of preserve peace and people's morality, support education, religion and culture preservation, develop public assistance, prevent disease, establish and maintenance hospital, and many more. Furthermore, PAO had the right to launch external affair practice may need. Every external affair practice PAO launched must be concerned with the activities in its criteria, especially, it must be approved by Interior Minister as well.

3.1997-Present

After the act of PAO in 1997 was approved by the parliament, it was announced in The Royal Government Gazette Issue 114 Part 62 Dated 31 October 2008 which started enforcing on 1 November 1997. This act mentioned about the administration of PAO which is the unit of a local administration rather than provincial administration. After consider the main reason of using the act from the act's details and the minutes of extraordinary committees, the committee discussed in the purpose of the legislation which are;

1. To manage administrative system in term of land management and duplicate income.
2. To adapt as the evolution flow of local administration system.
3. To devolve center and region administration to local administration.
4. To reduce the administrative from central part.

City Council of PAO Structure

City Council of PAO consists of memberships who were elected from people who have the right to vote and have 4 years term for administrate. The amount of memberships in each province will not be the same up to the amount of people in a previous year's house registration.

Administrative Department

The president of PAO is Chief of Administrative Office (previously is a Provincial Governor), Vice President of PAO is an Assistant, and Deputy of PAO is a Supervisor. The Royal Decree on PAO Officer in 1998 describes the division of PAO as here;

1. Administrative Department
2.PAO Affair Department
3.Planning and Budget Department
4.Financial Department
5.Engineering Department
6.Others

Decentralization is, amongst others, the fundamental principle of the local government to empower people of self-government according to their will. They will elect their representatives (members of the local assemblies or local administrators) to administer the local affairs instead of them with expectation of their better lives as well as protecting local interests and the country's as a whole."Therefore, all the local governmental organizations shall enjoy autonomy in laying down policies for their governance, administration, finance, and shall have powers and duties particularly on their own part. Members of the local assemblies or local administrators shall hold office for the period of four years.

The historical background of Roi Et province

Roi Et is the province located in the middle part of northeast Thailand, and established over 200 years ago. It used to be a very large and glorious city named Saket Nakhon having 11 city gates and 11 satellite cities or subordinated communities under its ruling. Since there have been several developments in various aspects continually from the past thus changing it into a strange place where one can hardly trace its original features.

The history of Muang Roi Et started around late Ayutthaya period, i.e., a king of Laos with his people migrated from Champasak City to settle down in the area which is currently Amphoe Suwannaphum. Later, during the reign of King Taksin of Thon Buri era Muang Roi Et was moved to the present site while Muang Suwannaphum is still located at its original location till now. In addition to historical evidences, there have been findings of archaeological evidences showing that the area used to be the habitat of pre-historic people. It was also under the influence of ancient Khmer kingdom due to several findings of Khmer style archaeological sites as Ku Phra Kona, Amphoe Suwannaphum; Ku Kasing, Amphoe Kaset Wisai; Prang Ku, Amphoe Thawatchaburi; etc.

The area was already settled during the times of the Khmer empire, as several ruins show. However, the main history of the province began when Lao people from Champasak settled near Suwannaphum during the Ayutthaya Kingdom. In the late 18th century, King Taksin moved the city to its present site,

Geography

Most of the province is covered by plains about 130–160 meters above sea level, drained by the Chi River. In the north are the hills of the Phu Phan mountain range. The Yang River is the major watercourse. In the south is the Mun River, which also forms the boundary with Surin. At the mouth of the Chi River, where it enters the Mun River, a flood basin provides a good rice farming area.

Symbols

The provincial seal shows the shrine of the city pillar, which is in the artificial lake Bueng Phlan Chai. The spirit of the shrine, Mahesak, is highly revered by local people.

Administrative divisions

The province is subdivided into 20 districts (*amphoe*). The districts are further subdivided into 193 subdistricts (*tambon*) and 2,311 villages (*muban*).

The Provincial Administrative Organization is one local government that always be improve and has a step of evolution. In this case the Provincial Assembly was first established in 2476. The status of the Provincial Assembly at that time be as the representative of the organization. Their role is to give an advice and instruction to the Province Committees. After that there was stamped the Act of Province Assembly in 2481 to differeciate the specific law of Province Assembly until the Act was proclaimed according to the system of Thai government Administrative in 2475.

In this year Thai government was assigned the governor as the commander in the province directly to the ministry, bureau and all departments instead of Province Committees. In this case the Province Assembly as the advisor of the governor. In 2498 there was stamped the Act of system Thai government administrative which assigned the province administration as the district government official unit and the juristic person. In 2540 the regulation of Thai government administrative was changed by stamping the Act of provincial administrative. From this matter it made all the structures of provincial administrative was changed as it be nowadays.

Provincial Administrative Organization (PAO.) is a unit of local government is important as the organization responsible for improving the quality of life for most people in the country especially in rural areas. The Provincial Administration on behalf of the people of the province who work with the new administration of the Ministry of Interior. By focusing on the management plan for the district and village levels are the main goal. Provincial Administration Organization Act 2540 Provincial Administration has the authority to conduct the affairs of the province within the province, without specifying whether outside municipalities, or Tambon Administration Organization. It refers to the Provincial Administration is responsible in all areas.

Member of the Provincial Administration authority not only related to the approval and provision of Provincial Parliament only has a specific role. But the role will involve the development of the organization's many temples. It also has a role in monitoring the implementation of the Provincial Administration, on behalf of the people and also plays a role in the de facto leader of a local nature. And its role in engaging with local issues and suggestions about the comments. On behalf of the people and as citizens in the area. The last member of the Provincial Administration has yet to show its role as it should. As a result, the public needs to be encouraged not to modify or improve the responsiveness of the Provincial Administration is not complete in all aspects.

Roi-Et provincial administration organization policy development, quality of life, equality, and security has been crafted to maintain the mind with religion, arts and culture has been overseeing social welfare and equal to all see the potential for women is considered to have the best quality of life in the development of both the family and society, and therefore have potential women projects in Roi- Et by year 2558 (2015) aims to increase the knowledge and development of many people in the community, has the potential to encourage more women to dare to think. Participation in decision making and the development of their own community. In consideration of the cultural and religious framework is essential in order to strengthen the exchange of experience in the workforce of women groups to provide a more effective and reduce inequality between women with men, as well as to love. Unity and solidarity in social reconciliation for the results that are expected to be received in training. Project participants will receive the knowledge lead to a change in the role and function of expressing ourselves, as well as to develop and participate in a social comment. Project participants in an exchange of learning. Harmony reduce inequality Promoting reconciliation in society has occurred, in which local governments were involved in promoting and developing the potential of women. Lead to the development of enterprise, strong and enduring.

Roles of Roi- Et Province Administrative Organization the Act of Decentralization Section 17

Provincial Administrative Organization (PAO) has a responsible to administrate public service as here;

1. Provide local development plan and other development plans assign by The Interior Minister.
2. Support the development of local administrative organization.
3. Corporate with other local administrative organization.
4. Allocate budget to local administrative organization
5. Protect, take care, and preserve forest, land, natural resource, and environment.
6. Support educational system
7. Uphold democracy, equality, and liberty and rights of people
8. Support each community to participate in local development.
9. Support the development of technology
10. Set up wastewater treatment system
11. Clean up waste and garbage
12. Reduce pollution and environmental problems.
13. Administrate land and water transportations.
14. Promote tourism.
15. Support the investment and corporate investment
16. Set up and preserve land and water transportation among other local organization.
17. Establish middle market.
18. Uphold sports, custom, and culture in community
19. Provide Provincial Hospital, treatment, and contagious disease prevention and control

20. Establish and preserve museum and archive.
21. Uphold mass communication and traffic engineering.
22. Prevent and decrease public hazard
23. Set up security system.
24. Promote and create activities to other local administrative organizations to work together and launch project for local. organizations to work out by themselves
25. Support and assist government section and other local administration.
26. Service government section, private section, state enterprises, and other local administrative organization.
27. Uphold public welfare for children, women, elders, and ones who disadvantaged
28. Promote and provide projects in criteria of PAO law.
29. Uphold and support other project which can enhance a better of life for people in community.

Roles of Roi- Et Province Administrative Organization in Roi-Et Quality of life Development

Quality of life is the general well-being of individuals and societies. Quality of life has a wide range of contexts, including the fields of international development, healthcare, politics and employment. It is important not to mix up the concept of Quality of life with a more recent growing area of health related education, Religion, culture and tradition, Safety of life and property and drugs as following.

1. Education

Roi Et province has vocational education - higher education, 16 of a total teachers of all 808 people, students 19,944 people have education in kindergarten - secondary school number 924 in the number of teachers all 12,505 people Students 227,309 people ratio is 18 students per teacher 1 person.

2. Health

Hospital 20 beds for patients with 1349 beds, medical personnel, including doctors, 129 dentists, 39 nurses, 1222 the Nursing assistant 11 people accounted for physicians to population is 1: 10,128 people and also has a health center 230 of clicks. Nick Private 211

3. Religion, culture and tradition

Most people in Buddhist a temple is a place of religious activity in almost every community. Wat Bung Phra Lan Chai is a monastery in downtown offense. In a culture of compliance seriously. There are festivals throughout the year in the Northeast called "heat twelve and fourteen rule" is traditionally favors feel the abyss. Merit Kgawhie Merit Koon Lan Rocket Festival Traditional stir Kgawtipis Festival is coming back water Seng Peng Lantern Festival ceremony, the 101 meter.

4. Safety of life and property.

Overall, the county has a good order. Public safety of life and property, but can sometimes be a problem for children and youth, social somewhat disruptive. No problems, including violent crime. The security forces can control the situation. However, due to a succession of boom material and technology from the West came quickly. The need for immunization society by strengthening social morality and generosity as well as improving public services to respond to the public's satisfaction and happiness to people.

5. Drugs

Roi Et province no origin drugs just as the transport of drugs overall, the prevalence of drugs in the light. But likely to rise because there are drug users in the region is increasing. Especially among young people both in and outside the school (aged 13-15 years) among employees. The unemployed Most of appointment will be grouped together in a group of drugs, and in places such as hostels forests, fields, parks Bungalows resort is open all day and various places of entertainment But state officials are continuing to monitor the strict surveillance. This must be taken seriously by the government.

Other Situations Related

Offense has the potential to produce rice, jasmine rice best. Especially rice from Thung Kula. This is the source of rice finest and unique scent is unique needs of the market both at home and abroad. Can be developed and promoted as a center for the production and distribution of rice to the world market as well as the city of tourism in the Buddhist tradition, culture and religion as a culture of compliance seriously. There are various traditions throughout the year in the Northeast called "heat twelve and fourteen dominate" and the city is quiet and calm. Public safety of life and property. No problems, including violent crime. But there are also important issues that affect the well-being and quality of life. And must be resolved by the government.

(1) flooding - drought, flooding areas Roi Et consecutive years and usually takes place two times a year by the first occurred around June. To August Wetlands in the river, and the second took place in mid-August to October. Chi River and wetlands in the river and its tributaries. Make something public And farmland As well as representatives of the houses were damaged. Expected losses of not less than 1,200 million baht per year, and the people have suffered a lot. The wetlands Chi River. Changhan district of Phnom Prime Phon Chai Thawatchaburi Selaphum may Thung Khao Luang and Chiang Kwan. Evacuation transport Affected mentally, which was invaluable. But at the same district, which is far from the river Main to experiencing insufficient water for farming is the development of water resources in order to supply water for agriculture and flood prevention was developed to respond to the resolution imposition of the best The impact to the goal of creating a peaceful society.

(2) The production of rice. Skip reputation as the world's best rice. However, there are constraints on expanding acreage. And the development of the rice quality, non-toxic manufacturing process by the good agricultural practices (GAP: Good Agricultural Practice) and towards organic farming in the next step. 193 183 farmers, but most households are poor shortage of funds in the development, production of rice to the volume and quality.

(3) The issue price of rice and agricultural products decline. Agricultural productivity of offense in order of economic importance are rice, sugar cane, cassava, rubber production has always been a problem for rice. And particularly rice, the main products of the province, which involved most of the farmers. The income of farm households decreased. The farmers cannot produce their own pricing based on market forces, which is unpredictable. Make a tremendous impact on farmers.

(4) The issue of labor mobility offense and that there is a lot of labor. But the lack of work in the area, the need to move workers out of the province. The city and suburbs with a lack of skilled labor, the compensation was low. The negative impact on family income. And the well-being of society

(5) the integration of the operations of the central, regional and local authorities that the current global plan / project. (Budget) also did not consider the potential of the area. Or requirements / needs of the area. (Provincial Development Plans / City Development Strategy), but most will consider the mission of the Ministry / Department Main. The issue or development is going in the same direction. The plan developed by the province / provinces do not comply and achieve strategic goals defined.

Solutions

(1) Water Resource Increase irrigated area by focusing on optimizing the distribution of water to farmland. To remedy the shortage of water (drought) and adding drainage channels to reduce the severity of flooding.

(2) Promoting the use of technology to farmers producing rice with good agricultural appropriate (GAP: Good Agricultural Practic), which improve the quality of paddy rice mill needs, rice to create a standard and that is what will raise the price of rice to rise as a true market mechanism. Increase farmer income steadily. According to the development strategy, which will meet the objectives set offense.

(3) Promoting the production and service-oriented industries. These products and services to be kind. The quantity and quality to meet the

needs of the market by focusing on industrial products Rice. And related services business tourism professionals.

(4) Develop the skilled workforce that is skilled and semi-skilled workers category. And find a suitable job to do; it will increase the amount of revenue as well.

(5) To promote a lifestyle based on the sufficiency economy philosophy. The society together peacefully generosity by Buddhism.

(6) Public agencies should prepare plans / projects to be consistent. Linked to provincial development plan In order to make the development of the province and to the goal line.

Analysis of the potential economic, social and environmental resources.

1. Economic analysis the offense has the potential to produce good quality rice. The world-renowned Market demand and production and has no competitors abroad. Development can give rise to both quantitative and qualitative especially in a situation now where food shortages worldwide by developing manufacturing technology, Good Agricultural Practices. Inputs and infrastructure for water production and quality are essential labor has a lot of experience, but a labor shortage caused instability in the employment contract. Provincial authorities are ready to develop a skilled workforce able to raise skill levels to have skilled workers. Cultural landmarks and historic Buddhist and developed as a tourist attraction in the local and regional level. Including cultural and religious diversity once it has been developed to suit to attract many tourists and create jobs in the area to the public.

2. Analysis of the social and quality of life. Skip the education system thoroughly. People, religion and culture. But the boom in the era of globalization.

Youth with deviant behavior by Western culture. We must continue to modify behavior accordingly. The economic problems that pose a risk to life and property of citizens. We need to create measures to maintain order in society. For quality of life Roi Et province with health facilities throughout each district. It has a relatively low ratio of doctors per population. It must have taken a proactive by promoting public health risk avoidance behavior. To reduce the need for treatment of various diseases. Including the development of infrastructure and facilities is essential to the life quality of the people.

3. Analysis of the Natural Resources and Environment. Since there is no need to use agricultural land lots. Make a degraded natural forests and wilderness areas left with very little. It has to be restored to restore and maintain natural areas that are invading again. The environment is a major problem is the waste disposal costs are very high. We must push for support from public agencies seriously. And water resources are managed for the benefit of the poor performance. It must be developed to achieve maximum efficiency. Both flood protection and distribution to use in areas where there is a need also to develop public administration in order to enhance the services and facilities to the people, it is necessary to perform alongside. Economic and Social development

Summarize

Provincial administration Organization is a part of the country's administrative machines, allowing local communities a certain level of autonomy. The local powers are under the state powers; the local administrations are not independent bodies; they are under the national laws, set up for the benefit and well-being of the members of the community. Provincial Administration Organization is the largest body of Thailand's provincial administration; each province has one, except Bangkok. The PAO covers the area of the whole province, set up with an aim to manage and provide public services within its province, helping the works of municipalities and the sub-district administrations; it does so by collaborating with other administrations within the same province to avoid power redundancy and appropriate budget allocation. Provincial Administrative organization (PAO) consists of two administrations. The first is the administrative body led by the chair of the provincial administrative organization; he or she is responsible for all the administrative affairs of the province. The second is the legislative body where members of the provincial administrative organization issues rules and regulations as well as monitor the management of the provincial organization.

There is only one chair of each provincial administration organization; he or she is elected by the people in the province. The main duty is to monitor and manage the provincial administration organization led by the permanent secretary of the organization who functions as the top executive of the organization. The chair appoints his or her assistants who are not members of the provincial administration council to help him or her running the administrative affairs of the organization. The assistantship serves for four years. Their duties include managing and monitoring of the provincial administrative affairs, making sure that the administration is done in accordance with the provincial acts and regulations and the provincial development plan. Other duties include planning for the development of the province, setting up the annual budget to be submitted to the provincial administrative council, and reporting the performance and expenditures to the provincial administrative council.

Members of the PAO are directly elected by the people; they are elected to a four-year term. Their duties and responsibilities include enacting rules and regulations to be used within a particular province or district such as regulations on petrol and tobacco taxes, monitoring of the administration of the PAO, and monitoring and evaluation of projects' expenditures. Their roles and responsibilities also include their roles in approving the provincial development plan which is a collection of plans and projects submitted from municipalities and sub-district administration organizations. The plan may entail road construction or other infrastructures. They also take part in approving the province's annual budget, which is the management of the public money, managing the collected taxes levied from the public; the taxes include property tax and indirect taxes such as trade and business taxes. These collected taxes, in principle, would return for the development of the province or city.

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SOCIO-DEMOGRAPHIC VARIABLES AS CORRELATES OF KNOWLEDGE , SKILLS AND ATTITUDE TOWARD ONLINE COURSE: BASIS FOR THE DESIGN AND DEVELOPMENT OF AN ONLINE COURSE IN HUMAN BEHAVIOR IN ORGANIZATION

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Introduction

For years, technology has been touted as the means for making major improvements in education. Most schools are examining technology and trying to determine how it can best be used to deliver quality education. Stukel (1997) made a direct reference on the role of technology in education when he said:

Indeed the internet and the technology which supports it may well constitute the third modern revolution in higher education. The technology revolution of the twenty-first century can bring access to all beyond the bounds of time and place. On the crest of the computer revolution and with the advent of the internet, schools are asking how technology might be utilized to improve the teaching-learning of university students.

There is a real revolution in information and communication technology. Enough has been said about the spectacular breakthroughs in this area and the possibilities, already now being realized, for quicker, cheaper more efficient and fundamentally different ways in which information and knowledge can be transmitted. This should have profound effects in the way education and schooling should be re conceptualized. (Kearsly, 2000)

The use of technology in delivering education is no longer a luxury for select educational institutions in the Philippines. It is becoming a basic requirement for any institution that prides itself in providing quality education. Several institutions have realized the potential of technology in carrying out lesson content through online education . Online take the form of web-based databases which includes lecture notes, link to relevant sites , articles and readings. It may be used as standalone offerings or as supplement to existing on campus classes. The

researcher conducted this study to present learning techniques, styles and approaches based on the level of knowledge, attitude and skills of teachers and students in a particular university .

Purpose and Participants of the Study

This study aimed to determine the level of knowledge, attitude and skills of the student and teacher participants in Online course, likewise if there is a significant difference between the ratings of teacher participants and student participants on their level of knowledge of, attitude towards and skills in Online course. It also aimed to ascertain whether there is a significant relationship between the level of knowledge, attitude and skills of the student-and-teacher-participants on Online course and their socio-demographic variables. Specifically, this study provided the profile of the student and teacher participants according to the following variables: gender, age, educational attainment, length of teaching experience, course and family monthly income.

Methodology

The study employed the descriptive method of research. A two-part checklist questionnaire was the main instrument used in gathering the data. The first part identified the respondents' gender, age, educational attainment and length of teaching experience, course and monthly family income. The second part has 30 items which measured the level of knowledge, attitude and skills of the teacher and student participants. The items were designed to determine their technical know-how on Online mode which included the basic elements of Online Education in particular, e-mail and internet. Their familiarity with Online education included items in effectiveness of Online learning and teaching and the opportunities Online offers to reform and improve education at the University as subject of this study. Their ability to manipulate included items on actual use of icons and menus of the computer as well as using e-mail and internet.

For the in-depth interpretation of data, several statistical techniques were employed as: 1) weighted mean 2) chi-square and 3) t-test.

The first set of participants involved in the study were 100 students enrolled in 3 basics courses of the masters programs of a University in Manila for school-year 2010-2011 while the second set of participants involved 100 full-time faculty members of the University being studied in this research.

Summary of Findings

1. Socio-Demographic Profile of the Participants. The teacher participants were predominantly female. More than half of the teachers were either as young as 30 years old or less or older than 45 years. But the mean age was almost 39, which is considered middle age.

   Thirty percent of them were holders of a master's degree and 20 percent of doctorate degree. Fifteen percent of the teachers were relatively new in the service having only at most 5 years of experience. More than 40 percent have served for more than 20 years. The mean length of service, however, is about 15.6 years.

The student participants were also predominantly female outnumbering the male. One-third was of age 21-25 youngest in the group, while slightly more than one-fourth was in the age range of 36-40. The oldest students were above 40 years of age.

A great majority of the students or 94 percent were pursuing a master's degree, while only 6 were in the doctoral program. They mostly came from families with a monthly income of 25,000, comprising forty four percent. About 35 percent came from families with a monthly income in the range of P11,00-15,000. The average family income was P20, 250.

2. **Participant's Level of Knowledge on, Attitude Towards and Skills in Online course.**
   2.1 Forty-five percent of the teachers and only fifteen percent of the students have high level of level of knowledge on online. The remaining have average knowledge, with more student than teachers in this category. Nobody was found to have level knowledge.
   2.2 In terms of skills, there are still more teachers than students who have high competence in manipulating computers, internet and other tools related to online course. But these numbers are less than those with high knowledge, 28 teachers and 19 students. This implies that not all who are knowledgeable on online have the necessary skills for the course. Nobody is found to have low level of skills.
   2.3 Forty-seven teachers have very favorable attitude towards online, as against only 6 students. More student exhibit not as highly favorable attitude bordering on neutrality. Nobody signified any unfavorable attitude towards online course.

3. **Difference between the Levels of Knowledge, Skills and Attitudes of the Teacher and Student Participants.**
   3.1 In terms of knowledge, the teachers have significantly higher mean scores than those of the students in 9 out of 10 items. These items dwelt on concepts about online, email and internet as basic elements and tools for online education and what online courses can offer as opportunities for learners. The only item were the two groups do not differ in mean scores is on the knowledge that online teaching requires student-to-student and teacher-to-student interaction and participation.
   3.2 When it comes to skills, there is only one item in which the students have apparently higher mean scores than the teachers. The teachers have higher mean score on skills in using the internet for research purposes. In all the remaining 8 items, the scores of the teachers and the students are not significantly different. These items dwell on using the computer, accessing information from the internet, designing online courses, sending, retrieving and interpreting messages in the email system.
   3.3 Taking the mean scores on attitude, the students have significantly higher mean scores in all the items taken individually.

4. **Results of Hypothesis Testing**

4.1 The computed values of chi-square were found to be less than the respective critical values in ascertaining the relationship between gender and each of the levels of knowledge, skills and attitude of the teachers. This was likewise so in the relationship between age and attitude of the teachers. All of these indicate the nonexistence of significant relationship.

But the computed chi-square values were found to the critical value in testing relationship between each of the variables/ educational attainment and length of teaching experience on one hand and each of the levels of knowledge, skills and attitudes, on the other.

4.2 For the student participants, the only instances where the computed values of chi-square exceed the critical values were in testing relationship between the course of the students and their attitude and between monthly family income and level of knowledge. In all the remaining pairs of variables which include gender and age and each of the levels of knowledge, skills and attitude, the computed values of chi-square were less than the critical values, thus indicating that no significant relationship exists between each pair of variables.

5. **Design and Development of Online Course on Human Behavior in Organization**

The present study has considered the following frame of references:

5.1 The development method adopted the Instructional System Design Model (ISD) by Dick and Carey.

5.2 The design of online course in Human Behavior in Organization was influenced by two design principles namely: usability and aesthetics.

5.3 Design took into account the following <u>elements of online learning and teaching:</u>

5.3.1 **Collaboration and Shared Knowledge.** Provided in the design are Message Board, Chatroom, Feedback and Email options/buttons, specifically to provide students and professors venue for threaded discussion or real- time conferencing as well asynchronous participation.

5.3.2 **Connectivity and Community.** Wide-ranging connectivity between students to professor, students to students were provided by learning activities in each learning using the options/buttons provided.

These activities form a community of learners sharing ideas about a particular lesson.

5.3.3 **Exploration and Unboundedness.** These elements are best displayed on the way learning activities were designed as well as on the hyperlink format of presenting the lessons. Websites to visit were also provided giving students a vast reading opportunity.

5.3.4 **Student-centeredness.** The amount of participation required in this proposed design is so great that students become responsible to their own success in learning. Individual learning as well as group works encourages “self-responsibility” in discovering knowledge by carrying out assignments, projects and other class works.

5.3.5 **Authenticity.** Since the options/buttons provided allows students to access actual databases and experts in the fields, their learning activities become realistic. Learning activities were built and designed around real life situations and problems. Gripping the realities of life in carrying out projects, assignments and other class works makes learning meaningful.

5.3.6 **Multi-sensory Experience.** The proposed design made use of video/audio production in presenting the topics for each lesson. The students were given option to learn the lesson through text, or audio form providing them certain kinds of multi-sensory learning experiences.

Conclusions

The foregoing findings were the bases for the conclusions drawn for the study. Thus, the following conclusions were formulated.

1. The status of students and teachers influence their attitude toward Online course. It can be considered as a predictor of attitude toward learning.
2. Teacher and student participants possess a certain degree of competence in skill related to Online course.
3. Gender does not affect both the level of knowledge and skill, but it affects attitude.
4. Age does not have a bearing on attitude towards Online for both group pg participants but it affects acquisition of skills.
5. Those pursuing doctorate degrees mostly in Education and those with Baccalaureate degrees in Education and Computer Science have high level of attitude towards Online course.
6. The design of the online course took into account collaboration, conductivity student-centeredness, unboundedness, community, exploration, should knowledge, multi-sensory experiences, authenticity.

Recommendations

The conclusions drawn from the findings were the bases for the following recommendations:

1. Teachers should acquire more skills in information technology to enhance their skills and knowledge on Online courses and to be able to employ innovative teaching strategies. This could be part of the faculty development program of the university which faculty member should be interested to participate.
2. Those who have been in the teaching profession for quite a long time should be encouraged to learn the technologies and develop more favorable attitude towards Online courses. As part of the continuing education program for teachers education , technology enhancement training should be considered as a topic for them.

3. Technology should be integrated in the existing curriculum in all levels of learning in the university for students to be more exposed in computer.
4. Promotion of Online delivery among students in the university should be enhanced. A computer laboratory which will show case the ability of Online in information and data gathering should be provided, and be made available to students.
5. A follow-up study should be done to evaluate the instructional effectiveness of the designed and developed online course in Human Behavior in Organization.

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The Development of English Conversation Training Course for Front Office Staff: A Case Study of Baiyok Hotel, Bangkok, Thailand

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Abstract

The purpose of research were: 1) To analyze the current working situation (after training) of English conversational skills (listening and speaking) for front office staff of Baiyok Hotel; 2) To develop training course to achieve 70% up effectiveness criteria; 3) To survey the front office staff's satisfaction toward the training course. The sample, was selected by a group of experimental research, was 15 front office staff of Baiyok Hotel, Bangkok, Thailand, who did the pretest first. Then they answered the questionnaire on their language function in listening, speaking and satisfactions with rating their opinions based on five point Likert scales. After 45 hours of hotel English Training program, they did the posttest the last. The instruments used for gathering data consisted of: 1) The questionnaires with general information of the front office staff, language function in listening and speaking and satisfaction of the participants; 2) The 9 units hotel English textbook and course materials; 3) The Pre-test and Post-test Papers. The paired-sample t-test and effect-size were used to analyze the data in order to assess the staff's ability before and after attending the training program. Mean and standard deviation of items were used to evaluate the front office staff's conversation and satisfactions toward the training program. The results of the study were: 1) after the course implementation, the staff gained higher scores at the significant level of .05, it showed that the content was useful and it can help the staff improve their skills; 2) The results showed that the front office staff reported listening to customers order/requests (4.03) as the most usage during their work; 3) the results showed that they reported speaking to customers as the highest usage included English in different social occasions e.g. greeting, giving thanks and asking for information/ explanation/ description about services provided by front office (3.94); 4) The results showed that the most staff's satisfaction was the highest level in teaching& learning methodology (4.53).

Key words:

English conversation skill, Hotel Front Office Staff, Training Course, satisfaction

Introduction

In today's world, the importance of English cannot be denied and ignored since English is the most common language spoken everywhere. With the help of developing technology, English has been playing a major role in many sectors especially service industry such as hotel management. We know that English being a universal language is among businesses. As Thailand being a developing country, if we are able to communicate clearly is a key to success.

English is the most commonly used language around the world. So, it is really important for us to learn it. At hotel, we value English learning; we help them to enhance their English communication skills. At Baiyok Hotel Bangkok, English is a MUST for all staff as it is considered to be the most useful and effective tool to communicate with customers. So, the hotel always invests time and money in improving conversational skills for its staff.

Every hotel has a front office, and which the reception in a hotel is the front office. Front office is the first place where guests/customers arrive and come in touch with the staff. Front office is the mirror of a hotel. The function of the front office is to directly get in touch with customers. The front office can discover more information about the customer by asking them questions and give answer ask by guest/customer also helping the customers out. Employees working in the front office will also help customers about problems and complaints. The front office in the hotel industry, also called the reception area, which the receptionist is the one who get in touch with the customers, most importantly, confirm their reservation and answering their questions. The employees who work in the lobby of the hotel are also part of the front office as they get in touch with customers directly. They will show customers the way and carry the luggage for them. There are different parts in the front office of a hotel, which included reception, providing services when customers asked, mailing information, concierge and employees who manage with money (cashier).

The motivation of the front office staff might be low as they are doing repeated work and usually their pays are the lowest compared to other staff in other departments. This is a very important issue as these staff members will get in touch with customers the most and this might affect the profitability and efficiency of the company. The staff members might have high levels of stress as they might always meet bad-tempered customers and they might get a lot of complaints, making it hard for front office staff members to maintain their good services. The staff faces many challenges and stress due to stubborn customers. (C. Mitchell, 2003-2016, e-book, Wikipedia)

One of the biggest challenges that front office staff might face in the hotel industry would be over booking. This might lead to low reputation to the company as bad communication and organization skills are discovered. This might also lead to unsatisfactory of customers.

Therefore, the researcher need to study how to get a solution to develop of skills and continuous training that should be provided to front office staff, as this will improve their services to provide for customers.

Objectives

1. To analyze the current working situation (after training) of English conversational skills (listening and speaking) for front office staff of Baiyok Hotel
2. To develop training course to achieve 70% up effectiveness criteria
3. To survey the front office staff's satisfaction toward the training course

Research questions

This study aimed to answer the following questions:

1. How can the researcher use training strategy to improve the front office staff's English conversation skills effectively?
2. Which level does the front office staff's satisfaction toward training course?

Sample

The sample group of experimental research was 15 front office staff of Baiyok Hotel, Bangkok, Thailand.

Methodology

This study has been designed as an experimental research and development study. It aims to develop a training course for front office staff's English conversation skill by inspection to the front office staff's working in the present situation first. The researcher will use method of independent pre-test and post-test on one group of the staff in order to check their background knowledge and to see the progress of the scores after the training course. The researcher can check their perception and the course effectiveness by comparing their scores between pre-test and post-test. The result from the study is then used to develop their English conversation skills

The implementation of the training program was established within the sample group of 15 hotel front office staff at the Baiyok Hotel. The Tuckman's experimental type (Tuckman, 1975) was used as the experimental method for the training program as in the following figure.

Research Design:

Group	Pretest: Before the training program	Front office staff's training program	Posttest: After the training program
Experiment group	T1	X (15)	T2

Data Collection

Data collection started during October, 2015. The researcher collected data from the participants by conducting semi-structured interview and trying out with pilot group. Then, hand out the questionnaires.

A. Questionnaires
The copies of questionnaire were distributed to 15 hotel office staff who is working at the Baiyok hotel. All copies of the questionnaire were collected by the researcher to analyze. The findings were
employed as the data to develop English listening and speaking training course and to survey the satisfaction of the participants.

B. Implementation of the Training Course
An orientation training course was implemented with 15 hotel office staff who is working at the Baiyok hotel. It was designed as a short training course for 2 months (45 hours)

C. Test
The English proficiency test on listening and speaking skills were developed to use for pre-test and post-test. The tests were distributed to 15 hotel front office staff before and after the implementation of the training course. Then the researcher would analyze to check the difference of their scores and evaluate quality of the training course.

Research Instruments

1. The questionnaire with some open-ended questions for the 3 parts

Part 1 comprises 6 checklist items about general information of the respondents such as genders, level of English listening proficiency, level of English speaking proficiency, experience in using English, and duration of English training course appropriate for them.

Part 2 comprises 2 main parts of 9 items to survey the language function in listening and speaking that they often use. The respondents were asked to rate their opinions based on five point Likert scales.

Part 3 comprises 10 items concerning about survey the satisfaction of the participants. The respondents were asked to rate their opinions based on five point Likert scales.

2. The 9 units hotel English textbook and course materials which were developed based on authentic materials used in the hotel industries. (Hotel English conversation, lesson plan and course syllabus (2016), North Bangkok University)

Hotel Role-play
Front Desk

You work at the front desk of a hotel. As guests come in write down their information in the table below:

Hint: Ask the questions on the below side of this worksheet:

Name	Room Size	Number of People	Number of Nights	Wake-up Call (Y/N)	Method of Payment

Important Questions:

(1) How may I help you?
(2) Can I have your name please?
(3) How do you spell that?
(4) Would you like a single or a double?
(5) How many people are you traveling with?
(6) How many nights will you be staying?
(7) How will you be paying?
(8) Would you like a wake-up call?
(9) Is there anything else you would like to know?

(www.bogglesworldeslcom, 25/04/2016)

Unit	Content	Language Function	Learning Activity
1.	Unit 1 Hotel information 1. Types of hotels 2.Hotel organization structure 3. Jobs in the hotel 4. Types of bedrooms	1. Read the hotel information and answer the questions 2. Lecture and discuss hotel organization structure, jobs that can be found at a hotel and types of bedrooms	-Reading; types of Accommodations -Practice and do exercises
2.	Unit 2 : Front Office 1 General information about the Front Office 2 Vocabularies and expressions 3 Making a reservation and checking in *Reading Quiz 1*	1.Lecture and discuss about The Front Office 2. Grammar, vocabulary and expression used at the Front Office 3.The registration form	-Listening and fill in the reservation form -Role Playing about room reservation through the internet, e-mail or telephone and checking in
3.	Unit 2 : Front Office 1 Reading about the Front Office 2 Checking out	1. Read a story about the Front Office and answer the questions 2. The Checkout form	- Listen to the dialogue and fill in the registration form

Unit	Content	Language Function	Learning Activity
3.	3 Understanding the hotel bills in general 4 Questions and answers about the hotel bills	3 Reading Quiz paper	- Role Playing about checking out
4.	Unit 3 : Food and Beverage 1 Vocabulary about Food and Beverage 2 The Menu 3. Requests and Offers *Vocabulary Quiz 1*	1. Lecture and discuss about Food and Beverage 2. Discuss about the Menu 3. Lecture and discuss about grammar and vocabulary, etc.	- Question Tag - Short answers
5.	Unit 3 : Food and Beverage 1. Taking order and giving information about Food and Beverage in a restaurant 2. Taking order and giving information about Food and Beverage (Room service)	1. Practice taking order and answering the requests in the restaurant 2. Practice taking order and answering the requests for Room service	-Spoken activity

Unit	Content	Language Function	Learning Activity
6.	Unit 4 : Problems and solutions 1 Understanding guests problems 2 Dealing with problems 3 Vocabulary and expressions	1. Lecture and discuss about problems guests might find and solutions 2. Lecture and discuss about vocabulary, etc.	-Spoken activity -Watch a VDO of how to deal with the problem
7.	Unit 5 : Places to visit and Giving Directions 1 Prepositions of locations and directions 2 Giving directions indoor 3 Describing and recommending places to visit	1. Lecture and discuss about prepositions of locations and directions 2. Vocabulary about interesting places to visit 3 Practice giving directions conversations	-Spoken activity
8	Unit 6 : Meeting and Conference Preparing 1 Items of Conference Equipment	1.Vocabulary about conference Equipments	-Spoken activity -Watch a VDO about seating arrangements

Unit	Content	Language Function	Learning Activity
8.	2 Plans of Seating Arrange-ments 3 Describing size and dimensions *Vocabulary Quiz 2*		
9.	Unit 7 : Telephon-ing 1. Taking a message by phone 2. Leaving a message at the information desk 3. Sending someone up to a room 4. Dealing with emergency	1. Taking and leaving a message expressions 2. Lecture and discuss about taking and leaving a message	-Spoken activity -Watch a VDO -Practice and do exercises

3. The Pre-test and Post-test Papers

Data Analysis

The data obtained from the returned questionnaire and was analyzed using the statistical package for the Social Sciences (SPSS) as follows:

- Percentage and frequency count were used in analysis of the answers in the first part of personal information
- Arithmetic Mean ($\bar{x}$) and standard Deviation Mean (S.D), scale and rank were used to present the outcome of the front office staff's working after training course and to survey the satisfaction of the participants.
- The Tuckman's experimental type (Tuckman, 1975) was used as the experimental method for the pretest and posttest.

Findings

1. The findings obtained from the analysis of the language function results on the current working situation were summarized as follows:

A: Language function in listening
The results showed that the front office staff reported listening to customers order/requests (4.03) as the most usage during their work, followed by listening to customers' questions (4.00), and listening to figures e.g. telephone number, address (3.92). The results also showed that function with the least usage was listening to news or information (3.67), as shown in Table 1.

Table 1. The use of language functions (9 units) in listening during their current work.

	Function	Mean	S.D
	Listening		
1	Listening to Description/explanation	3.73	0.648
2	Listening to news or information	3.67	0.757
3	Listening to customers' questions	4.00	0.797
4	Listening to figures e.g. telephone number, price and address	3.92	0.848
5	Listening to suggestions / comments	3.72	0.845
6	Listening to superiors' commands	3.89	0.737
7	Listening to announcements	3.77	0.729
8	Listening to customers' orders / requests	4.03	0.689
9	Listening to customers' complaints	3.80	0.876

B: Language function in speaking

For the use of speaking function, the results show that the functions they reported high usage included English in different social occasions e.g. greeting, giving thanks and asking for information/ explanation/ description about services provided by front office (3.94). The second rank is informing figures e.g. price/expense (3.88), followed by giving direction (3.78), and the lowest speaking function was encouraging customers to buy product or to use service (3.58), as shown in Table 2.

Table 2: The use of language functions (9 units) in speaking during their work.

	Function	Mean	S.D
	Speaking		
1	Giving and asking for information / explanation / description about services provided by front office	3.94	0.889
2	Informing figures e.g. price / expense	3.88	0.826
3	Telephoning	3.66	0.946
4	Introducing product / service	3.72	0.863
5	Giving direction	3.78	0.934
6	Encouraging customers to buy product or to use service	3.58	0.922
7	Informing the prohibition	3.59	0.921
8	Contacting with colleagues and superiors	3.67	0.856
9	Using English in different social occasions e.g. greeting, giving thanks	3.94	0.941

2. The findings obtained from the analysis of the difference of the front office staff's scores and evaluate quality of the pre and post training course.

Table 3: Mean, S.D., and T-test

Test	Total score	Mean	S.D.	t	df	Sig.
Pre-test	55	26.46	5.64	-4.97	49	.000
Post-test	55	30.68	7.37			

*sig .05

From the table, after the implementation course, the staff gained higher scores at the statistically significant .05 level. The success of the training course, according to the staff scores, can be clearly shown in their higher scores. In other words, it can be said that they gained more hotel English conversation knowledge and skills from the training course.

The results showed that the content was useful and it can help the staff improve their skills.

According to Beebe, Mottet and Roach (2004) indicated that "training is the process of developing skills in order to more effectively perform a specific job or task."

Therefore, it can be concluded that the method and content used in the orientation English training course meets the staff's demands and it will be useful to train the staff in the field of hotel.

3. The findings obtained from the survey of the participants' satisfaction toward the hotel English conversation training program.

Table 4: Mean and S.D. of their satisfaction

Item	Topic	Mean	S.D.
1.	Contents	4.43	0.68
2.	Language Functions	4.48	0.53
3.	Teaching& Learning methodology	4.53	0.38
4.	Evaluation	4.08	0.64
5.	Course materials	4.34	0.44
6.	Instructor	4.40	0.48
	Total	4.37	0.53

The success of the program according to the front office staff's opinions was clearly stated in table 4 that the participants had positive high satisfaction in the appropriateness of teaching and learning methodology of language training course (4.53), language function (4.48), contents (4.43), instructor (4.40), course materials (4.34) and evaluation (4.08). The participants felt that they gained more English knowledge and skills from the training program. The overall success of the training program was also at a high level with total mean of 4.37.

Discussion and Conclusion

Discussion of the Findings

The study is qualitative research that finds out how to improve their working ability of the front office staff with their English conversation skill. The researcher is interested in surveying this because there are the front office staffs who are alumni of the researcher to work at Baiyok Hotel, Bangkok. Thus it was more comfortable for the research to get in touch them easily through the hotel.

The present study has addressed the following research questions:

1. How can the researcher use training strategy to improve the front office staff's English conversation skills effectively?

2. Which level does the front office staff's satisfaction toward training course?

1.1 Research question 1:

From result of using pre-test with the front office staff, the researcher could know their problem with their English conversation in working by the researcher's observation, and their scores. Therefore, the training course was conducted by improving their hotel English conversation to follow the criteria 70% up. After the English curriculum on a short course was trained as well, the research could measure their scores and compare the result with pre-test.

It was found that they gained more hotel English conversation knowledge and skills from the training course. The success of the training course, according to the implementation course, the staff gained higher scores at the statistically significant .05 level, can be clearly shown in their higher scores which can be shown in table 3.

The results showed that the content was useful and it can help the staff improve their skills. According to Beebe, Mottet and Roach (2004) indicated that "training is the process of developing skills in order to more effectively perform a specific job or task."

The results was also found the most staffs reported the function they always use in listening skill which included listening to customers' orders and requests, followed by listening to questions. They required their listening skill training course to be a listening for communication with foreign customers which can be shown in table 1. However, McGrath (2008) states that the listening skill cannot be separated from speaking because it is a two-way communication. We cannot talk without listeners. Therefore, communication requires both listening and speaking. It is undeniable that effective communication needs speaking and listening class.

It is likely that the front office staff have to communicate with foreign tourists every day, as they are the first group of people to meet the customers. Hair, Friedrich and Dixon (2005) wrote that the speaking is production in the oral mode to send an oral message: thus, it is the most direct method of communication. The front office staff needs to use speaking skill in order to respond to the customers, solve the problem, give information, offer assistance, or even engage in conversation over the phone. Therefore, it is obvious that front office staff should have the most speaking skill for their communication skill at work. Their ability on speaking skill can be clearly shown in their higher scores.

1.2 Research question 2:

The results showed that most staff's satisfaction was the highest level in teaching& learning methodology (4.53), as shown in Table 4. Recent research literature suggests that while many factors contribute to achieving these goals, what trainers know and are able to do is one of the most important factors influencing trainees' learning (Darling-Hammond & Sykes, 1999; Fullan, Hill & Crevola, 2006; Wilson, Floden & Ferrini-Mundy, 2001). Moreover, the total mean was reported from the hotel front office staff (4.37) that is the highest level. It was shown to the overall success of the training program to the participants' satisfaction.

In addition, the participants' satisfaction is an important indicator of the quality of learning experiences, and learner-instructor interaction is significant predictors of student satisfaction (Moore & Kearsley, 1996; Yukselturk & Yildirim, 2008).

Conclusion

The following conclusions can be drawn from the discussion above.

1. It was found that they gained more hotel English conversation knowledge and skills from the training course. The staff gained higher scores at the significant .05 level, can be clearly succeeded of the training course.

2. The most staff's satisfaction had the highest positive in the appropriateness of teaching and learning methodology of the language training course.

The achievement of development of this training course was from the appropriate analysis study toward the hotel front office staff. Therefore, the course should be consisted of language knowledge and skill and meet the requirement of the hotel staff. (Tassanee Taraporn, Sa-ngaim & Bamrung Torat, 2014)

Recommends for further research

Based on findings and discussion the following recommendations are made for further research,

1. It is recommended that further studies should focus on 4 skills in communication to develop the training course with more benefits to the hotel front staff.

2. For further studies, the hotel front staff should be included in the interview about their conversation problem with the hotel quests to gain more depth information.

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The Development of English Lessons for Improving Listening and Speaking Skills of Hotel Service Personnel through Task-Based Learning Activities A Case Study of JW Marriott Hotel Bangkok

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Abstract

The objectives of this study were (1) to develop English listening and speaking lessons for hotel service personnel through task-based learning activities, and (2) to track the improvement of the English listening and speaking abilities of hotel service personnel through task-based learning activities. The subjects were 14 hotel personnel : 4 from the front office section, 4 from the housekeeping section, and 6 from food and beverage section at JW Marriott Hotel Bangkok. Two types of instruments were used in this research. The first type used for designing the lessons was a needs survey instrument. It consisted of the learners' opinions about their learners' interest, learning style, teaching techniques, learning problems and content. The results of the need survey instrument analysis were employed to develop the proto-syllabus and fourteen lesson plans. The second type of research instrument included the lesson plan evaluation form, the classroom observation form, and the interview of the learners' opinions on the effectiveness of the lessons, their listening and speaking improvement after learning English lessons for hotel service through Task-Based Learning Activities. The researcher taught the subjects using a Task-Based Learning Activities approach for 4 weeks from 4 February 2016 to 1 March 2016. During the four weeks of teaching, the lesson plans were evaluated by the hotel supervisor, the English instructor from North Bangkok University and the researcher, and the learners' listening and speaking abilities were assessed by the researcher and the learners at the end of each lesson. The results of the lesson plans evaluation were used for adjusting lessons. At the end of the implementation of all lesson plans, the interviews were conducted to investigate the learners' opinions about the Task-Based Learning Activities lessons, the improvement of their listening and speaking abilities and suggestions for learning and teaching through Task-Based Learning Activities for the results of the lesson plan evaluation revealed that all 14 lesson plans were effective and useful the learners to improve their listening and speaking abilities from good to excellent levels.

Keywords,
English Development, English, Hotel Service Personnel, Listening and Speaking Skill, Task-Based Learning Activities

1. Introduction

In the present era of globalization, knowledge of the English language is becoming more essential for people in different parts of the world. Since speaking and listening are the fastest and most convenient ways of communication, use of these skills in English to communicate with others is an advantage in present day society. People who speak English fluently and correctly will have more opportunities to get jobs than those who cannot, especially in the Hotel Service area.

Although English listening and speaking skills are very important for communication, it is still found that the speaking ability of most second language speakers is unsatisfactory. According to Aungwattanakul (2010), most high school students have few opportunities for practicing English. It is the same at the vocational level when students are not provided with enough opportunities to develop their English skills, especially their listening and speaking skills (Sethasatian, 2012). Learners are still not capable of using listening and speaking skills in performing activities effectively (Kanchanasathit, 2011, Atirat, 2000 and Sethasatian, 2012). Also, Deeprom (2013) says that vocational learners cannot communicate well in a real situation because they do not have enough practice.

Because of the lack of listening and speaking abilities mentioned above, it causes problems for those students who work in hotel services. For example; the front office manager at JW Marriott Hotel Bangkok stated in an interview that the receptionists of the hotel still use English incorrectly in terms of grammar, vocabulary and pronunciation when communicating with foreign guests. The English trainer at JW Marriott Hotel Bangkok also complained that the English ability of hotel personnel is quite weak, especially grammar. For example, the receptionists will always say "no have" instead of "don't have". According to the front office manager at Amari Watergate Bangkok, they are also concerned a great deal about the English listening and speaking skills of their personnel since their personnel are not confident when communicating with foreign guests.

In Chuensuwimon (2014) study's, it was found that the educational background of employees at the first class hotels in Bangkok is lower than a bachelor degree. As a result, they have problems in using English to communicate with the foreign guests. Apparently, there is a need for the hotel personnel to have English training in speaking and listening skills in order to provide better services to foreign guests.

The needs of learners who are confronting real situations in the workplace and those who learn English in a regular classroom are quite different. In a classroom, learners probably want to know how to use language in communication. On the other hand, learners who have to use English at work need to know more about how to communicate effectively in real situations. To receive benefits in their job performance, teaching them English through Task-based learning activities is recommended. This approach will give them more opportunities to use language in carrying out their daily work.

Willis (2006) suggests teachers use the Task-based learning activities Approach in the classroom. Task-based learning activities can help teachers to focus on meaning and form as well. In addition, learners have more opportunities to use language when given a real world task. Since hotel personnel can use English language taught through Task-based learning activities in their real work and they will learn how to solve problems in communication by using knowledge learned through Task-based learning activities, the researcher is interested in developing English listening and speaking lessons to teach the hotel personnel through Task-based learning activities. The front office manager of JW Marriott Hotel Bangkok are quite concerned about the poor listening and speaking skills of their personnel and they have expressed strong desire to improve the ability of the staff to speak English. Thus, the researcher will help them to improve their personnel's English language performance by using constructed listening and speaking lessons based on Task-based learning activities. The learners will gain more confidence since they can use better language to communicate more effectively with foreign guests during their daily work.

2. Objectives of the Study

The objectives of the study are:

1. To develop English listening and speaking lessons for hotel service personnel through task-based learning activities

2. To track the improvement of the hotel service personnel through task-based learning activities

3. Scope of the Study

3.1 Subject of the study

This study is confined specifically to 14 hotel personnel : 4 from the front office section, 4 from the housekeeping section, and 6 from the food and beverage section of the JW Marriott Hotel Bangkok.

3.2 Content of the Study

The contents developed are based on the course description of the English for Hospitality Industry (ENL462) offered at North Bangkok University and from needs of the hotel personnel.

3.3 Variables

Independent variable: English listening and speaking lessons for hotel service personnel through task-based learning activities

Dependent Variable: English listening and speaking abilities of hotel service personnel

3.4 Length of the Study

This study was conducted from 1 November 2015 to 1 April 2016.

4. Scope of Population and Samples

The population of this research were the hotel service personnel of JW Marriott Hotel Bangkok totally 265 personnel.

The samples of this research were the hotel service personnel of JW Marriott Hotel Bangkok that were confined specifically to 14 hotel personnel (Purposive Sampling). They were selected by the hotel manager according to their needs of training and were classified into three groups: (1) 3 females and 1 male from the housekeeping section, (2) 1 female and 4 males from the food and beverage section, (3) 3 females and 1 male from the front office section plus 1 volunteer from the food and beverage section. All three groups started learning English in Prathom 5 and studied English for an average of approximately 8 years. Each person has been working at the hotel for at least 5 years.

5. Definitions of Terms

5.1 Development: the process of constructing, teaching, evaluating and improving lessons in order to suit the level of learners.

5.2 English Listening and Speaking lessons for the hotel service personnel: A course syllabus developed for the hotel service personnel, which consists of the proto-syllabus and the lesson plans. The course objectives are set by following the course description of the English for Hospitality Industry offered at North Bangkok University (ENL462). The contents are selected from a variety of sources in order to serve the learners' needs. After the contents are designed, the entire lesson plans for teaching are constructed.

5.3 Task-Based Learning Activities: *a process of learning* activities following Willis (2006) task-based learning activities approach. It is composed of three steps: pre-task, task cycle and language focus. The first step is the pre-task. The instructor introduces the topic, vocabulary, function and expressions used in different contexts. The learners use the linguistic elements provided in the first step for practicing conversation and creating tasks. In the second step, the task cycle is to create a conversation in written form using given examples as guidelines. The researcher's role in this step is as a facilitator. The learners perform tasks both in pairs and small groups. After finishing writing a conversation, each group presents the conversation by doing a role play. While performing the tasks, they are assessed by the researcher and their peers. In the third step, the language focus, both the researcher and peers give comments to the group who performed the tasks about vocabulary, grammar and pronunciation. Each group has a chance to correct their language mistakes and practice more.

5.4 Listening and Speaking Abilities of Hotel Service Personnel : The ability to communicate, especially in listening and speaking when providing the hotel services of housekeeping, front office and food and beverage sections. Listening and speaking abilities can be accessed from real performance by using the observation form after finishing each lesson. An interview is used for assessing learners' opinions on their listening and speaking abilities improvement and the effectiveness of the lessons after the course is finished.

5.5 Learners: the hotel service personnel at JW Marriott Hotel Bangkok of three sections: four front office personnel, four housekeepers and six food and beverage personnel.

6 Significance of the study

The researcher expected the following benefits from this research.

1. To provide a course syllabus for trainers or hotel managers to use for hotel personnel training to improve the communication skills of hotel service personnel.

2. To provide guidelines for further research on the use of the task-based learning activities approach.

7. Statistic for Data Analysis

The descriptive statistic that are the percentage, mean (μ) and the standard deviation (σ) are employed to analyze the data from the questionnaires, the lesson plans evaluation and the classroom observation.

8. Instrument

Two types of instruments, lesson plans and data collecting instruments were employed. The details of each instrument are discussed as follows:

8.1 lesson Plans

The fourteen English listening and speaking lesson plans were constructed by using task-based activities. The process of constructing the lesson plans included conducting a needs survey, designing a proto-syllabus and writing lesson plans.

8.2 A needs survey

The purpose of constructing a needs survey is to find out learners' needs and interests in learning English for their present career which is hotel service. The needs survey consisted of 5 parts: personal information, learning and interesting content. The subjects of this study were asked to complete the needs survey. The needs analysis showed that the subjects wanted to learn English by creating tasks involving the use of English for communication at work. The learning style survey showed that 86% of the subjects are dependent learners in that they still wanted the researcher to correct their mistakes while performing their tasks. They also preferred doing pair work, group work and work with the instructor and the whole class. Regarding English communication problems, most of them had similar problems in that they were unable to get the main point across while having conversation with foreign guests. They also had problems with using appropriate words and correct grammar in making sentences. Besides this, they needed more pronunciation practice. The last part, interest content, were different depending on their jobs.

8.3 A proto-syllabus

A proto-syllabus is a framework for writing lesson plans used for teaching English listening and speaking skills to the subjects. In order to design a proto-syllabus, the curriculum and the course description of English for hotel service were studied and analyzed before setting the course objectives. There were three course objectives for this syllabus, which covered performing functions, communication and problem solving skills. The proto-syllabus was constructed based on the course objectives as mentioned

8.4 Writing Lesson plans

The 14 lesson plans were constructed by using a proto-syllabus as guideline considering the content validity, all lesson plans were checked by the thesis advisor and the co-advisor. They were implemented within 4 weeks from February 4th, 2016 to March 1st, 2016. For the reliability of lesson plans, the mean score obtained from the hotel supervisor, an English instructor from North Bangkok University and researcher were compared and they were similar at .908

Table 1: Details of Lesson Plans

Lesson	Content	No. of period	Tasks
	For all sections		
1	Giving Directions	2	Giving directions
2	Festivals in Thailand	1	Giving information
3	Hotel Services and Facilities	1	Answering about

			general hotel services and facilities
	Housekeeping section		
4	Room and Bathroom Features	1	Responding to the requests about room and bathroom features
5	Laundry service	1	Responding to the requests about laundry service
6	Dealing with complaints	2	Responding to the complaints
	Food and Beverage Section		
7	Taking orders (Room Service)	1	Taking orders and giving suggestion
8	Taking a reservation	1	Taking a reservation and giving information
9	Taking orders	1	Taking orders, giving suggestions and describing dishes
10	Dealing with complaints	1	Responding to the complaints
	Front Office Section		
11	Reservation and Checking-In	2	Making reservation and checking-in
12	Telephoning	1	Answering the phones and taking messages
13	Checking-out	1	Checking-out
14	Dealing with complaints	1	Apologizing to the complaints
Total	14	17	14

The first 3 lessons were designed for all sections. The rest of the lessons were implemented for different sections. The teaching procedure was based on task-based learning activities that consisted of 3 steps, pre-task, task cycle and language focus (Willis, 2006). In the pre-task step, the instructor introduced the topic, vocabulary, function and expressions used in deferent contexts. The learners used the linguistic elements provided in the first step for practicing conversation and creating the tasks. In the second step, the task cycle was to create the conversation in the written form using given examples as guidelines. The researcher's role in this step was as a facilitator. The learners performed tasks both in pairs and small groups. After finishing writing a conversation, each group presented their conversation by doing a role play. While performing the tasks, they were assessed by the researcher and their peers. In the third step, the language focus, both the researcher and peers gave comments to the group who performed the tasks about vocabulary, grammar used and pronunciation skills. Each group had a chance to correct their language mistakes and practice more. All three steps were employed in each lesson plan until the end of the study.

During and after finishing teaching, some problems appeared. In the first lesson, the learners had problems with time constraints. The hotel provided 60 minutes per period, as a result the learners did not have enough time for practicing, preparing the tasks and discussing the language mistakes and it negatively affected the learning process. Thus the hotel administrator allowed the researcher to expand the teaching time per period from 60 to 90 minutes. Another problem was that the learners could not pronounce words correctly, so the researcher gave them more time for practicing pronunciation. In the second lesson, which was about doing peer assessment the learners could not give comments on language mistakes. The instructor had to guide them how to do it. In terms of content, there were some lessons that needed content added to make the learners have a chance to practice more. For example tag questions were added in lesson three and knowledge of a.m., p.m. was added in lesson five. In some lessons, the learners needed to practice more, thus more vocabulary and expressions were added such as lesson 6, lesson 10 and lesson 14. At the same time some lessons were long and not suitable with the time provided, so they were reduced such as lesson 6, lesson 10 and lesson 13. Besides this, in some lessons, the tasks were separated and not meaningful such as lesson 9, lesson 11 and lesson 12, so they were combined together. Lastly, in each lesson the learners were asked to do the same tasks, which became a little boring, so the researcher gave them choices in changing some parts of doing tasks to make them more interesting.

8.5 Data Collecting Instruments:

There were three types of data collecting instruments: (1) lesson plan evaluation form; (2) classroom observation and (3) interview.

8.5.1 Lesson plan evaluation form

The lesson plan evaluation form was a tool used for assessing the effectiveness of the English listening and speaking lessons developed. The 4 main parts of each lesson plan consisted of objectives, content, procedure and task. Each lesson plan was assessed by 3 people, the hotel supervisor, an English instructor from North Bangkok University and the researcher, for each teaching period using this form.

The effectiveness of each lesson plan is determined by the following mean score interval.

Mean score	Effectiveness
4.50 – 5.00 3.50 – 4.49 2.50 – 3.49 1.50 – 2.49 0.50 – 1.49	Very effective Effective Moderately effective Fairly effective Least effective

Mean of the passing criteria was 2.50

8.5.2 Classroom observation

Classroom observation was employed for assessing the learners' task performance focusing on their English listening and speaking skills. The learners were assessed by the researcher and their peers for each class. The learners were not only being evaluated in class, they were also evaluated by the manager of each section while performing their duties two weeks after the teaching and learning were finished.

The speaking and listening of the lessons is determined by the following mean score interval.

Mean score	Listening and Speaking Quality
25.01 – 30.00 20.01 – 25.00 15.01 – 20.00 10.01 – 15.00 5.01 – 10.00 0.01 – 5.00	Excellent Very good Good Moderate Moderate Fair Poor

8.5.3 Interview

Interviews were also used for assessing the effectiveness of the course by asking the learners' opinions. The purpose of using the interview was to have direct feedback from the learners, as well as assessing their performances in class. The interview was a structured type, which consisted of questions asking about the effectiveness of the lessons and the improvement of their listening and speaking skills learned through task-based learning activities.

8.6 Lesson plan adjustment

The researcher had adapted and modified some parts of the lesson plans to suit the learners' needs. The adjustments were done as a whole lesson and in each section as well.

As a whole lesson, the first adjustment was to expand the time teaching per period from 60 to 90 minutes. At the beginning of the course, the learners were not familiar with the task-based learning activities process and they needed more time to discuss the language mistakes in the language focus step. They also needed time to practice their pronunciation and writing skills.

For each section, there were some adjustments. The four section adjustments were: (1) reducing the number of activities; (2) adding more vocabulary and expressions to be used; (3) combining the related tasks together and (4) giving learning choices in changing some parts of doing tasks to make them more interesting. The time practicing conversation in some lessons needed to be reduced, such as lesson 6, lesson 10 and lesson 13. Since the dialogues prepared for the learners to practice were of many kinds in each task, and because of time constraints in practicing, the instructor needed to select some dialogues for the learners to practice and the rest the learners could practice by themselves. During the learners' task-based learning activities performance, some of the learners came up with questions about vocabulary and expression beyond what the researcher had prepared for them. Therefore, the adjustment for vocabularies and expression was done during the teaching learning process. For example, in lesson 6, lesson 10 and lesson 14, which were about dealing with complaints for all three sections, the researcher needed to be well-prepared and have a lot of knowledge of vocabularies and expressions, In addition, some of the tasks should have been combined together to make them more meaningful to learners and make them more appropriate for them to work as a group; therefore, some tasks were adjusted before the researcher presented the lessons. For example, lesson 9 mixed 2 tasks: taking orders and explaining dishes. Lesson 11, mixed taking a reservation and checking-in. And lesson 12, mixed answering a phone call and taking a message. In order to make the given task more interesting, the learners could change the names of the persons and places, and change the time to make it related to their real job. For instance in lesson 8, which was about taking a reservation, the instructor changed the name, time and place in taking a reservation; the instructor changed the name, time and place in taking a reservation in each task. For lesson 12: telephoning, the instructor differentiated tasks by changing the names and the messages.

Based on the lesson plan adjustment above, the teaching period of 14 lesson plans using 14 periods was extended to 17 periods for the 14 lessons.

9. Data colletion

There were three types of data collecting instruments: (1) lesson plan evaluation form; (2) classroom observation; and (3) interview. The lesson plan evaluation form was employed by the researcher, the hotel supervisor and an English instructor from North Bangkok University during the 14 teaching periods. The second instrument, classroom observation was conducted by researcher assessment and peer assessment during 14 teaching periods. The third instrument, interview, was conducted by the researcher only at the end of the last teaching period.

10. Data analysis

The descriptive statistic that are arithmetic mean (μ) and the standard deviation (σ) are employed to analyze the data from the questionnaires, the lesson plans evaluation and the classroom observation.

11. Summary of the Study

The objectives of this study were : (1) to develop an English listening and speaking lessons for hotel service personnel through task-based learning activities and (2) to track the improvement of the English listening and speaking abilities of hotel service personnel. The subjects consisted of 14 hotel services personnel who were from 3 different sections classified as front office section, food and beverage section and housekeeping section at JW Marriott Hotel Bangkok, The lesson plan evaluation form and classroom observation were employed to assess the effectiveness of the course and the learners' speaking and listening skills respectively. At the end of the teaching process the interview was constructed to obtain the points of view of the learners about the effectiveness of the course and the improvement of their listening and speaking skills. The statistics employed were arithmetic mean (μ) and standard deviation (σ). The results reveal that the 14 lesson plans were effective and helped the learners to improve their listening and speaking abilities from good to very good and excellent levels.

12. Discussion of Results

12.1 The effectiveness of the English listening and speaking lessons for the hotel service personnel

The results reveal that the 14 lessons were effective. This means that the lessons developed in this study suited the needs of the learners. There are several reasons that can be cited to strongly support the success of the first objective, which was to design lessons for hotel service personnel. First, the results from the needs analysis were used to shape the curriculum in order to make it more suitable for the needs of learners. The skills they wanted to improve and the problems they had at work were taken into consideration while conducting the proto-syllabus. The learners had the opportunity to participate in selecting the contents of their study. From the needs analysis, the learning styles of the learners were considered when planning activities.

Second, task-based learning adapted from the type suggested by Willis (2006) was conducted. Task-based learning activities allow the learners to use their working experiences while doing tasks. This helps the learners to have more confidence in showing their abilities since they have background knowledge about the content they are using. In addition, they were stimulated and challenged with the problems or situations related to their current job and they needed to find solutions by using their background knowledge and the new knowledge obtained from taking the course developed for this study. They practiced using the target language in communication while doing the tasks that simulated real tasks. The ways the learners learn through task-based learning activities as mentioned above is strongly supported by Kenny and Savage (2010) who studied language teaching in difficult circumstances.

12.2 The improvement of the learners' English listening and speaking abilities

The results show that the English listening and speaking skills of all the learners were improved. The reasons for this improvement are discussed as follows. The Task-based learning activities lesson was considered a learner-centered curriculum. Learning through task-based learning activities, the learners decided their own task starting with making a play and preparing their own task. While performing tasks, they were assessed by their peers and the researcher. The learners would discuss and correct the language mistakes by themselves. This step is considered self-assessment. Observation indicated that the learners were enthusiastic and enjoyed participating in the tasks. Performing activities through task-based learning activities enhanced the English skills of learners. Besides, having performance assessment in class, the learners were also evaluated by the manager of each section while performing their duties two weeks after the teaching and learning were finished. The results of the evaluation by the hotel manager of each section showed that the English listening and speaking skills of the personnel who took the class with the researcher has been improved and met the passing criteria (50%). The scores obtained were closed to the scores done in class and some of the learners' scores were even higher than the scores were performed in class. This is supported by the findings of several researchers who succeed in using task-based learning activities in their studies such as Watanamara (2011), Deeprom (2013) and Sricharoen (2013).

13. Recommendation

Based on this study, the researcher makes the following recommendations:

13.1 Recommendations for hotel administrators

The study of English lessons for hotel through task-based learning activities might be conducted in different branches of the same hotel and the improvement of the English skills performance might be compared between branches to improve the standard of services.

13.2 Recommendations in learning and teaching

13.2.1 Pre-task step

In order to enable the learners to perform tasks well, the instructor should provide the learners with study skills and social skills. If the group has different knowledge levels, the instructor should place good learners and poor learners in the same group. So, the good learners can help the poor learners learn.

13.2.2 Task Cycle

The instructor should give the learners more time is preparing their tasks. They need time to think and bring in the input they have just learned to blend with their working experiences to form tasks.

13.2.3 Language focus step

The language focus step, which is the last step of task-based learning activities, was not conducted according to the limitation of time for teaching. It is an important stage that can help the learners to find their own mistakes and correct them, which is considered to help them improve their learning. Therefore, this stage cannot be neglected. The instructor should provide learners enough time for doing this stage.

13.2.3 Recommendations for further research

13.2.3.1 Further research on the development of English lessons through task-based learning activities for the other business areas such as airline, hospitals, banks, companies, factories, department stores, hypermarkets, etc, should be conducted to improve the listening and speaking abilities of the learners for use in their daily work.

1.3.2.3.2 There should be a follow-up study of the learners who learned English lessons for hotel through task-based learning activities based on the findings of this present study.

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The development of Knowledge management system for local wisdom invention preservation.

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Abstract

Thailand has various inventions that derive from various important local wisdom, which were knowledge passes on from generations to generations. Together with the passing of knowledge, adaptation and changes were made. This led to local wisdom as appropriate to the socio-cultural environments. Such inventions would disappear without proper conservation effort. Therefore, efforts to consolidate, record, and conservation such local wisdom should be made to ensure applicability to various situation today. In addition, local wisdom can be used as the basis for the development of local jobs. Therefore, science and technological advancement today could be applied to further develop the production, marketing, management, and conservation of such local wisdom and inventions. The researcher has developed the Knowledge management system for local wisdom invention preservation through the development of application with online database using Unified Modeling Language in helping the design of the system. The system can collect knowledge data or local inventions. The collection is made from eminent persons sharing the content and pictures about the invention. The database becomes learning site about local inventions. In addition, it provides ways to further spread the knowledge to the next generations of youth. The system was assessed on its effectiveness using Black Box Testing technique with 2 groups expert with the assessment result at good level ($\bar{X}$=4.30, S.D. =0.28), and ordinary users with the assessment result at good level ($\bar{X}$=4.21, S.D. =0.37). The system can be implemented in real-world situations.

Keywords

Knowledge, Local wisdom, Conservation, Thai Kite

1. Introduction

Local wisdom and associated inventions are considered the pride of the community as it has been developed and passes on from old generations to new generations for example of the Thai Kite which is the case study in the development of the system. In the Thai historical records, there were records of King Phra Ruang play the Kite just like ordinary persons. As time went on, Kite had become so popular that there were royal decree forbidding the playing of commoner's Kite over the palace area [1, 2]. Nevertheless, as the world is changing, the wisdom of Thai Kites has been facing difficult situation due to the decrease of inheritors. The knowledge passed on from one generation to the next is also disappearing. Furthermore, there has been no real interest from any department or individuals, and the conservation is being conducted in very small circle [3]. The researcher notices the importance in the management of knowledge regarding the conservation of Thai kite, as the conservation is essential to the preservation of the local wisdom [4]. The process in the knowledge management had to be done in the correct way in order to gain knowledge from actual practices [5]. Information technology may play a crucial role in knowledge management [6], both in term of storing and categorizing data, but also in term of the promotion of such knowledge as well. Based from the researcher's experiences in development of various information system, it can be found that information system could help in the organization of data effectively [7]. Therefore, the researcher has developed Knowledge management system for local wisdom invention preservation with the main objective in organizing the steps in the preservation and conservation of local inventions.

1.1 Research Objectives

- To develop the Knowledge management system for local wisdom invention preservation.
- To conduct evaluation of the effectiveness of the system from experts and users.

1.2 Research Range

- The developed system is a mobile application that can be used on android operating system
- System administrator can manage the expert information and identify access rights to the project for conservation of local inventions
- Expert can manage the information and pictures of the project for conservation of local inventions, and can answer questions about project for conservation of local inventions
- General user can access information about project for conservation of local inventions and post questions about the project.

2. Research methodology

The implementation of collecting data which related to an invention of Thai Kite. We have collected the data from indigenous people and those who are associated in making a traditional Thai Kite. They are located in Bang Nang Li, a sub district of Amphawa, Samut Kongkharm, Thailand. A man made Kite is well-known to people from this area and our researcher has an opportunity to those people who keep this Thai tradition all along these years. We also make a research based on their documents and collecting all the data by using technology to assist the researcher on developing an effective system. The development of the system will this new technique for analysis and design of the object that uses the language UML (Unified Modeling Language) to help a designing work into 2 sections: 1. Architecture Design 2. Detail Design

2.1 Use Case Diagram

Shows the functioning of the system that consist of Actor which is the user of the system, and Use Case that shows the function of the system [8]. The two parts will be linked and showed relationship in **Figure 1**. It can be seen that there are 3 levels of user access rights: 1) Administrator, Specialist, and User. Each user would have different function as specified in the work.

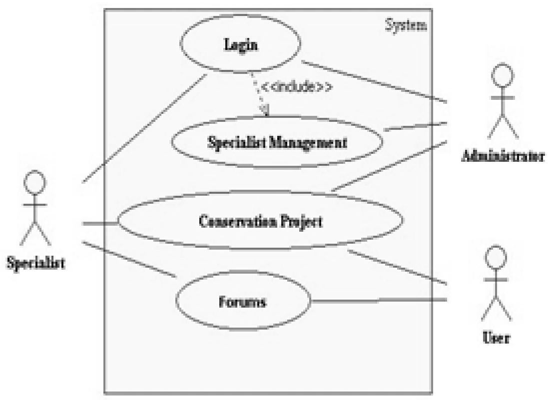

Figure 1 Figure's Use Case Diagram

- Administrator would login the system and manage the specialist and determine access rights for conservation project.
- Specialist would login the system and add information and pictures of each conservation project and answer questions about each project.
- User would recall information about conservation project and post question about conservation projects.

2.2 Class Diagram

Class Diagram would show the relationship and structure of the system, and can learn about the component and class for each diagram [9], the class diagram is shown in **Figure 2**.

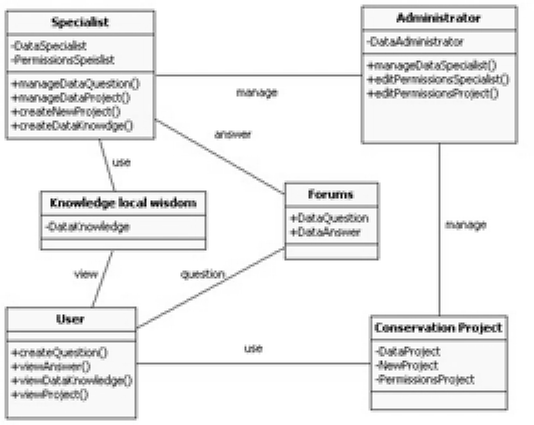

Figure 2 Figure's Use Class Diagram

- Class Administrator consist of Attribute (Data Administrator) which is the information of the administrator, Method (manage Data Specialist) that manages the information about specialist, edit Permission Specialist that identify the access right of each specialist and edit Permissions Project that identify the access to conservation project
- Class Specialist consist of Attribute (Data Specialist) which is the information about the specialist, Permission Specialist is the information about the access of the system, manage Data Question which would answer user's question, manage Data Project would manage information about the project, create New Project would add new project and create Data Knowledge would add knowledge information about the project.
- Class User would consist of creates Question which would post question to specialist, view Answer would recall answer from specialist, view Data Knowledge would recall knowledge information, and view Project would recall information about projects.
- Class Conservation Project consist of Data Project which is the information about the projects, New Project is the information about new projects, Permissions Project is the information about access right to the project
- Class Knowledge local wisdom consist of Data Knowledge which is knowledge information
- Class Forum consist of Data Question which is the questions posted, and Data Answer which is the answer.

2.3 sequence diagram

It shows the function of the system with Object and time as the identification of sequence and focus on the instant of object sequence diagram. The diagram shows interaction between object based on the sequence of instance that occur. The massage between classes would led to the creation of method in the relevant class [10]. The research present example sequence diagram as shown in **Figure 3**.

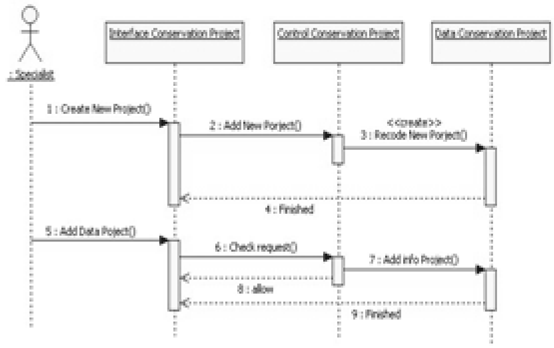

Figure 3 Figure's Use sequence diagram

Figure 3 shows the process of adding new conservation project and adding conservation project information with 1) access right and the flow is as follows: Specialist adds new project via interface projector, 2) interface conservation project send the request from specialist to Control Conservation Project, 3) Control Conservation Project add new project into the database Data Conservation Project, 4) Data Conservation Project would notify the specialist of completed record information. 5) Specialist add information about conservation project via Interface Conservation Project, 6) Interface Conservation Project check access rights for each project, 7) Control Conservation Project add information, 8) Control Conservation Project confirm the access to information, 9) Data Conservation Project notify specialist of complete record

2.4 *Activity Diagram*

This part shows the detail of each activity in each use case and the relationship within each activity [11]. The design use activity diagram and is now presenting sample of diagram with decision-making or with options as shown in **Figure 4**

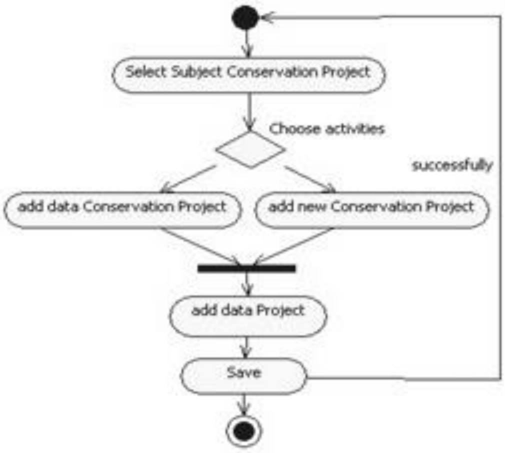

Figure 4 Figure's Use Activity Diagram

Start the following activities. 1) The experts were login access system.2) Select the requirements such as adding information on new conservation projects or conservation projects. 3) When selecting your needs already needs to be done to save the data.4) When the recording is complete, the system will reply to the experts that performed the procedure successfully.

2.5 Data Design

Is the design structure to store data that is used in the entire system. The store is in a relational database. (Relation Model) Because the data changes all the time, way researchers see appropriate for use. Relational databases [12], the researchers have proposed. ER-Diagrams Relational databases, the researchers have proposed. So users can look at the pictures of the data in the system more clearly. Use ER-Diagrams This helps to explain As shown in **Figure 5**.

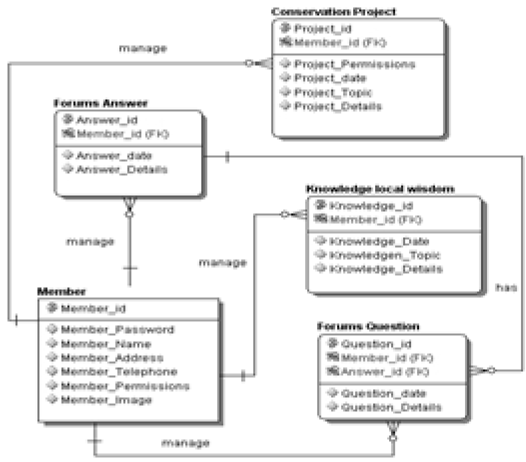

Figure 5 Figure's Use Data Diagram

- Table Member data collection Administrator and Specialist consist of Password ,Name, Address, Telephone, Permissions, and link Image. by Member id is Primary Key
- Table Conservation Project The conservation of data storage, consisting of Permission, Date, Topic, and Details by Project id is Primary Key and Member id is Foreign key
- Table Knowledge local wisdom The conservation of data storage, consisting of Date, Topic and Details by Knowledge id is Primary Key and Member id is Foreign key
- Table Forums Question Data questions from users in general. Consist of Date and Details by Question id is Primary Key have Member id and Answer id is Foreign key
- Table Forums Answer Data out of experts. Consist of Date and Details by Answer id is Primary Key and Member id is Foreign key

2.6 Evaluation of system effectiveness

Following steps are how to evaluate the accuracy of the system performance: The selected tools to evaluate the program's capability, method and evaluation process are through a questionnaire. The developer has selected test methods. Black Box Testing The test focused on the accuracy of input. (Input)And the results (Output) of the system as the main tool used in the assessment of the efficiency of the system [13]. Select the use is to ask to evaluate the effectiveness of the methods and steps to create a program evaluation.1) Data from the study to create the evaluation 2) Questions were further improved and modified to conform to the system. The program's performance measurement procedure to evaluate the performance of the program by a 5 person of experts and users 20 person steps, as follows: 1)The invitation to test for evaluating the performance of the system and test day. 2) To start using the system, and tested the various aspects of a given estimate. 3) If an error occurs, the system works. Or suggested in the testing phase, the system was modified to make the system work more efficiently. The criteria to evaluate the effectiveness of the program in the evaluation by the experts and users in General is divided into 5 aspects: 1) Evaluation of the Functional Testing 2) Evaluation of the Functional Requirement Testing 3) Evaluation of the Usability Testing 4) Evaluation of the Security Testing 5) Evaluation of the Performance Testing. The researchers defined criteria include scale 5 level. (Rating Scale) To assess the effectiveness of programs in both quality and quantity can be divided into five levels: the following. The score range 4.50 - 5.00 Ina very good level. The score range 3.50 - 4.49In a good level. The score range 2.50 – 3.49 at the moderate level. The score range 1.50 - 2.49 at the low level. The score range 1.00 - 1.49 At the level of the minimum. The recognition efficiency of the system is developed by considering the average score of the expert group and the general user. The test system must have an average level (scores range from 3:50 to 4:49) to accept that the system is effective to use in actual working conditions as defined scope.

2.7 System Sitemap

Schematic representation of the system used to describe the operation of the system to be able to understand the process of the overall system. As shown in **Figure 6**

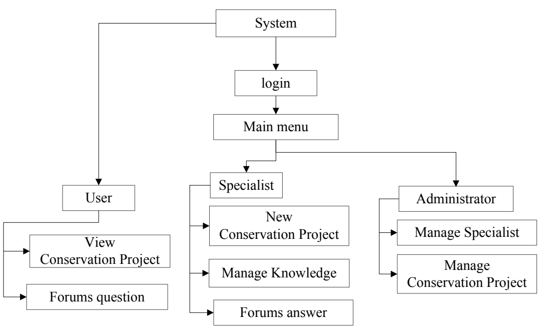

Figure 6 Figure's System Sitemap

System Sitemap to describe a process as follows. 1) Administrator login to access the system. Data management specialist and assign access conservation projects 2) Specialist login to access the system. Increase knowledge of conservation. And answers the questions of the general user. 3) The user must login to gain access to the system. Browse projects to conserve and to ask the questions.

3. Operation performance

From the educational process problems. Analysis of the design of work systems. Until the development of a knowledge management system to conserve artifacts from local wisdom. Can summarize the steps of research follows. Use HTML 5 is in the application. After that, it will have to evaluate the effectiveness of the system in which the results of research are proposed as follows: Research and development of knowledge management systems, conservation of artifacts from local wisdom is divided according to the user's privileges. Divided in 3according to the characteristics of the system users.

- Administrator can manage the data experts and can be assigned access to project the display, conservation, **Figure 7**.

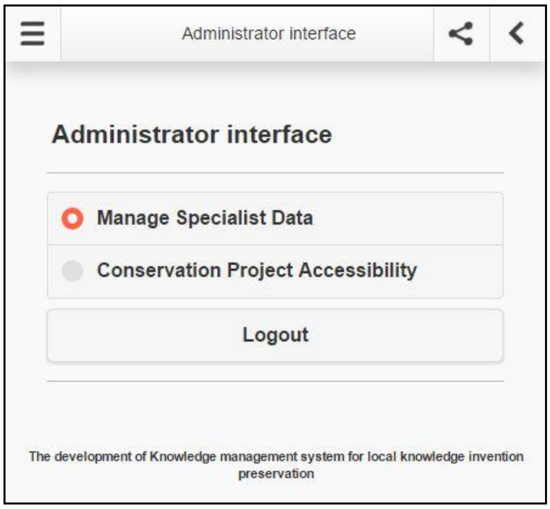

Figure 7 Figure's Administrator interface

- Specialist can add picture of the conservation, project of the conservation, giving information of operating conservation and answer to question as shown in **Figure 8**.

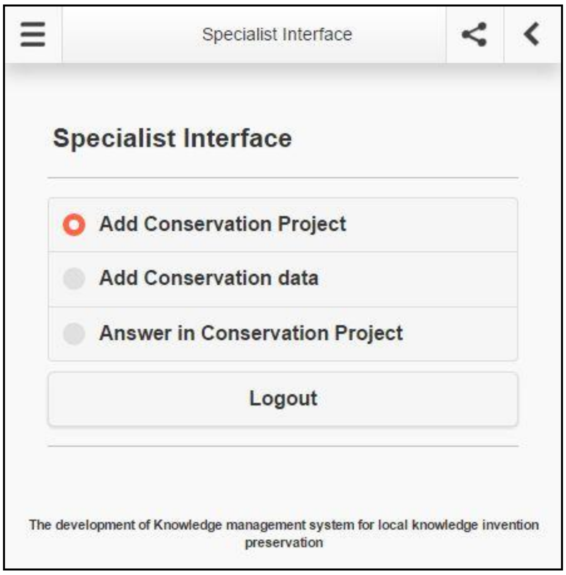

Figure 8 Figure's Specialist interface

- General User can browse information on conservation projects and ask questions in the conservation project has shown in **Figure 9**.

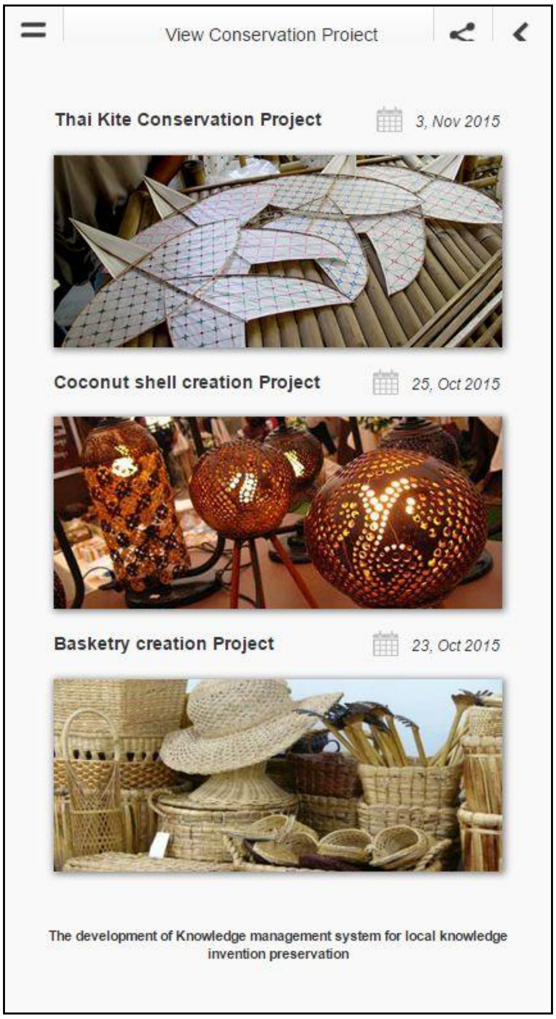

Figure 9 Figure's General User interface

4. Result and Discussion

The following 2 evaluator groups are used in the System Performance Evaluation: 1) Software specialists and Conservation specialists = 5 person and 2) a group of 20 users. Following are the evaluation outcomes summary: System performance evaluation by specialists shown performance is "Good" ($\bar{X}$ = 4.30, S.D. = 0.28), where all 5 criteria are "Good" as shown in **Table 1**. System Performance evaluation will use 2 groups of evaluator, 1) Software specialists and Conservation specialists: 5 persons. 2) 20 Users The results of evaluation as followed;

System performance evaluation by specialists shown performance is "Good" ($\bar{X}$ = 4.30, S.D. = 0.28), where all 5 criteria are "Good" as shown in **Table 1**.

Table 1. System performance evaluated by Specialists

No.	Criteria	$\bar{X}$	S.D.
1	Functional Testing	4.4800	0.22804
2	Functional Requirement Testing	4.2400	0.32863
3	Usability Testing	4.3200	0.22804
4	Security Testing	4.2400	0.47749
5	Performance Testing	4.2000	0.44721

System performance evaluation by General user shown performance is "Good" ($\bar{X}$ = 4.21, S.D. = 0.37where all 5 criteria are "Good" as shown in **Table 2**.

Table 2. System performance evaluated by General Users.

No.	Criteria	$\bar{X}$	S.D.
1	Functional Testing	4.2600	0.36187
2	Functional Requirement Testing	4.0600	0.49884
3	Usability Testing	4.1500	0.45364
4	Security Testing	4.3300	0.35109
5	Performance Testing	4.2300	0.53222

The objective of The development of knowledge management for conservation of artifacts from local wisdom is to improve the system for data storing of valuable local artifacts conservation knowledge, where many studied has shown the effort to systematically data storing [14, 15], as well as, becoming educational resources of local artifact conservation known ledge for next generation. In accordance with the purpose of Thai Kite conservation which is valuable wisdom. The developing of the system uses object-oriented analysis and using UML language for design, while the HTML5 language used to develop applications.

5. Conclusion

Knowledge management is the knowledge from practical experience bring to realization the empirical knowledge that people will be able to take use for benefits, especially valuable local conservation of artifacts knowledge. The experience and conservation and preservation knowledge of Thai cultural heritage is indeterminable. Knowledge management system for information technology is a tool to preserved and shared with the public the next generation.

Acknowledgement

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The economic factors that effect changes of Thai's Baht and US dollar, Euro and Yen exchange rate

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Abstract

This research aims is to study the economic factors effecting change of the Thai's Bath and US dollar, Euro and Yen exchange rate. Various factors included in the study were inflation rate, interbank rate, current account, and Export value of Thai goods. Using the monthly data during the period of January 1, 2005 through December 31, 2014 and using the time series and descriptive approach for the main model factors effecting change in Thai's Baht and estimation of multiple regression with ordinary least square method in order to find out such impact as mentioned above. The result of the study were:

The economic factors that effect changes of Thai's Baht and Us dollar exchange rate found that the inflation rate had effected of changes in exchange rates of Thai's Baht against the US dollar in the same direction. If the inflation rate increased 1 percent, it would affect the exchange rate of Thai's Baht against the US dollar, up 0.1389 Baht. In the other hand, if the inflation rate fell 1 percent, it would result in the exchange rate of Thai's Baht against the US dollar decreased by 0.1389 significantly affected changes at the 95 percent confidence level, but the three factors: interbank rate, the current account, and the export value from Thailand to USA were not significant. The economic factors that effect changes of Thai's Baht and EU exchange rate found that the inflation rate had affected of changes in exchange rates of Thai's Baht and the Euro in the same direction. If the inflation rate increased 1 percent, it would affect the exchange rate of Thai's Baht against the Euro, up 0.0831 Baht. In the other hand, if the inflation rate fell 1 percent, it would result in the exchange rate of Thai's Baht against the Euro decreased by 0.0831 Baht too. For the interbank rate had effected of changes in exchanges of Thai's Baht and the Euro in the opposite direction. If the inter-bank rate fell 1 percent, it would result in the exchange rate of Thai's Baht and the Euro increased by 0.0318 Baht and also in the opposite direction in a case of the other hand significantly affected changes at the 95 percent confidence level, and the current account, the export value from Thailand to the European Union were not significant. The economic factors that effect changes of Thai's Baht and Yen exchange rate found that one factor was the inflation rate had affected of changes in exchange rates of Thai's Baht against the Yen in the same direction. If the inflation rate increased 1 percent, it would affect the exchange rate of Thai's Baht against the Yen, up 0.0831 Baht. In the other hand, if the inflation rate fell 1 percent, it would result in the exchange rate of Thai's Baht against the Yen also decreased by 0.0831 Baht and found that there was no the Autocorrelation within the independent variables. Moreover, this equation had the F-statistic = 21.459 and probability value = 0.000 by statistically significant at a confidence level of 99 percent. Meanwhile this equation was appropriate. Ineffable by changes in the interbank rate, inflation rate, the current account and the export value of goods Thailand to Japan had accounted for 92.01 percent and 7.99 percent was influenced by changes in other factors.

Keywords
The economic factors, effect changes of Thai’s Baht, exchange rate

1. Introduction

Presently, the exchange rate between Thai Baht against other currencies are a total of 48 local currencies up from 35 currencies from April 2008 onwards (Source: The Average Exchange rate of the Commercial Banks in Bangkok Year 2003 - present: The Bank of Thailand, 2015) [1]. This study aims to study the influence of the critical factors to the exchange rate of Thai Baht currency against foreign currencies, including Thai Baht to three currency; the US Dollar, Thai Baht against the Euro and Thai Baht against the Yen. Three currencies are important and interesting due to the fact that they are the represent of the world's major currencies, namely the US dollar; a major currencies in North America, the Euro in Europe which are a group of EU member states, 17 countries that share the Euro as the currency of countries, including Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, Netherlands, Portugal, Slovakia, Slovenia and. Spain (Source: Map of euro area 2015: European Central Bank, 2558)[2] and the Japanese Yen is also one of the major currencies in Asia. By the mean, considering the ratio of foreign exchange of the country's major worldwide due to transactions in foreign currencies related to two currencies, the sum of currency trading each currency is equal to 200%. The Bank for International Settlements: BIS and central banks around the world prepared a survey the foreign exchange every three years, so a recent survey of April 2014 showed that the ratio of currency trading at the international financial markets, ranking first in the US dollar. (87.0%) ranked the second in the euro (33.4%), the Yen (23.0%) rated the third of the total value worldwide , so this study was to study the influence of the factors critical to the rate. during the exchange, the Baht US Dollar, Thai Baht against euro and Thai Baht against the Yen in order to benefit for the financial sector, including those involved more aware of the important causes that affect exchange rates of Thai Baht against the US dollar, Thai Baht against the Euro and the Baht against the Yen.

2. The objectives of the study

To study the economic factors that effect change of Thai Baht and US dollar, Euro and Yen exchange rate.

3. Review Literature

Purchasing Power Parity (PPP) is a theory of exchange rate determination and a way to compare the average costs of goods and services between countries. The theory assumes that the actions of importers and exporters, motivated by cross country price differences, induces changes in the spot exchange rate. In another vein, PPP suggests that transactions on a country's current account, affect the value of the exchange rate on the foreign exchange market. This contrast with the interest rate parity theory which assumes that the actions of investors, whose transactions are recorded on the capital account, induce changes in the exchange rate. PPP theory is based on an extension and variation of the "law of one price" as applied to the aggregate economy.

Relative Purchasing Power Parity (Relative PPP)

Relative purchasing power parity relates the change in two countries' expected inflation rates to the change in their exchange rates. Inflation reduces the real purchasing power of a nation's currency. If a country has an annual inflation rate of 10%, that country's currency will be able to purchase 10% less real goods at the end of one year. Relative purchasing power parity examines the relative changes in price levels between two countries and maintains that exchange rates will change to compensate for inflation differentials.

The Fisher Effect

The economic theory proposed by economist Irving Fisher, that describes the relationship between inflation and both real and nominal interest rates. The Fisher effect states that the real interest rate equals the nominal interest rate minus the expected inflation rate. Therefore, real interest rates fall as inflation increases, unless nominal rates increase at the same rate as inflation.

Interest Rate Parity theory (IRP)

This theory assumes that if two currencies have different interest rates, this difference will lead to a discount or premium for the exchange rate in order to avoid arbitrage opportunities. A simple example may be a situation, where interest rates in the United Kingdom are, say, 2%, while interest rates in Japan are, say, 1%. The sterling will need to depreciate 1% against the

Japanese Yen so that arbitrage opportunities can be avoided. The future exchange rate of British Pound/Yen is reflected in the forward exchange rate known today. The forward exchange rate of the pound is at a discount, as it purchases lesser amount of Japanese Yen in the forward rate than it does in the spot rate. The forward exchange rate of the yen, on the other hand, is at a premium. However, interest rate parity has not shown much proof that it is working recently. Currencies of countries, where interest rates are high, in many cases increase in value, because central banks are determined to cool an overheating economy by raising interest rates, therefore, this influence on currencies is not related to arbitrage.

From the above review literature, PPP theory suggests the transactions on a country's current account affect the value of the exchange rate on the foreign exchange market. The Relative PPP mentions when inflation increases the real purchasing power of a nation's currency will reduce. The exchange rate will change to compensate for inflation difference. For the Fisher Effect theory also describe if two currencies have different interest rates. The difference will lead to a discount or premium for the exchange rate in order to avoid arbitrage opportunities. Therefore, the current account, the inflation rate and interest rate or interbank rate are the factors which affect to the exchange rate.

Current Account [3]

The balance of the current account tells us if a country has a deficit or a surplus. If there is a deficit, does that mean the economy is weak? Does a surplus automatically mean that the economy is strong? Not necessarily. But to understand the significance of this part of the Balance of Payment (BOP), we should start by looking at the components of the current account: goods, services, income and current transfers. Theoretically, the balance should be zero, but in the real world this is improbable, so if the current account has a surplus or a deficit, this tells us something about the government and state of the economy in question, both on its own and in comparison to other world markets. A surplus is indicative of an economy that is a net creditor to the rest of the world. It shows how much a country is saving as opposed to investing. What this means is that the country is providing an abundance of resources to other economies, and is owed money in return. By providing these resources abroad, a country with a Current Account Balancing (CAB) surplus gives other economies the chance to increase their productivity while running a deficit. This is referred to as financing a deficit. A deficit reflects government and an economy that is a net debtor to the rest of the world. It is investing more than it is saving and is using resources from other economies to meet its domestic consumption and investment requirements. For example, let us say an economy decides that it needs to invest for the future (to receive investment income in the long run), so instead of saving, it sends the money abroad into an investment project. This would be marked as a debit in the financial account of the balance of payments at that period of time, but when future returns are made, they would be entered as investment income (a credit) in the current account under the income section. A current account deficit is usually accompanied by depletion in foreign-exchange assets because those reserves would be used for investment abroad. The deficit could also signify increased foreign investment in the local market, in which case the local economy is liable to pay the foreign economy investment income in the future.

The term of trade [4]

Numerous factors determine exchange rates, and all are related to the trading relationship between two countries. Beside of inflation rate, interest rate, current account, public debt, political stability and economic performance, term of trade still is a one factor to determine exchange rate too. A ratio comparing export prices to import prices, the terms of trade is related to current accounts and the balance of payments. If the price of a country's exports rises by a greater rate than that of its imports, its terms of trade have favorably improved. Increasing terms of trade shows greater demand for the country's exports. This, in turn, results in rising revenues from exports, which provides increased demand for the country's currency (and an increase in the currency's value). If the price of exports rises by a smaller rate than that of its imports, the currency's value will decrease in relation to its trading partners.

The related researches of this study were as following:-

Narong Chunrapetch (2006) [5]. studied the economic factors that influence the exchange rate. Managed using quarterly data Since the third quarter 1997 to second quarter 2005 only in case of exchange rate movements between the US dollar against the baht. The study found that the current account relationship in the opposite direction of the exchange rate consistent with the hypothesis. For the variable price comparison (PPP) international reserves and changes in the exchange rate in the previous period does not affect the exchange rate.

Nipaporn Chotepreuksawan (2011) [6]. Conducted research the factors affecting exchange rates. Thai Baht per the US dollar, Thai Baht per the Euro and Thai Baht and the Yuan. The study found that inflation rate as a factor that affected the exchange rate of Thai Baht against the US dollar, Thai Baht per the Euro and Thai Baht against the Yuan in the same direction, which was a natural assumption given by statistically significance the 95% significance level. The interbank rate was a factor affecting the exchange rate of Thai Baht against the Euro in the opposite direction, but did not affect the exchange rate of Thai Baht against the US dollar, Thai Baht and the Yuan. The current account of exports Thailand - United States worth of exports Thailand - The European Union and the value of exports Thailand - China were factors that did not affect the exchange rate of Thai Baht per US dollar, Thai Baht per the Euro and Thai Baht and the Yuan.

Nongnuch Intrawisade (2000) [7]. studied the effectiveness of the model determined exchange rate. The second objective was to study the economic fundamentals that determine the exchange rate and to compare the performance of models that predict changes in exchange rates, second theory is that financial models (Monetary Approach) model and the selection of the assets (Portfolio Balance Approach) study using the technique of estimation methods were used. minimal and the Root Mean Square Error (RMSE) to compare the performance of forecasting models exchange. A monthly From July 2540 to December 2543 by the exchange of Thailand against the currencies of the country's industry leading five countries including France, Germany, Japan, UK and USA. The study found that Economic fundamentals, the exchange rate was statistically significant, including the amount of the bond and interest rates while inflation and national income. Not affect the exchange rate was statistically significant also found that the exchange rate in the previous period. Have a dramatic effect on the exchange rate and evaluate the performance of the model. The model showed that the two types of financial models and model selection could predict exchange rate well but the result did not different.

Suda Pitawan and Phoaphan - Kunlayanamitr (2009) [8]. studied the relationship between the exchange rate between Thai Baht against the US dollar, the percentage change of the current account, the percentage change in foreign reserves, the interbank rate, the inflation rate and the Stock Exchange of Thailand Index. Using monthly data From 1 January 2000 until 30 November 2009 by running the Multiple Regression. The result found that the percentage change of the current account and the Stock Exchange of Thailand Index affecting the exchange rate of Thai Baht against the US dollar in the opposite direction, as the hypothesis. For the percentage change foreign reserves, the interbank rate. and inflation rate did not affect the exchange rate of Thai Baht against the US dollar by significant statistical confidence level of 95 percent.

4. The methodology of the study

The methodology of this study consists of: -

4.1 Data Collection

Using the secondary data (Time Series Data) from January 1, 2005 to December 31, 2014 which was collected from the related documentaries including the statistic data from the government offices such as Bank of Thailand, Bank for International Settlements, Department of Export Promotion etc.

4.2 The variables of the study

4.2.1 Independent Variables were

4.2.1.1 Interbank rate

4.2.1.2 Inflation rate

4.2.1.3 Current account

4.2.1.4 Export value of Thai goods to

- USA
- European Union
- Japan

4.2.2 Dependent Variable was the foreign exchange rate of

- Thai Baht against the US dollar
- Thai Baht against the Euro
- Thai Baht against the Yen

4.3 Data Analysis

4.3.1 Descriptive Method

The statistic for analysis was using the mean and the percentage.

4.3.2 Quantitative Method

The statistic for analysis the important factors that influence the exchange rate of Thai Baht against the US dollar, Thai Baht against the Euro, Thai Baht against the Yen was Multiple Regression Analysis by Ordinary Least Square Method. The models consist of three equations which were

- Exchange rate of Thai Baht against the US dollar equation

$$USD = a+b_1\ IBR + b_2\ INF + b_3CA + b_4XUS \quad ....(a)$$

- Exchange rate of Thai Baht against the Euro equation

$$EUR = a+b_1IBR + b_2\ INF + b_3CA + b_4XEU \quad ....(b)$$

- Exchange rate of Thai Baht against the Yen equation

$$YEN = a+b_1\ IBR + b_2INF + b_3CA + b_4XJP \quad ...(c)$$

The symbol used to represent as.

USD = Exchange rate of Thai Baht against the US dollar (Thai Baht)

EUR = Exchange rate of Thai Baht against the Euro (Thai Baht)

YEN = Exchange rate of Thai Baht against the Yen (Thai Baht)

IBR = Interbank Rate (%)

INF = Inflation Rate (%)

CA = Current Account (1,000 million Baht)

XUS = Export value of goods from Thailand - United States (Export to USA.) (1,000 million Baht)

XEU = Export value of goods from Thailand - The European Union (1,000 million Baht)

XJP = Export value of goods from Thailand - Japan (1,000 million Baht)

a = constant

bi = coefficients of independent variables, i = 1, 2, 3, 4.

5 Results of the study

Primary testing the relationship of the three models had the Autocorrelation in each independent variables, so it need to eliminate the Autocorrelation problem away by using ARIMA (1,0,0) and ARIMA (2,0,0) until the Autocorrelation were disappeared and the models were fit. The modified models were showed the results as the following; -

- Analysis of exchange rates of Thai Baht against the US dollar

$$USD = 34.8531 - 0.0998IBR + 0.1389INF - 0.0002CA - 0.0005XUS \quad ...(1)$$
$$(0.7208) \quad (-0.4602) \quad (1.9945)^* \quad (-0.5383) \quad (-0.0524)$$

F-statistic = 3.521 Prob. = 0.002
Adjusted R-squared = 0.9871
Durbin-Watson = 1.8283

Note: The values in parentheses were the t- statistic.

* A statistically significant at the 95 percent confidence level

** A statistically significant at the 99 percent confidence level

From Equation 1, the Durbin-Watson was 1.8283 and it was in a range of 1:50 to 2:50, it mean that there was no the Autocorrelation within the independent variables. Moreover, this equation had the F-statistic = 3.521 and probability value = 0.002 by statistically significant at a confidence level of 99 percent mean this equation was appropriate. Ineffable by changes in the interbank rate (IBR), inflation rate (INF), the current account (CA) and the export value of goods Thailand - United States. (XUS) had accounted for 98.71 percent and 1.29 percent was influenced by changes in other factors. When testing the statistical significance of the independent variables found that one factor was the inflation rate (INF) had effected of changes in exchange rates of Thai Baht against the US dollar in the same direction. If the inflation rate increased 1 percent, it would affect the exchange rate of Thai Baht against the US dollar, up 0.1389 Baht. In the other hand, if the inflation rate fell 1 percent, it would result in the exchange rate of Thai Baht against the US dollar decreased by 0.1389 Baht too.

• Analysis of exchange rates of Thai Baht against the Euro

EUR = 49.3159 - 1.3159IBR + 0.3101INF - 0.0054CA - 0098XEU …(2)
(20.4872)** (-2.4829)* (2.4618)* (-1.8112) (-0.7143)

F-statistic= 334.264 Prob.= 0.000
Adjusted R-squared = 0.9448
Durbin-Watson = 1.9244
Note: The values in parentheses were the t-statistic.
* A statistically significant at the 95 percent confidence level
** A statistically significant at the 99 percent confidence level

From Equation 2, the Durbin-Watson was 1.9244 and it was in a range of 1:50 to 2:50, it mean that there was no the Autocorrelation within the independent variables. Moreover, this equation had the F-statistic = 334.264 and probability value = 0.000 by statistically significant at a confidence level of 99 percent mean this equation was appropriate. Ineffable by changes in the interbank rate (IBR), inflation rate (INF), the current account (CA) and the export value of goods Thailand – European Union. (XEU) had accounted for 94.48 percent and 5.52 percent was influenced by changes in other factors. When testing the statistical significance of the independent variables found that two factors were the inflation rate (INF) had affected of changes in exchange rates of Thai Baht against the Euro in the same direction and the interbank rate (IBR) had effected of changes in exchanges of Thai Baht against the Euro in the opposite direction. If the inflation rate increased 1 percent, it would affect the exchange rate of Thai Baht against the Euro, up 0.0831 Baht. In the other hand, if the inflation rate fell 1 percent, it would result in the exchange rate of Thai Baht against the Euro decreased by 0.0831 Baht too. For the interbank rate, if the interbank rate fell 1 percent, it would result in the exchange rate of Thai Baht against the Euro increased by 0.0318 Baht and also in the opposite direction in a case of the other hand.

• Analysis of exchange rates of Thai Baht against the Yen

YEN = 5.2321 - 0.0318IBR + 0.0831INF - 0.0003CA - 0.0037XJP … (3)
(30.7303)** (-0.5221) (2.0898)* (-0.7427) (-1.4207)

F-statistic= 21.459 Prob.= 0.000
Adjusted R-squared = 0.9201
Durbin-Watson = 1.8955
Note: The values in parentheses were the t-statistic.
* A statistically significant at the 95 percent confidence level
** A statistically significant at the 99 percent confidence level

From Equation 3, the Durbin-Watson was 1.8955 and it was in a range of 1:50 to 2:50, it mean that there was no the Autocorrelation within the independent variables. Moreover, this equation had the F-statistic = 21.459 and probability value = 0.000 by statistically significant at a confidence level of 99 percent mean this equation was appropriate. Ineffable by changes in the interbank rate (IBR), inflation rate (INF), the current account (CA) and the export value of goods Thailand - Japan. (XJP) had accounted for 92.01 percent and 7.99 percent was influenced by changes in other factors. When testing the statistical significance of the independent variables found that one factor was the inflation rate (INF) had affected of changes in exchange rates of Thai Baht against the Yen in the same direction. If the inflation rate increased 1 percent, it would affect the exchange rate of Thai Baht against the Yen, up 0.0831 Baht. In the other hand, if the inflation rate fell 1 percent, it would result in the exchange rate of Thai Baht against the Yen also decreased by 0.0831 Baht.

6 Conclusion

This research aims is to study the economic factors effecting change of the Thai's Bath and US dollar, Euro and Yen exchange rate. Various factors included in the study were inflation rate, inter-bank interest rate, current account, and Export value of Thai goods. Using the monthly data during the period of January 1, 2005 through December 31, 2014, which was collected from the related documentaries including the statistic data from the government offices such as Bank of Thailand, Bank for International Settlements, Department of Export Promotion. The statistic for analysis was using the mean and the percentage. The statistic for analysis the quantitative method the important The economic factors that effect changes of Thai's Baht and Us dollar, Euro and Yen exchange rate. The models consist of three equations were:

• Exchange rate of Thai's Baht against the US dollar equation

$USD = a+b_1IBR + b_2INF+b_3CA+b_4XUS$ ...(a)

• Exchange rate of Thai's Baht against the Euro equation

$EUR = a+b_1IBR + b_2 INF+b_3CA+b_4XEU$ ...(b)

• Exchange rate of Thai's Baht against the Yen equation

$YEN = a+b_1 IBR + b_2INF+b_3CA+b_4XJP$ ... (c)

The result of study found that: The economic factors that effect changes of Thai's Baht and Us dollar exchange rate found that the inflation rate had effected of changes in exchange rates of Thai's Baht against the US dollar in the same direction. If the inflation rate increased 1 percent, it would affect the exchange rate of Thai's Baht against the US dollar, up 0.1389 Baht. In the other hand, if the inflation rate fell 1 percent, it would result in the exchange rate of Thai's Baht against the US dollar decreased by 0.1389 significantly affected changes at the 95 percent confidence level, but the three factors: interbank rate, the current account, and the export value from Thailand to USA were not significant. The economic factors that effect changes of Thai's Baht and EUR exchange rate found that the inflation rate had affected of changes in exchange rates of Thai's Baht and the Euro in the same direction. Ifthe inflation rate increased 1 percent, it would affect the exchange rate of Thai's Baht against the Euro, up 0.0831 Baht. In the other hand, if the inflation rate fell I percent, it would result in the exchange rate of Thai's Baht against the Euro decreased by 0.0831 Baht too. For the interbank rate had effected of changes in exchanges of Thai's Baht and the Euro in the opposite direction. If the inter-bank rate fell 1 percent, it would result in the exchange rate of Thai's Baht and the Euro increased by 0.0318 Baht and also in the opposite direction in a case of the other hand significantly affected changes at the 95 percent confidence level, and the current account, the export value from Thailand to the European Union were not significant. The economic factors that effect changes of Thai's Baht and Yen exchange rate found that one factor was the inflation rate had affected of changes in exchange rates of Thai's Baht against the Yen in the same direction. If the inflation rate increased 1 percent, it would affect the exchange rate of Thai's Baht against the Yen, up 0.0831 Baht. In the other hand, if the inflation rate fell 1 percent, it would result in the exchange rate of Thai's Baht against the Yen also decreased by 0.0831 Baht. and found that there was no the Autocorrelation within the independent variables. Moreover, this equation had the F-statistic = 21.459 and probability value = 0.000 by statistically significant at a confidence level of 99 percent. Meanwhile this equation was appropriate. Ineffable by changes in the interbank rate , inflation rate, the current account and the export value of goods Thailand to Japan had accounted for 92.01 percent and 7.99 percent was influenced by changes in other factors.

7 Discussion

The inflation rate was the important factor affecting the exchange rate of Thai's Baht against the US dollar exchange rate, Thai's Baht against the Euro exchange rate and Thai's Baht against the Yen exchange rate by statistical significance in the same direction. This study result was consistent with the research of Nipaporn Chotepreuksawan (2011) :1I1d related to the Relative Purchasing Power Parity theory: RPP). Moreover, the interbank rate was also a factor affecting only the exchange rate of

Thai's Baht against the Euro by statistical significance in the opposite direction that was consistent with the research of Nipaporn Chotepreuksawan (2011) and consistent with the theory of interest rate parity (The Interest Rate Parity: IRP) but the inter-bank rate did not affect the exchange rates of Thai 's Baht against the US dollar exchange rate and Thai's Baht against the Yen exchange rate by statistical significance. This may be due to the government interfering in the domestic interest rates by using the interest rate policy. During 2003 to 2007, the inflationary pressures were rather high due to the high oil prices or the problem of Subprime in 2007 to 2009, which was consistent with the findings of the research Nongnuch Intrawisade (2000). The current account was the independent variables that were not affecting the exchange rate of Thai's Baht against the US dollar exchange rate, Thai's Baht against the Euro exchange rate and Thai's Baht against the Yen exchange rate by statistical significance. This may be due to government interference with Monetary Policy to stimulate activity of the current account balance. The results of this study were consistent with results of Narong Chumapetch (2006), Suda Pitawan and Phoaphan Kunlayanamitr (2009). For the export value of goods from Thailand to USA, the export value of goods from Thailand to the European Union and the export value of goods from Thailand to Japan was the other independent variable did not affect the exchange rate of Thai 's Baht against the US dollar exchange rate, Thai's Baht against the Euro exchange rate and Thai's Baht against the Yen exchange rate by statistical significance. This is consistent with findings Nipaporn Chotepreuksawan (2011) may have caused the government to intervene. Due to the fact that the export value was not under the assumption that the market trade was a perfect competitive market, so a comparison with the price of trade with foreign countries were not change much, or export and import of Thailand reflected to the exchange rate were rather low and imperfect.

8 The recommendation

The results of this study reflected the opinion and ideas of the government staff who are involved in control and manage the various economic factors that effect changes of Thai's Baht and US dollar, Euro and Yen exchange rate should set lip policy to choose the suitable techniques to be stable and had appropriate value were:

The factors that effect changes of Thai's Baht and Us dollar exchange rate were:

1. The policy on the inflation rate to know that the inflation rate had effected of changes in exchange rates in the same direction and significantly affected changes at the 95 percent confidence level. If the inflation rate increased 1 percent, it would affect the exchange rate of Thai's Baht against the US dollar, up 0.1389 Baht. In the other hand, if the inflation rate fell 1 percent, it would result in the exchange rate of Thai's Baht against the US dollar decreased by 0.1389 significantly affected changes at the 95 percent confidence level,
2. The policy on the three factors :to know that inter-bank interest rate, the current account, and the export value from Thailand to USA were not significant.

The factors that effect changes of Thai's Baht and EUR exchange rate were:

1. The policy on the inflation rate: to know that the inflation rate had affected of changes in exchange rates of Thai's Baht and the Euro in the same direction. If the inflation rate increased 1percent, it would affect the exchange rate of Thai's Baht against the Euro, up 0.0831 Baht. In the other hand, if the inflation rate fell 1 percent, it would result in the exchange rate of Thai's Baht against the European Union decreased by 0.0831 Baht too.
2. The policy on the inter-bank rate: to know that the inter-bank rate had effected of changes in exchanges of Thai's Baht and the Euro in the opposite direction. If the inter-bank rate fell 1 percent, it would result in the exchange rate of Thai's Baht and the Euro increased by 0.0318 Baht and also in the opposite direction in a case of the other hand significantly affected changes at the 95percent confidence level.
3. The policy on the current account, the export value from Thailand to Euro: to know

that the current account, the export value from Thailand to Euro were not significant.

The factors that effect changes of Thai's Baht and Yen exchange rate were:

1. The policy on the inflation rate: to know that the inflation rate had affected of changes in exchange rates of Thai's Baht against the Yen in the same direction. If the inflation rate increased 1percent, it would affect the exchange rate of Thai's Baht against the Yen, up 0.0831 Baht. In the other hand, if the inflation rate fell 1 percent, it would result in the exchange rate of Thai's Baht against the Yen also decreased by 0.0831 Baht.

2. To know that there was no the Autocorrelation within the independent variables. Moreover, this equation had the F-statistic = 21.459 and probability value = 0.000 by statistically significant at a confidence level of 99 percent. Meanwhile this equation was appropriate. Ineffable by changes in the interbank rate, inflation rate, the current account and the export value of goods Thailand to Japan had accounted for 92.0 I percent and 7. 99 percent was influenced by changes in other factors., it would result in the exchange rate of 'Thai's Baht against the Yen also decreased by 0.0831 Baht. The role model for the government staff who are involved in control and manage the various economic factors that effect changes of Thai 's Baht and US dollar, Euro and Yen exchange rate should study more various economic factors than in this research such as: exports, imports, service receipts, service payments, international monetary flows, private investment index, Set index, consumer price index, debt and deposit ratio, 3 months lixl:d deposit interest rate and, interbank rate and international reserves. Some factors can using the daily data such as: inter-bank rate, 3 months fixed deposit interest rate, the previous; day's SET index and exchange rate of Thai's Baht and Us dollar, Euro and Yen exchange rate.

- **Further research suggestions**

For the initial data to do the foreign exchange rate research and the further researches. The researcher suggests the research topics as follows.

1. There should be a matter of time delay in the trial as well. Some factors may not affect the foreign exchange rates during the same instant. It should take the delay time (Time Lag) to consider for data analysis.

3. There should be a study the important factors affecting the exchange rate of Thai's Baht against other currencies more attractive than Thai's Baht against the US dollar exchange rate, Thai's Baht against the Euro exchange rate and Thai's Baht against the Yen exchange rate.

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The Establishment of GIS for Local Wisdom Knowledge Base in Rurban Area, Case Study: Sarapee District, Chiang Mai Province

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Abstract

For improving the quality of life for community of sustainable development, local wisdom is very important. Because of it's the culture and the knowledge which gained through their experience that has been inherited from generation to generation. Especially in rurban area, the knowledge has been adjusted, adapted, changed and developed. In order to preserve this knowledge, this research was a proposed model to establish the local wisdom knowledge base for Rurban in Sarapee district, Chiang Mai province. We applied GIS techniques to generate the model. Sample data are collected from Kho Yang Na Sarapee School. It was digitized via QGIS program with Universal Transverse Mercator (UTM) technique in World Geodetic System 1984 (WGS84) scale and Google Map. Finally, the local wisdom knowledge will be exported and represent on a Google Map. The result shows the model has valuable sources for the researchers and the councils to apply their works such as community development plan.

Keywords

Local Wisdom, Knowledge Base, Rurban Management, Data Digitization, GIS for Local Wisdom

1. Introduction

In Thailand, the ways to develop country have processed based on the National Socio-Economic Development Plan. There are 11 Plans since 1961. The general objectives of the plan focus on improving Public utility, Social, Economics and quality of life. At present, the 11th the National Socio-Economic Development Plan (2012-2016) has many strategies which aim to improve the quality of life for community of sustainable development. There are many sections to serve this plan, such as government, local, private businesses, and community. The strategic plan was applied by each community context of the environment. Some are rural's pattern and country side, especially Reuben which still challenge for management. It's the blend of rural and rurban. There are many problems not only the spread of culture and deployment from outside cultures have to be adopted but also impact on the way of life of the community, both in the economy and society.

Local wisdom is very important. It's the valuable source for the community to support the management plan of the councils. The community knowledge and local wisdom have been transmitted from their ancestor and became the local knowledge in the community.

In recent Years, there are many research about local wisdom; Tourism Promotion and the use of Local Wisdom through a creative tourism process which study and found that local wisdom has been employed to promote tourism thought creative tourism process and to create conservation and development in various forms of project. These projects were implemented by entrepreneurs, academic institutes, government and private organizations [1]; Local wisdom in building environment in globalization era that aims to assess the local wisdom in building environment in the era of globalization. The result showed that local wisdom on the built environment in the globalization era, changing with the development of technology and communications. In the era of globalization, a blend of cultures will occur and local wisdom can keep up with technology in a way, taking into account the local character, the climate and natural conditions in the built environment [2]; Local Wisdom: The Development Of Community, Culture and Production Processes In Thailand, which study the development of production processes and community culture in the Songkhla Lake Basin in southern Thailand with qualitative methods. They found that the concept of community, culture was developed through local community leaders in the agricultural production by using culture to run the production process. The development also reduces the use of chemical fertilizers and insecticides. People have returned to the use of herbs for curing disease in humans and animals. In addition, the development helps people save on production costs and reduce pollution [3]; Development of Local Wisdom Learning Management Model of ASEAN Focus School: A Case Study in Thailand, which purposes were to study about local wisdom, learning management of an ASEAN Focus School in Chachoengsao province in Thailand, to develop the local wisdom learning management model. The results found that, teachers in each department of the school have taught local wisdom learning in different types and times in a semester and they were satisfied in a high level of teaching and learning from the learning unit designed by the model, and they also revealed that every school in Thailand should implement the models for preparing students and other stakeholders to facing the ASEAN community by the year 2015 [4]; Challenges the local wisdom applications, sustainability in schools which propose an appropriate model with application of local wisdom in primary school. They found that Leadership approach and combination of humility and strong professional were important factors of the strategic challenges of the local wisdom for sustainable use in schools [5]. According to state of the art, local wisdom becomes to be the significant factor for improving the quality of life for community of sustainable development.

Sarapee district locates in Chiang Mai Province, Thailand. It's the rurban community. It's historical area and Ancient culture. At present, Sarapee has effected from the expansion of the city which make community changing; culture road becomes avcommercial road (Lamphun and ChiangMai); the avenue across the railway etc. These transfigurations lead to cause many serious problems for example; Pollution from big faculties; Waste incineration; commercial competition and particularly the missing of the knowledge or local wisdom from older person which result from New Life Style. According to the situations, Kho Yang Na Sarapee School was established for older person which aims to attend their quality of life and collect the local wisdom (historical area and ancient culture) as the knowledge in the community. Local wisdom in this research was defined as 8 classes (Dancing; Agriculture; Weave; Tailors; Thai massage; Cooking; Handicraft; Construction).

For knowledge collaboration, information technology is important tools. GIS is very useful tools. There are many researches applies GIS to represent their information forexample; Integration of a city GIS data with Google Map API and Google Earth API for a web based 3D Geospatial Application[6], Elements of Cartography[7], GIS Solutions for Urban and Regional Planning and Mapping the Future of Your Community with GIS [8]. The study shows local wisdom correlates with locations.

The research was purposed to establish the Local Wisdom-Knowledge Base for rurban in Sarapee District, Chiang Mai Province with GIS techniques such as Google Map [6] Universal Transverse Mercator (UTM) [7], Keyhole Markup Language (KML) [9] and QGIS program [10] etc. in order to preserve the local wisdom knowledge base and establish local wisdom knowledge's community for councils, researcher, other person who apply the resource to their work. The methods will be described more in section 3, the results and discussion in section 4 and the conclusions will be reported in section 5, respectively.

2. Material and Scope of Research

2.1 Material

In this research, we define local wisdom data as the knowledge of the older person. We focus on Sarapee district. Sample data come from the older persons who joined Kho Yang Na Sarapee School in 2016. Name; Age; Address; Village; Specialist (local wisdom) and Medication are the attribute of the data. There are 24 records which have the Specialist content from 64 records. For implementation, we used QGIS program which is the GIS tool to mapping local wisdom knowledge in the Google map.

2.2 Scope

The scope of this research was designed into 3 processes as **Figure 1**.

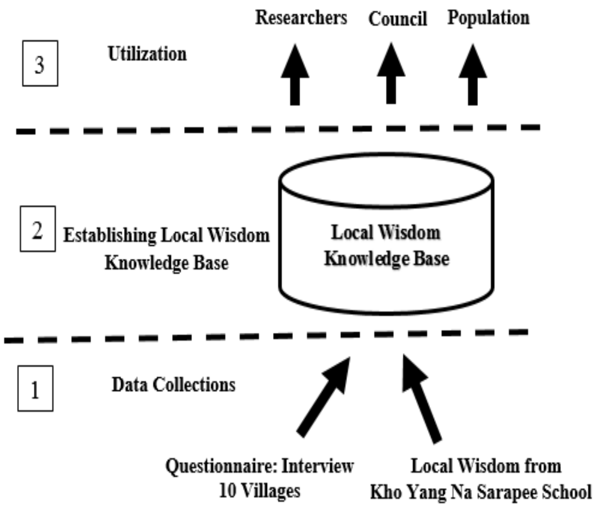

Figure 1 Scope of establishing local wisdom-knowledge base for rurban in Sarapee District, Chiang Mai Province

1) Data Collections

The data are collected from the Interview with questionnaire and Kho Yang Na Sarapee School registration in 2016. We used the sample data to test the model (26 records from 64 records). The future work, data from the questionnaire will be combined with data base.

2) Establishing Local Wisdom Knowledge Base

The section is the process which generates local wisdom, knowledge and record into database. There are many steps; the details will explain in the next section.

3) Utilization

Finally, this process intends to present who can apply for their work; the researcher can use this model to support the research while the council can use this knowledge to consider development plan, and preserve the local wisdom community for the people who live in Sarapee district.

3. Methods

The model or methods which used in this research were described in Section 3.1 GIS Background and 3.2 Establishing Local Wisdom Knowledge Base with QGIS program as follows:

3.1 GIS Background

1) Google Map

Google Maps have been the web mapping service developed by Google since 2014. It offers satellite imagery, street maps, 360° panoramic views of streets (Street View), real-time traffic conditions (Google Traffic), and route planning for traveling by foot, car, bicycle (in beta), or public transportation. There are many research studies and prepare GIS information [6].

2) Universal Transverse Mercator (UTM)

For the UTM, the transverse Mercator projection is employed so that along each north/south grid line, the scale factor is constant, but it varies in the east-west direction. In the UTM grid system, the area of the earth between 84° North and 80° South Latitude is divided into north-south columns 6° of longitude wide called Zones as **Figure 2**.

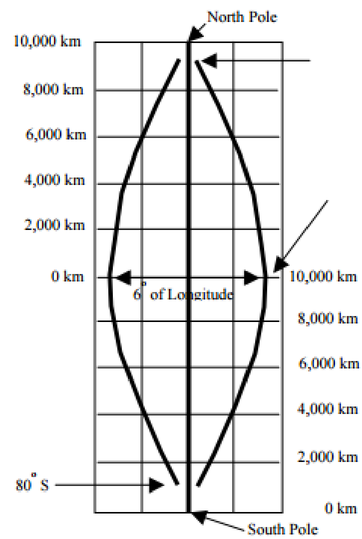

Figure 2 Example of the UTM grid system

These are numbered from 1 to 60 eastward beginnings at the 180th meridian. Zones in the northern hemisphere are labeled with an N, and zones in the southern hemisphere are labeled with an S. X and Y coordinates in each zone are measured in meters. The origin of each zone is the equator [7].

3) Keyhole Markup Language (KML)

Google Earth renders Keyhole Markup Language (KML) documents were rendered by Google Earth for viewing on a virtual earth browser, and similarly, Google Maps display KML-formatted data on two-dimensional maps in a Web browser. KML is a grammar of XML for marking up spatial data. With it we can place plotting symbols on a map, augment these points with additional information. KML is an open standard maintained by the Open Geospatial Consortium, INc. (OGC) (http://www.opengeospatial.org/standards/kml/) and there are many applications display KML such as Google Earth, Google Maps, NASA WorldWind [9].

4) QGIS program

QGIS [10] is a user friendly Open Source Geographic Information System (GIS) licensed under the GNU General Public License. QGIS is an official project of the Open Source Geospatial Foundation (OSGeo). It runs on Linux, Unix, Mac OSX, Windows and Android and supports numerous vector, raster, and database formats and functionalities. QGIS provides a continuously growing number of capabilities provided by core functions and plugins. QGIS supports the works as visualize, manage, edit, analyze data, and compose printable maps. The example QGIS program is shown in Figure 3. There are many researchers use QGIS to support their researches [11 and 12].

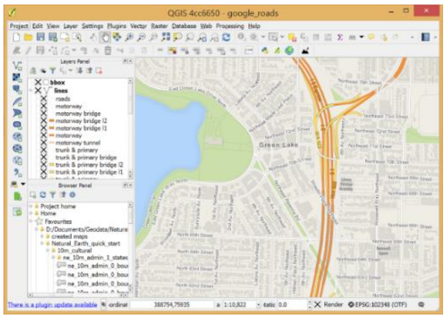

Figure 3. QGIS Program

3.2 Establishing Local Wisdom Knowledge Base with QGIS program

We designed the processes of establishing local wisdom knowledge base as **Figure 4.**

1) Shape File Boundary Specification

In the first step, Map (Hard Copy) as Figure 5 is located by QGIS program. The output is the Sarapee district map with shape file. Then, Universal Transverse Mercator (UTM) grid systematic technique in World Geodetic System 1984 (WGS84) scale was used to set coordinate in to the map. After that we will match the address into the shape file (UTM). The output of this process was Sarapee district shape file (map) with the address of local wisdom in each village.

2) Shape File Conversion

In order to collect the local wisdom, knowledge, the data have to digitize into the GIS Map with QAIS program based on the UTM grid system. The output of this process was Sarapee district's map shape file which digitized.

3) KML Conversion

In this process, Sarapee district's map shape file which digitized was converted into KML. The objective of this process was to display KML-formatted data on Google Maps which two-dimensional maps in a Web browser.

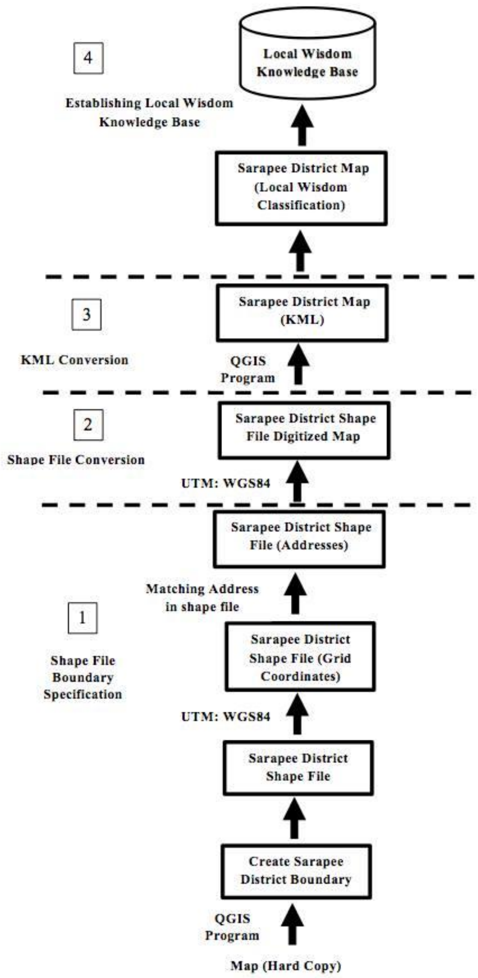

Figure 4 Step for establishing local wisdom-knowledge base for rurban in Sarapee district, Chiang Mai Province

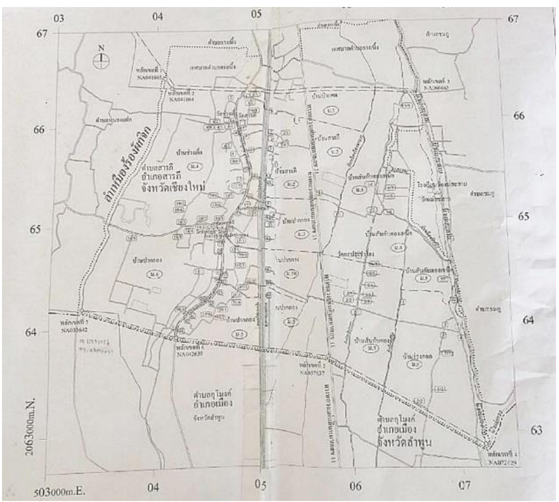

Figure 5. Sarapee district's Map (Hard Copy)

4) Establishing Local Wisdom Knowledge Base

The last processes compose of two steps; first local wisdom data were classified. In this research, we defined local wisdom as 8 classes (Dancing; Agriculture; Weave; Tailors; Thai massage; Cooking; Handicraft; Construction) shown in Figure 6. while another step was establishing the local wisdom knowledge as a data base. Finally, the local wisdom, knowledge base was published via Google Map (as Figure 8, 9)

Figure 6. Local wisdom knowledge classification (Dancing; Agriculture; Weave; Tailors; Thai massage; Cooking; Handicraft; Construction) in Sarapee district

4. Result and Discussion

4.1 performance of GIS tools to map the local wisdom knowledge base

This research used GIS tools for establishing local wisdom in to Google map which the results show that QGIS program was very useful. It helped and supported to create the boundary of each village (10 villages) as Figure 7.a and 7.b, but in data digitization and UTM grid system, high precision was required because shape boundary could be mistaken.

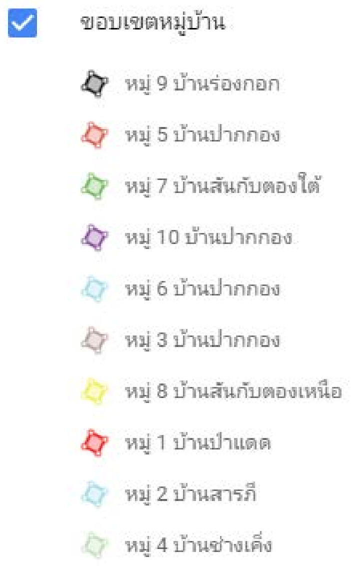

Figure 7.a The color area definition for Shape File Boundary Specification

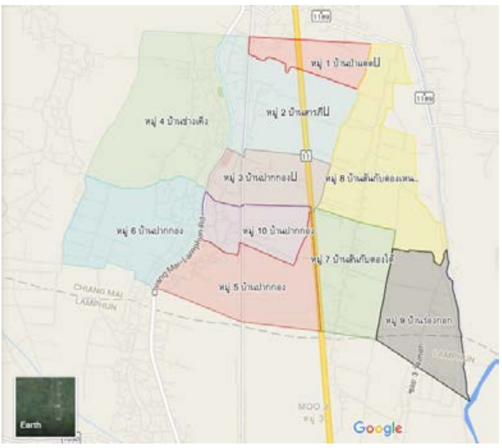

Figure 7.b Shape file boundary specification (Sarapee district)

4.2 Local wisdom Knowledge Base Extraction

From the result, we could find some knowledge pattern from the Google Map. See **Figure 8, 9**

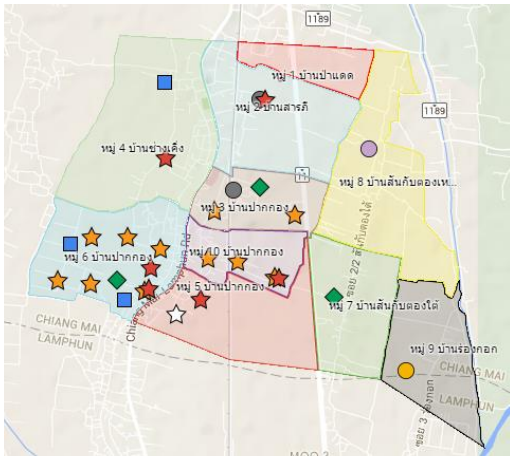

Figure 8 local wisdom-knowledge base of map platform

We found that in Village No.6 is outstanding for local wisdom in dancing while follows by Village No.3 and 10. The closure area effects on local wisdom while farther away are different. These knowledge pattern extractions are valuable for improving the development plan.

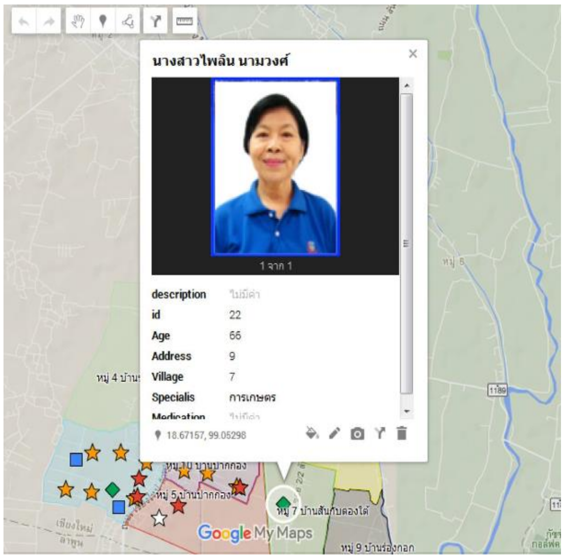

Figure 9 Detail of local wisdom knowledge base specification

Moreover, the local wisdom knowledge base via Google map can specify in the detail of older people who specialist (local wisdom). Future work, we can expand the other attributes into the map such as inheritance of local wisdom in order to find the new knowledge pattern.

5. Conclusions

We have proposed the model to establish the local wisdom, knowledge base for urban area. Sarapee district, Chiang Mai province is the case study of this research. We applied GIS techniques to generate the model. Sample data are collected from Kho Yang, Na Sarapee School. It was digitized via QGIS program with Universal Transverse Mercator (UTM) technique in WGS84 scale and Google Map. In this work, we aim to 1) preserve the local wisdom knowledge base 2) establishes local wisdom knowledge's community for councils, researcher, other person who applies the resource to their work. The result shows that the model can display and establish the local wisdom, knowledge base though the map. Furthermore, our finding provided the new pattern of local wisdom from the Google map, affording some insights to the interested knowledge base. Finally, the contribution of this research is the combination between local wisdom and information technology via GIS tools for reserve the valuable local wisdom as a knowledge base which valuable to the people who interested in Sarapee's community. The future work, we will completely add others local wisdom data to extend the knowledge base.

6. Acknowledgment

This research is the part of the Participation Information System Development for Older Persons Management Information System in Order to Manage for Town-Country Community in Sarapee Sub-District Sarapee District Chiang Mai Province which is supported by The Far Eastern University and The Research Fund Thailand.

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The Financial Capability on Thai SMEs Performance in Sai Mai District, Bangkok

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ABSTRACT:

This research was to study the financial capability on Thai SMEs Performance in Sai Mai District, Bangkok. The researcher collected data from 400 SME entrepreneurs in Sai Mai District, Bangkok by using the stratified random sampling, and a questionnaire as an instrument. The statistics used for analyzing data were T-test, F-test, correlation analysis, and multiple regression analysis.

According to the research, most SME entrepreneurs were single-business owners in the food business category in Sai Mai District. The SME entrepreneurs agreed with having overall financial capability at a moderate level. When considering by aspects, the financial diversification was at a high level, whereas the financial strength and the financial network were at a moderate level. The SME entrepreneurs agreed with having overall organizational development at a high level. When considering by aspects, the customer relation was at a high level, whereas the internal organization process and the learning and development were at a moderate level. The SME entrepreneurs had the average performance outcomes of their business in 2015, i.e., gross earning rate, net earning rate per total sale, growth rate of total sale and growth rate market share at 1-5 percent. The SME entrepreneurs in other business categories agreed with having different financial capability of financial strength. The SME entrepreneurs with different registered capital agreed with having different overall financial capability. The SME entrepreneurs with different number of employees and different operating period of time agreed with having different overall financial capability. Financial capability had relationship to overall organization development, while financial capability and organization development had no relationship to overall performance outcome. Moreover, the financial capability had both direct and indirect effects on the business performance through the organization development. Therefore, the SME entrepreneurs should have high financial capability to bring about efficiency of organization development and business performance outcomes.

KEYWORDS: Financial Capability, Thai SMEs, Performance, Bangkok

Introduction

At present, the economic condition has changed according to the new era of the economic system. The free trade trend has played more and more important role in conducting businesses and affecting to economy of the country in almost all aspects. Therefore, businesses, including SMEs, are important parts of economy and society, i.e., creating great values to the economic system in terms of jobs, added values and incomes, as well as being manufacturers, distributors and service providers. They serve as creating and facilitating economic transactions of the country, and being places or vocational schools of various laborers that can practice and learn from hands-on experiences. Moreover, they establish connections between large businesses or other relevant businesses, which are important parts of the economic system covering manufacturing, wholesaling, retailing and service sectors, and are also the businesses supporting large-scale industries and the enterprises adding values to raw materials due to using most of domestic resources and creating incomes to the country especially for the manufacturing sector. (Institute for small and Medium Enterprises Development, 2004 : website) It led the governmental sector to allocate an enormous amount of budget in order to renovate businesses by placing an emphasis on SMEs with the belief that SMEs could recover Thai economy vigorously and sustainably. Previously, Thai SMEs lacked the earnest attention and development, including operating performance, marketing and importantly, financial capability of entrepreneurs which consisted of financial sponsors, source of funds, risks and financial network. (Institute for small and Medium Enterprises Development, 2004 : website)

Financial capability involves administrating and managing funds which is considered an important factor of business leading to other resources for entrepreneurship, i.e., labor, machines, equipment, land, information, knowledge and technology. Funds are essential when starting businesses. If the business is successful, profits will occur due to business incomes exceeding expenses. A part of profits will be returned to entrepreneurs for investment, while a part of them will be invested to expand the business. It enables financial management to be efficient and outstanding from establishment, current operation, to future growth of the business. (Katanyu Hiransomboon, 2004 : 147) Therefore, the researcher was interested in doing a research on the financial capability, which consisted of financial strength, financial diversification and financial network, to bring about concepts and approaches to managing fund maximization and to study financial capability on Thai SMEs performance and approaches to managing funds in order to have better business performance.

According to the aforementioned reasons, the researcher was interested in doing a research on the financial capability on Thai SMEs Performance in Sai Mai District, Bangkok with the purpose to study how the financial capability affected Thai SMEs Performance in Sai Mai District, Bangkok.

Research Objectives

1. To study the financial capability of SME entrepreneurs in Sai Mai District, Bangkok.
2. To study performance of SME entrepreneurs in Sai Mai District, Bangkok.
3. To compare the financial capability of SME entrepreneurs in Sai Mai District, Bangkok according to business categories, registered capital, number of company employees and operating period of time.

Research Instrument

The instrument of the research was a questionnaire designed by objectives and conceptual framework. The questionnaire consisted of 3 parts as follows: basic information of SME entrepreneurs, opinions on the financial capability, and opinions on organization development. It consisted of information on 3 aspects of organization development : the customer relation, the internal organization process and the learning and development. The form of questionnaire was a rating scale.

Data Analysis and Statistics

Basic statistics were percentage, mean, standard deviation, variance inflation factor (VIF), correlation analysis, and multiple regression analysis.

Data Collection

The research was done by sending questionnaires via post to the sample group in the target area and enclosing a return envelope with a questionnaire. The questionnaire must be returned by post within 15 days after receiving the questionnaire.

Research Results

The research was done on the financial capability on Thai SMEs Performance in Sai Mai District, Bangkok. The researcher collected data from 400 SME entrepreneurs in Sai Mai District, Bangkok by using the stratified random sampling, and a questionnaire as an instrument. The statistics used for analyzing data were T-test, F-test, correlation analysis, and multiple regression analysis.

1. Most SME entrepreneurs were single-business owners in the food business category in Sai Mai District, Bangkok with registered capital between 1,00,000-50,000,000 baht, more than 7 years of operating period of time, 11-30 employees and current business assets between 1,00,000-50,000,000 baht.

2. The SME entrepreneurs agreed with having overall financial capability at a moderate level (2.51-3.50). When considering by aspects, the financial diversification was at a high level (4.51-5.0) (such as, business having more than one target group), whereas the financial strength (such as, business conducting negotiations for terms and conditions of optimized repayment to a creditor) and the financial network (such as, business building systematic and efficient relationship with customers and source of funds in order to have mutual financial connections) were at a moderate level (2.51-3.50).

3. The SME entrepreneurs agreed with having overall organizational development at a high level(4.51-5.0). When considering by aspects, the customer relation (such as, business providing services oriented to customer satisfaction) was at a high level(4.51-5.0), whereas the internal organization process (such as, business reorganizing the working process to shorten the working times) and the learning and development (such as, business giving importance to employee's organizational loyalty) were at a moderate level (2.51-3.50).

4. The SME entrepreneurs had the average performance outcomes of their business in 2015, i.e., gross earning rate, net earning rate per total sale, growth rate of total sale and growth rate market share at 1-5 percent.

5. The SME entrepreneurs (1) in different business categories agreed with having different financial capability of financial strength; (2) with different registered capital agreed with having different overall financial capability; and (3) with different number of employees and different operating period of time agreed with having different overall financial capability.

6. Financial capability had relationship to overall organization development, while financial capability and organization development had no relationship to overall performance outcome.

The financial capability had both direct and indirect effects on the business performance through the organization development. Therefore, the SME entrepreneurs should have high financial capability to bring about efficiency of organization development and business performance outcomes.

The comparison results of means and standard deviations of opinions on giving importance to financial capability as a whole and by aspects of SME entrepreneurs with different operating period of time

Financial Capability	Source of Variation	df	SS	MS	F	p
1. Financial Strength	Between Groups	3	5.317	1.772	2.811	0.041*
	Within Groups	184	16.003	0.630		
2.Financial Diversification	Between Groups	3	13.114	4.371	6.519	0.000*
	Within Groups	184	123.375	0.671		
3.Financial Network	Between Groups	3	10.296	3.432	5.411	0.001*
	Within Groups	184	116.704	0.634		
Total	Between Groups	3	9.173	3.058	6.869	0.000*
	Within Groups	184	81.907	0.445		

* With statistical significance at 0.05

Discussions

The study on the financial capability on Thai SMEs Performance in Sai Mai District, Bangkok showed that

1. The financial capability showed a positive relation with the organization development. The entrepreneurs with differences of registered capital, number of employees, and operating period of time had different performance outcomes. It was probably because the entrepreneurs with large amount of registered capital, a large number of employees, and long

operating period of time could build the financial network better and more efficiently.

2. The financial capability and the organization development had relationship to the performance outcome, and the financial capability had relationship to the organization development. This meant that the financial capability had direct and indirect effects on the performance outcome through the organization development. It was probably because most entrepreneurs agreed that successful performance outcome depended on reliable organization development. The organization which was reliable needed to have financial understanding. If the organization has financial understanding, it will be able to improve and change organization management to be updated and developed continuously. Therefore it enables employees and the organization to adjust themselves, solve problems, strengthen the organization systematically and concretely, catch up with changes, and have sustainable development (Nattaphan Kecharananta, 2011 :7) that will lead to an increase in profitability, consistently with the study by Sirintorn Siripile. (2011 : Abstract)

Suggestions

1. The impacts of financial capability on SMEs performance, such as business categories should be done.

2. The factors affecting financial capability of successful SMEs, as well as problems and obstacles of SMEs should be carried out.

3. The comparative study among SMEs in various areas of the country should be conducted.

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The Improvement of Queuing Service system for the Front Check in Counter Thai Smile Company Limited, Don Mueang International Airport

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Abstract

The Cabinet announcement on June 19, 2012, Don Mueang International Airport is the airport for low cost airlines (Low Cost Carriers: LCCs) that offer routes for domestic and international point-to-point principles on a voluntary airline. The low-cost airline aims to fly to lots of destinations. The growth of air traffic is increasing rapidly. The necessary development of services in order to accommodate the growth based on customer services and operational services. The service user satisfaction and appreciate the service friendly, safe and hassle free. From the above to comply with government policies, that Thai Smile Company Limited, one of the low cost airline business. The company needs to take action to improve the quality and service. To meet the highest customer satisfaction, the researcher aims to study the improvement of queuing service system for the front check in Counter, this would enhance the service counters of the front check, Thai Smile Company Limited, Don MueangInternational Airport effectively as part in check-in and loading luggages by considering waiting periods,the average time in the system and the average waiting time in the queue.

The result of study in the Improvement of Queuing Service system for the Front Check in counterThai Smile Company Limited, Don Mueang International Airport. There are a maximum of 4 units,usually, the carrier would be open to all passengers, there is a large number of units in the range of approximately 6.00 a.m.– 8.00 a.m. and 4:00 p.m.-7:10 p.m. each day.

The comparison of the amount of duty section, the appropriate counter. In each case, the average occupancy rate (the arrival rate) is 50, 60, 70, 80 and 90 people per hour, the service rate of each counter has a value of statistic which found that the case of the average occupancy rate (the arrival rate) is 50, 60; therefore, 3 counters should open a case, the average occupancy rate (the arrival rate) is 70, 80 and 90; as a result, 4 counters should open.

Therefore, the research concluded that Thai Smile Company Limited do not need to open the Front Check in Counter 4; however, that should open and turn to counter 4 on weekdays; from 3 p.m. (on Saturday, Sunday or public holidays). This would reach the highest customer satisfaction in case of waiting line and total process.

Keywordsarrival rate, queue, service rate, system, waiting line

The importance of the problem

Currently, There is a tourism industry as industry sectors that generate income in Thailand. In year 2015, the tourism industry has caused up to 2.23 billion baht in revenue. Revenue from foreign tourists from 1.44 trillion baht and revenue from domestic tourism 790,000 million baht (KopkanWattanawarangkul, 2015). The tourism industry also contributes to many other business services such as tourism

business, airline business and hotel and resort business have been in growth that be driven to sector revenues, from the governments' the policy in supporting tourism in the years following
2015.
1. The marketing campaign strategy, which gives priority to explore markets both domestic and international to boost spending and travel, which focuses on the use of identity in Thailand to create added value, to attract tourists both domestic and international.
2. The strategic development focus on reviving tourist attractions and facilities such as a upgraded tourist signposts points, beachfront, highway, restaurants, bathrooms, etc.
3. The strategic development of tourism infrastructure is the development of transportation system in access to tourist attractions, that would be more convenient. In addition, to enhance ICT infrastructure to support access to digital economy and society.
4.The main strategies to build confidence and facilitate, taking care of safety in life and assets of more tourists such as the establishment of a Centre for tourist assistance throughout the country. Promote the creation of a network of volunteer help, tourists, etc.
5. The strategic development for products and services for tourism would meet the needs of the market and promote business services. Increasing the potential target business; OTOP products business and movie business, medical and health services (Office of the Director of the national economic and social development, p. m.)
By such a strategy is consistent with the results of the operations of the airport in the first quarter. The Director of Don mueang International Airport, Airports of Thailand Public Co.,Ltd. said the results of the operation in the first quarter year 2015 (during October - December 2014), Don mueang airport has flights to use the service, the number of 50,724 flights. The increasing number from the same period of the previous year is 27.2% and services 6.7 million people. The sharp increasing number is from January as in 46.1%, with the number of flights in 2014 approximately 580 flights per day. As comparing from the same period of the prior year 21.5% and approximately 75,000 passengers per day or approximately 46.7% that increase from expecting by the end of the year, and in 2015, there will be 27.6 million passengers per year, that increased from the year 2014 as31.8%.

The Cabinet announcement on June 19, 2012 to Don Mueang International Airport is the airport for low cost airlines (Low Cost Carriers: LCCs) that offer routes for domestic and international point-to-point principles on a voluntary airline. The low-cost airline aims to fly to lots of destinations. The growth of air traffic is increasing rapidly. The necessary development of services in order to accommodate the growth based on customer services and operational services. The service user satisfaction and appreciate the service friendly, safe and hassle free. From the above to comply with government policies, that Thai Smile Company Limited, one of the low cost airline business. The company needs to take action to improve the quality and service. To meet the highest customer satisfaction, the researcher aims to study the improvement of queuing service system for the front check in Counter, this would enhance the service counters of the front check, Thai Smile Company Limited, Don Mueang Airport effectively.

Research scopes

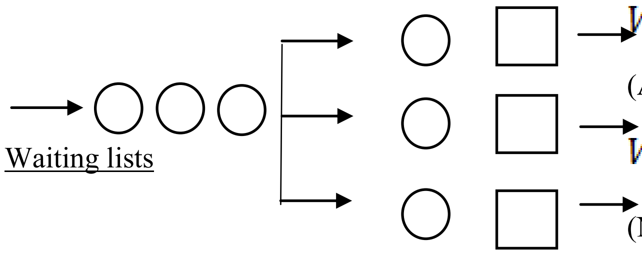
1.To study Queuing Service system for the Front Check in Counter, Thai Smile Company Limited, Don Mueang International Airport

On March13 – 18, 2016(during 06:00 - 08:00a.m. and 4.00 -7.00 p.m.)
2. Proficiency of staffs in Front Check Counters are as Proficiency of each counter.
3. Queuing Service system for the Front Check in Counter, Thai Smile Company are in form of FCFS (First Come First Service) 4. Queuing Service system for the Front Check in Counter, Thai Smile Company (Single Queue, Multiple Servers in Parallel)

Queuing Service System
ReviewLiteratures

$(M/M/c)$(MANOP WARAPAK, 2552)
Queuing Service system for the Front Check in Counter, Thai Smile Company (Single Queue, Multiple Servers in Parallel) as in Post office services, Bank service, etc.

Queuing Service System



Picture:1 $M/M/c$

Waiting List c

In each unit, it gives service period as rate μ and the arrival rateas λ, *The* Traffic intensity, ρ is as the arrival and numbers of customers in queuing.

$$\rho = \frac{\lambda}{c\mu}$$

The $M/M/c$ queue is stable iff $\lambda < \mu$ or equivalently $\rho < 1$

Where $\rho = \frac{\lambda}{\mu}$ is called the traffic ratio or traffic intensity

The number of customers in the system is unlimited and hence there is no steady state when the system is not stable.

(Number of customers in the queue) *is as*

$$\rho = \frac{\lambda}{c\mu}$$

$$L_q = P_0 \frac{(\lambda/\mu)^c}{c!} \rho \frac{1}{(1-\rho)^2}$$

$$P_0 = \frac{1}{\left[\sum_{n=0}^{c-1} \frac{(\lambda/\mu)^n}{n!} + \frac{(\lambda/\mu)^c}{c!} \frac{1}{1-\frac{\lambda}{c\mu}}\right]}$$

(Server idle ratio)

(Average waiting time in the queue)

$$W_q = \frac{L_q}{\lambda}$$

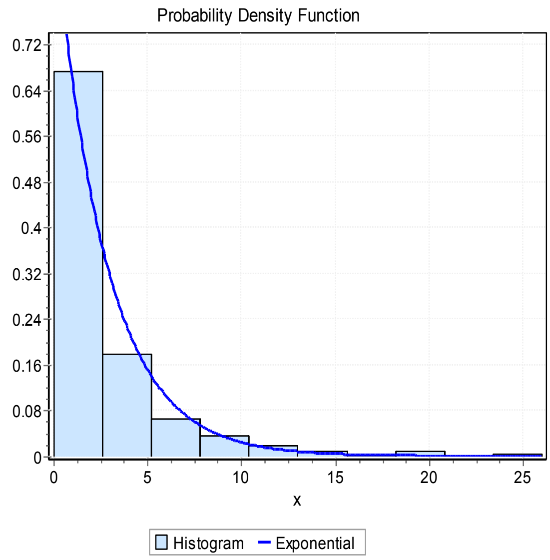
(Average time in the system)

$$W_s = W_q + \frac{1}{\mu}$$

(Number of customers in the system)

$$L_s = L_q + \frac{\lambda}{\mu}$$

Information about the time service came at the front counter airlines Thailand smile at Don Mueang international airport that has been saved for a period of 6 days. This study is analyzed by EasyFitprogram.The result is in (Histogram) as Picture1.



Picture 2: Probability Density Function as analyzed by EasyFit

The Results:

The analysis service of incoming passengers, in the case of service unit in for service, the average rate of 50, 60, 70, 80 and 90 people per hour.The case came into service, the average rate of 50 people per hour. The movement of the passengers, that is, the average time in the system, and wait time in queue of each passenger, including the average number of passengers in the queue, and the number of passengers.If the average rate is 50 people per hour, Case number 2 open front counter customer service counter is to calculate statistics of the system queue is waiting period equal to the period of 27.69 min all passengers equal to the number of passengers waiting for 27.73 minutes equals who many considered 23.08. From the results of research, found that the system's front counter service airlines Thailand smile who has served a maximum of 4 units, the unit typically will open all units when there are a large number of passengers in the range at about 8.00 p.m. and 6.00 – 4:00 pm-7:10 a.m. each day. The result of the comparison of the amount of duty section, the appropriate counter. In each case, the average occupancy rate is 50, 60, 70, 80 and 90 people per hour, the service rate of each counter has a value of static, which found that the case of the average occupancy rate is 50, 60 3 counter should open a case, the average occupancy rate is 70, 80 and 90 should be attributable to 4 counter, so the research conclude that airlines do not need to open Thailand smile 4 counters in the counters, but should be open weekdays 3 pm on Saturday. Sunday or public holiday can open the 4 counter since the system queue area at front counter until the last step is a complete system. The operation of the employee on the front counter, between the passenger into the queue for check-in and check-in bag until it has been successfully. The operation of the employee on the front counter, between the passenger into the queue for check-in and check-in bag until it has been successfully. Customers receive the highest customer satisfaction in the most appropriate time.

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The influencer of cutting condition for stainless steel SUS 304 Laser on surface roughness.

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Abstract

Technology and laser systems are controlled by a computer (Computer Numerical Control, CNC) manufacturing processes , and is widely used in Thailand. Because the laser as a light source is eminently High-Powered Light waves . It is a collimated beam . It has the potential for many applications, for example,The use of lasers for cutting, drilling or welding. The research aims to study the factors that affect the surface roughness. The cutting of stainless steel SUS304.

To conduct a test cutting stainless steel SUS304 4 mm thick.With Laser cutting machine. The three main parameters of cutting the base. The energy of the laser (Power), the frequency of light emission (Frequency) and the cutting speed (Cutting Speeds) variable is the surface roughness (Surface Roughness) This research used experimental design factorial 33 then. the results were analyzed by static

The test results and statistical analysis showed that the frequency of the emitted light energy of the laser cutting speed and influences the surface roughness. Statistical significance (α) 0.05, and the analysis of results of tests show that the conditions for cutting stainless steel SUS304 4 mm thick. With Laser cutting machine. At a minimum surface roughness. It cuts off the power of the laser 800 (w), frequency, 200 (Hz) and the cutting speed of 500 mm per minute. It has a surface finish of about 1.25 microns.

Keywords metal cutting , laser power , frequency , speed , cutting surface roughness.

1. Introduction

In the present Manufacturing different heading, it seeks to develop manufacturing processes to provide high quality products with lower production costs. To customer satisfaction, and increased profits for the manufacturer. With this technical knowledge and modern technologies. He was brought in to help develop and improve products and production processes. To enhance competition in the market [1] shows that the manufacturing engineering in modern times. Require education and research at all times. To improve production processes in various fields. Industrial production continued as a pinch Pictures automobile industry. Use science, knowledge of new technologies in the production process. For example, the introduction of laser technology for application in industrial production by controlling the computer (Computer Numerical Control, CNC) because a laser source with a wavelength feature is a mess. It is a beam High light intensity It has the potential for many applications, for example. The use of lasers for cutting, drilling or welding.

The key features of laser is commonly used in industrial production. Because the laser light with high intensity and beam. The focus will be on working with small drilling, cutting, welding materials as well. And the size of the crack occurring in the drilling, cutting or welding. It is small and very sharp. Make it compatible with high resolution. However, lasers are used for industrial applications requiring high power, for example. Laser Carbon dioxide (CO2 Laser) [2], which is controlled by a computer program. Typically there is a system in two ways: (1) the moving parts. This can make a mark Or cutting the material with a higher resolution as well, for example, a mark on the Ivy and (2) an optical system mobile (Flying Optics), which is commonly used in a work area and a large laser power. high The advantages of using lasers in this kind of work is no heat in the material. The material does not warp after cutting [3] in the system of laser cutting industry are important variables such as power (Power) Frequency (Frequency) rate of a feed (Feed Rate) of gas. and pressurized gas that keeps on cutting. The performance of the laser cutting machine is based on controlling these variables to suit. The type of material and thickness of the work piece. This study aimed to investigate the factors that influence the quality of the surface of the work piece in the cutting process stainless steel SUS 304 with a laser cutter.. By modifying the experimental parameters such as frequency and speed are entered in the walk. And to analyze the influence of variables on the properties of the smooth surface of the cut. Moreover, in order to determine the optimum conditions for cutting a surface flatness requirements of users as well.

2. Experiment

2.1 Trial Design

Experimental Design by factoring Terry Riel 33 repeat three times, which sets conditions for machining include energy (Power) has three levels: 700,800,900, (w.) The frequency of light emission (FREQ). there are three levels of 100,200,300 (Hz.) and the cutting speed (Feed) has three levels: 300,400,500 (mm / min).

ค่าพลังงานเลเซอร์	ความถี่ในการปล่อยแสง	ความเร็วตัด		
		400	500	600
700	100	A_1	A_2	A_3
	200	B_1	B_2	B_3
	300	C_1	C_2	C_3
800	100	D_1	D_2	D_3
	200	E_1	E_2	E_3
	300	F_1	F_2	F_3
900	100	G_1	G_2	G_3
	200	H_1	H_2	H_3
	300	I_1	I_2	I_3

Table 1 Configuring machining for trial

2.2 In the event of a test

Pictures from the first part of the experiment is to test material SUS304 grade stainless steel 25 mm wide. Length 50 mm.The thickness of 4 mm.

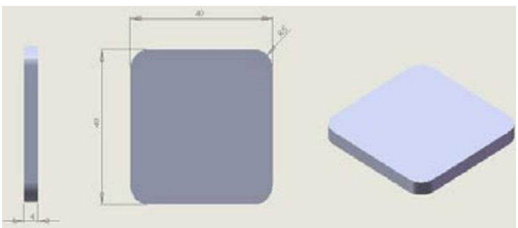

Figure 1 shows the size of the pieces used in the test (mm).

2.3 Test Procedure

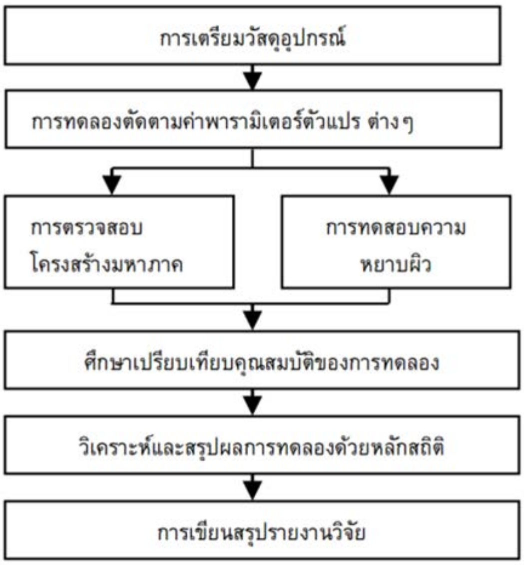

Figure 2 shows a plan the experimental procedure

In conducting experiments to study the influence of variables with a laser beam to cut stainless steel SUS 304 can step in performance, as shown in Figure 2.

2.4 Preparation of test specimens.

2.4.1 The materials used in the experiments as SUS 304 steel cold-rolled steel. Standard steel is JIS

2.4.2 Take laser cut steel sheet defined by size.

2.4.3 bring laser inspection systems to be available.

2.4.4 cuts the work piece to be completed as shown in Figure 3

Figure 3 shows the gripping piece on the laser cutter

2.5 tools and equipment.

2.5.1 Meter smooth (Profilometer) Brand MitutoyoSurfest SV- 300.

2.5.2 Scanning Electron Microscope Sweep (Scanning Electron Microscopy: SEM) model JSM 5410.

2.5.3 Venire Carl Flipper digital brand Mitutoyo.

2.6 Methods

The process of cutting and test specimens.

2.6.1 cutting table at one table for the machining schedule is shown in Figure 4.

Figure 4 pieces of cut with a laser cutter in

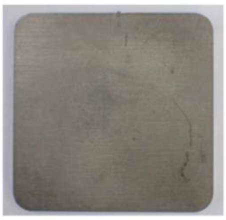

Figure 4 pieces of cut with a laser cutter in 1297

2.6.2 The specimen is then cut clean without oil.

2.6.3 The specimen examined by surface roughness measurement surface. Save the data to be analyzed.

2.6.4 After measuring surface roughness finished. The specimen came sweeping through Scanning Electron Microscope (SEM).

3. Results

The experiments are SUS 304 stainless steel cut with a laser cutter. The third variant is a variant of the power of the laser. The frequency of the laser emissions Cutting speed The defined experimental conditions in Table 1 of the experiment is sort of an experiment by the level of energy used are low (700 W), intermediate (800 W) and high (900 W) has. the results are as follows:

3.1 The results of the measurement of surface roughness.

Public bringing specimens that have been cut with a laser beam all. To measure the surface roughness of the specimens were found to have all the pieces that make up less surface roughness. Is a level of 1.25 microns by cutting condition to be used.The energy of the laser at 800 w.The frequency of light emission at 200 Hz. And the cutting speed of 500 mm. Per minute.

3.2 Analysis by shedding light microscope sweeping (SEM).

By observing the cut area of the specimen. It can be seen that the cut pieces from the cutting with a laser beam. It is divided into two zones, the zone below is a rough, rather than as shown in Figure 5, the size of the surface area of the cut and the width of the zones above and below the incision. Is based on the variables used in cutting.

Figure 5 shows the appearance of a cut piece of work

Figure 6 shows the cut surface of the workpiece, cut with a laser. By using the power of the laser beam 900 w. The frequency of light emission 100 Hz. And the cutting speed of 600 mm./min which measure surface roughness is measured using a 1.99 micron microscope shines sweeping (SEM) extension. 200 times

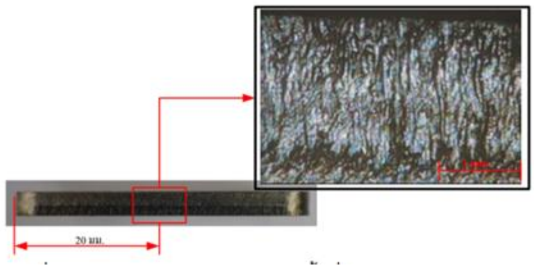

Figure 6 shows the surface area of the cut pieces on a coarse size 1.99 µm.

Figure 7 shows the appearance of the cut surface of the workpiece using the energy of laser light 800w. The frequency of the emitted light 200 Hz. And the cutting speed of 500 mm./min and measure surface roughness measuring 1.25 microns. (surface roughness is the least that can be cut with a laser cutter) by two sweeping microscopy (SEM) expanded 200 times.

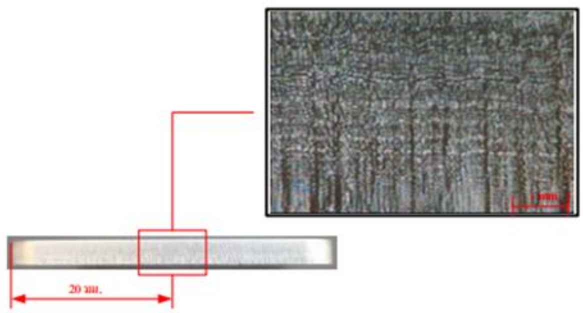

Figure 7 shows the surface of the cut pieces on a coarse size 1.25 µm.

3.3 Analysis of specimens with fins.

The work, conducted in the laser cutting. A sample of 81 pieces with stiff spines can be seen clearly in the amount of 24 pieces representing 29.62 percent of the height of the fins at an average of 3 mm., And burns with a fin. Spines, which are the result of. Variable cutting offensive.Using a powerful laser The frequency of the emitted light Cutting speed and unrelated. Which makes the heat a notch too high so that the burn marks and texture of molten metal fins attached to a piece of work.Although the Spines will not cause direct damage to the workpiece.Because these pieces can also be used. You need time to adjust to their fins formed from the work first. This will make the cost unnecessarily

Figure 8 shows the result of cutting the fins W = 700w, f = 100Hz and CS = 500 mm / min

Figure 9 shows the result of cutting the fins W = 700w, f = 100Hz and CS = 600 mm / min.

Figure 10 shows the fin was cut from the W = 700w, f = 200Hz and CS = 600 mm / min

Figure 11 shows the fin was cut from the W = 700w, f = 300Hz and CS = 500 mm / min.

Figure 12 shows the fin was cut from the W = 700w, f = 300Hz and CS = 600 mm / min.

Figure 13 shows the fin was cut from the W = 800w, f = 100Hz and CS = 500 mm / min.

Figure 14 shows the fin was cut from the W = 800w, f = 100Hz and CS = 600 mm / min.

Figure 15 shows the fin was cut from the W = 800w, f = 100Hz and CS = 600 mm / min.

3.4 Statistical Analysis

Analysis ANOVA by reading the P-Value from the table ANOVA that the P-Value of the main factors and cofactors factor which is less than the value $\alpha = 0.05$ means that the factor that influences the surface roughness or. If greater than $\alpha = 0.05$, indicating that factors that influence surface roughness. To prove that cutting with the laser beam and the main factors influencing the surface roughness. Significant at the 0.05 level or not.

Source	DF	Seq SS	Adj SS	Adj MS	F	P
พลังงานของเลเซอร์	2	0.616484	0.616484	0.308242	42.76	0.000
ความถี่การปล่อยแสง	2	0.074328	0.074328	0.037164	5.16	0.009
ความเร็วตัด	2	0.085602	0.085602	0.037164	5.94	0.005
พลังงานของเลเซอร์*ความถี่การปล่อยแสง	4	0.819553	0.819553	0.204888	28.42	0.000
พลังงานของเลเซอร์*ความเร็วตัด	4	0.200879	0.200879	0.050220	6.97	0.000
ความถี่การปล่อยแสง*ความเร็วตัด	4	0.097679	0.097679	0.024420	3.39	0.015
พลังงานของเลเซอร์*ความถี่การปล่อยแสง*ความเร็วตัด	8	0.550440	0.55044	0.068805	9.54	0.000
Error	54	0.389267	0.389267	0.007209		
Total	80	2.834232				
S = 0.0849037 R-Sq = 86.27% R-Sq(adj) = 79.65%						

Table 2 Analysis by ANOVA of the parameters used in the experiment.

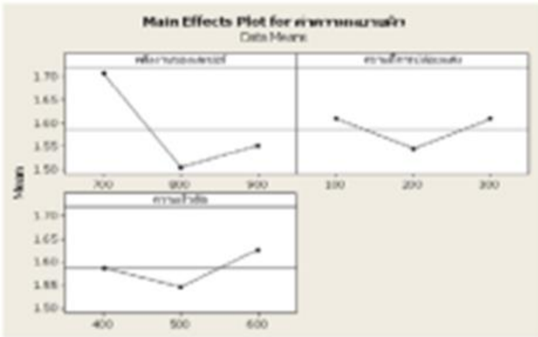

Figure 16 shows a graph of the test the suitability of the steel.

The results Test the fit of the three key factors: the laser power, the frequency of light emission. And the cutting speed observer from the 16 to the line graph, each factor will be appropriate. The laser power at 800 w. The frequency of light emission is 200Hz. And the cutting speed 500mm / min.

The results Test the fit of the three main factors, namely the laser energy. Coupled with the frequency of light emission, the laser power, coupled with the cutting speed. , The frequency of light emission, coupled with the cutting speed. Notice from Figure 17 is a line graph that each contributing factor. It is appropriate that the laser power with value

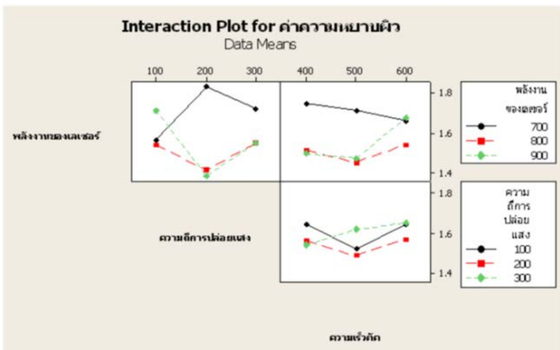

Figure 17 Test suitability factors.

Frequency of light emission at 800 w. 200 Hz the laser energy with the cutting speed at 800 w. 500

mm / min, the frequency of light emission, coupled with the cutting speed at 200 w. 500 mm / min.

4. Conclusion

Research and experimental studies of the influence of variables that affect the roughness of the cutting stainless steel SUS 304 with laser cutting conditions. In this study were analyzed using ANOVA techniques to test the suitability of the main factors that the power, frequency emission. And the cutting speed, the three main factors influencing the surface roughness of cutting stainless steel SUS 304 significantly. By using a computer (Minitab) in the trial. The reading of the P-Value is the third major factor is lower than $\alpha = 0.05$, indicating that all three factors influence the cut stainless steel SUS 304 which affects the smoothness of the skin.

So researchers We tested the suitability of the contributing factors is the frequency of light emission Energy, Energy cut the speed, frequency, light emission: the cutting speed. * The frequency and the energy released by the speed of light * Cut influence surface roughness. To cut stainless steel SUS 304 significantly.By using a computer (Minitab) in the trial. The reading of the P-Value by contributing factor was lower than $\alpha = 0.05$, indicating that factors that influence the cut stainless steel SUS 304 which affects the smoothness of the skin. The test of the main factors And cofactors Can be used to find the most suitable machining conditions in the test of cutting with a laser beam. Using a graph showing the suitability of the main factors. And the suitability of factors come together to make a comparison. Anything that affects the surface roughness is minimal. Can be summarized as follows:

(A) The energy of the laser (Power) on the surface roughness least 800 w.

(B) light emission (FREQ) at a minimal surface roughness is 200 Hz.

(C) cutting speed (mm / min) at a minimal surface roughness is 500 mm / min.

This parameter has been introduced. Test cutting And measuring surface roughness. The results of the cutting parameters can be measured by the surface roughness of 1.25 microns is acceptable because the production values are simply the results of all the tests.

acknowledgment

Thank you. Prof. Dr. AngSivakorn engineering production.Rajamangala University of Technology The consultation of research. And recommended the use of various tools in the trial.

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The Observation on the Effect of Nonlinear loads Harmonics to the Kilowatt-Hour Meter

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Abstract

This research studied the quantities of harmonics cause from the nonlinear loads, which were used in the residential. Harmonics were considered as non-pure sine waveform that could be affected to the accuracy of the analog Kilowatt-Hour Meter that currently used to read the total amount of consumed energy. Therefore, this paper proposed an experiments process to observe the accuracy of the regular analog Kilowatt-Hour meter and compare the results to the reference digital meter Fluke 345. The results of experimental shows that, the analog Kilowatt-Hour Meter counts the energy greater than the reference digital meter in case of using the non-linear load. The accuracy of measurement is normally related to the percent of Total Harmonic Distortion (THD) of the signal. Final, this paper can conclude that, the minimum of THD_i at 16% could make the error to the analog Kilowatt-Hour Meter when compare to the reference digital meter Fluke 345.

Keywords

Non-linear load, Total Harmonic Distortion, Accuracy of measurement, Fluke 345 PQ clamp meter, Analog Kilowatt-hour meter,

1. Introduction

The major equipment that used to record and read the consumed electrical energy is used the existing analog KWh meter (Kilo-Watt hour meter). The essentially method of a single-phase Watt-Hour meter is an induction motor, which is the speed of moving element is directly proportional to the voltage applied and the amount of current flowing through the meter. The phase displacement of the current, as well as the magnitude of the current, is automatically taken into account by the meter. In other words, the power factor influences the speed, and the moving element (disk) rotates with a speed proportional to real power. The aluminum disk acts as a squirrel-cage rotor, torque being produced as a result of eddy currents induced in it by the potential (voltage) and current coils Meter can measure the true value of energy when connected with the pure sine signal. However, the nonlinear load introduces non-sinusoidal to the system, so the accuracy of analog meter when connected with nonlinear loads is became the interested issue [1,2].

Actually the electrical equipment that use in the residential as: Television, Personal Computer (PC), Printer, Fluorescent lamp with ballast electronic, Amplifier, Air Conditioner, Microwave Oven, Electric welding, Voltage regulation, and etc. are nonlinear-load [3,4,5]. When the electrical equipment mention above plug-in to the voltage source (1 phase source 220 V 50 Hz). The signal of current waveform and voltage waveform are distort from sinusoidal. The harmonic component can be visualized by calculated with Fast Fourier Transform (FFT). The harmonic of the spectrum is showed in order 3, 5, 7,…, n [6,7]. The effects of harmonics on equipment may additional heating and higher dielectric stress on the capacitors, interruption capability of circuit breakers, the skin effect of the conductors, measurement errors, pulsating torque and noise on rotating machines [8,9].

2. Theories

2.1. Non Linear loads

Currently, there are 2 major loads type is considering in Electric equipment as: linear load and nonlinear load.

a.) Linear load: has the voltage signal and current signal similarity to the sinusoidal, and low percent of total harmonic distortion (%THD), the electrical equipment in residential the considering as the linear load are: electric pot, dry iron, electric fan, washing machine, etc.…

b.) Nonlinear load: has the voltage signal and current signal distort from the sinusoidal waveform, normally high percent of total harmonic distortion. The electric equipment considering as the nonlinear load are: Fluorescent lamp, Air conditioner, Personal computer, Microwave oven, Television, Amplifier, etc.… the waveform of loads type mention above are shown bellow:

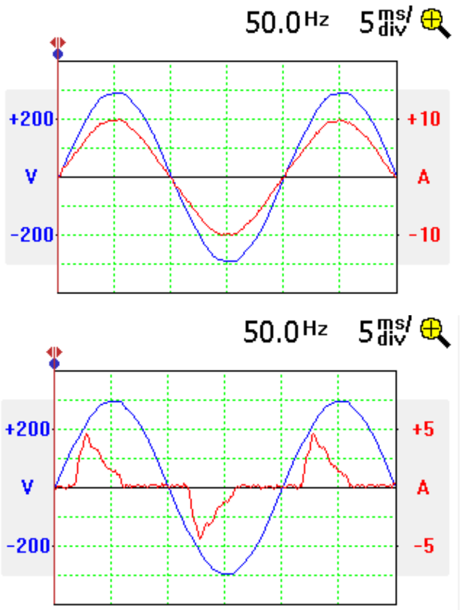

Figure 1. The waveform of linear load and Non-linear load

2.2 Harmonic

In any periodic signal, the only desired frequency is the "Fundamental Frequency". A "Harmonic" refers to a component of a periodic signal, with a frequency that integer with multiple of the Fundamental frequency. The frequency of n^{th} Harmonic is: $f_n = n * 50Hz$, so the third harmonic order is 150 Hz, the 5th harmonic order is 250 Hz, when the harmonic component combine with the Fundamental Frequency, the waveform is often distort from sinusoidal. The total harmonic distortion (THD) is used to calculate the summation of all harmonic components of the voltage or current waveform compared to the fundamental component of the voltage or current wave [10,11] and THD is shown in Figure 2. and the equations below:

$$\text{THDv (\%)} = \frac{\sqrt{\sum_{h=2}^{\infty} V_{h\,(rms)}^2}}{V_{1\,(rms)}} *100 \qquad (2.1)$$

$$\text{THDi (\%)} = \frac{\sqrt{\sum_{h=2}^{\infty} I_{h\,(rms)}^2}}{I_{1\,(rms)}} *100 \qquad (2.2)$$

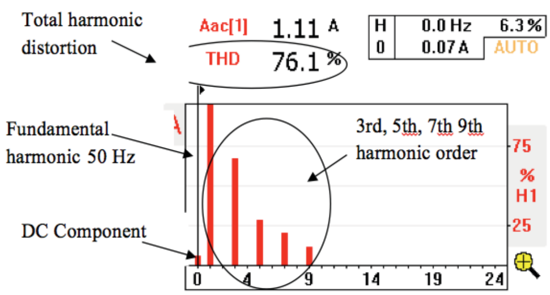

Figure 2. Graph of Spectrum of current harmonic

2.3. Electric power and energy

When the loads are linear and the voltage is sinusoidal, the active power is calculated with the following equations [12]:

$$P = VI \cos \varphi \qquad (2.3)$$

$$pf = \cos \varphi \qquad (2.4)$$

When the loads are non–linear, the voltage is sinusoidal, but the current contained some harmonics, then the active power should not be calculated by using the traditional methods as demonstrated by equations (2.3) This means that the equation (2.4) cannot be used to calculate the power factor when non–linear loads are concerned. The active power is the mean or the average value of the instantaneous power, so it can be calculated as:

$$P = VI_1 \, Cos\varphi 1 \qquad (2.5)$$

$$pf = Cos\,\varphi 1 \, . \frac{1}{\sqrt{1+THD_i^2}} \qquad (2.6)$$

If the phase angles of the voltage harmonics are neglected, the active power can be calculated as:

$$P = V_1 I_1 \; P.F \qquad (2.7)$$

Where:

$$P.F = Cos\varphi 1 \, . \frac{1}{\sqrt{1+THD_v^2}\sqrt{1+THD_i^2}} \qquad (2.8)$$

2.4. Basic operation of induction kilowatt-hour

An instrument that used to measure either quantity of electricity or energy, over a period of time is known as energy meter or watt-hour meter. In other words, energy is the total power delivered or consumed over an interval of time *t* may be expressed as:

$$E = \int_0^t v(t) i(t) dt \qquad (2.10)$$

The electromechanical energy meters has series and shunt electromagnets which produces driving torque and the permanent magnet produce braking torque on the aluminum disk. Both the driving and braking torques are primary torques.

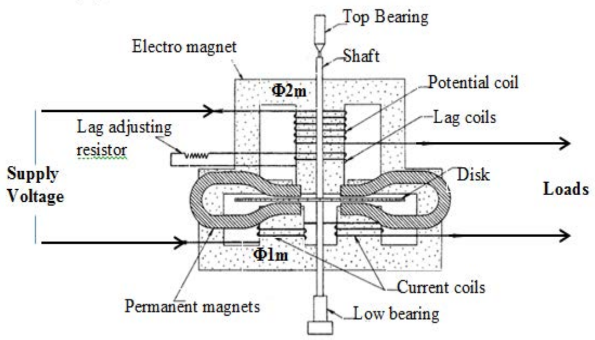

Figure 3. Structure of induction Kilowatt-Hour meter

Secondary flux elements are used for compensation purpose in order to improve the accuracy of measuring instrument. The response of energy meters to the frequencies outside the design parameter is abnormal and ultimately recording error occurs. The total power (P_T) on a meter is given by:

$$P_T = \sum_{n=0}^{N} V_n I_n Cos\Phi_n$$

$$P_T = P_{DC} + P_F + P_H \qquad (2.9)$$

Where: P_T = Total Power,
P_{DC} = DC Power,
P_F = Power at fundamental frequency,
P_F = Power at harmonic frequency,
V_{DC} = DC Voltage,
I_{DC} = DC Current,
V_F = Voltage at fundamental frequency,
I_F = Current at fundamental frequency,
V_H = Voltage at harmonic frequency,
I_H = Current at harmonic frequency,
$Cos\varphi_F$ = Phase angle between V_F and I_F at fundamental frequency,
$Cos\varphi_H$ = Phase angle between V_H and I_H at harmonic frequency.

The energy meter will not measure DC power (P_{DC}). It measures P_F accurately and P_H inaccurately. The harmonic power (P_H) is obtained by adding all components of power at frequencies above and below the fundamental frequency. Any DC power supply or generated by the customer will cause an error which is proportional to $\frac{P_{DC}}{P_T}$ and the error sign depends on the direction of flow of power. Similarly, in measuring harmonic power an error will occur which is represented by 'X' and is given by $\frac{P_H}{P_T}$. The factor 'X' is dependent on the frequency response characteristics of the meter and error sign, which is related to the flow direction of DC Current (I_{DC}) distorts the working flux and changes the permeability of the core. Fluxes produced by harmonic currents (I_H) combine with spurious fluxes of the same frequency and produces secondary torques. Thus, DC power and harmonic power affects the capability of the energy meter to measure total power [13].

3. Research Methodology

This paper proposed a method to conduct the experimental by comparing the accuracy among the Kilowatt-Hour Meter of Electricity of Laos (EDL), Regular analog Kilowatt-Hour meter and the reference Fluke345 PQ Clamp meter. The measurement used both linear and non-linear loads. The Power Quality Analyzer is used to record the harmonic data of Voltage and Current, Total Harmonic Distortion, Frequency, Real power and Energy consumption in each hour. After that, all data is transferred to computer by using Universal Serial Bus (USB) and View software (Power Log). After measurement, the Energy that measured by Analog meter and Digital meter is compared. The circuit of experiments is shown below:

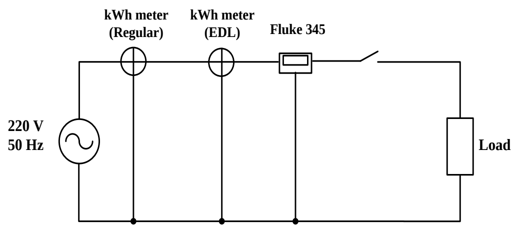

Figure 4. Circuit of measurement method

The Process of the measurement methods are defined in 5 case study, case 1 and case 2 were using linear load in residential to measure the energy, the analog and digital meter can measure as low percent of difference. In case 3, 4 and case 5 were using nonlinear load in residential to measure the electric energy as below:

1. Case 1: Incandescent bulb 1100W (11 Units)
2. Case 2: Electric fan 318 - 340W (3 unit)
3. Case 3: Fluorescent lamp 36W (12 units)
4. Case 4: Air conditioner 1 phase (12000 BTU/hour)
5. Case 5: Fluorescent lamp 36W (12 unit) + Air conditioner 1 phase (12000 BTU/hour) + Refrigerator (1 unit)

4. Results and Discussions

In the measurement method used regular Kilowatt-Hour meter symbol by $E_{Regular}$ that has the current rate 15(60A), EDL's Kilowatt-Hour meter symbol by E_{EDL} has the current rate 20(80A) and Fluke345 PQ Clamp meter symbol by E_{Ref} and the experiment results can summarize of THD, power factor and consuming energy in the Table 1 and Table 2. The difference between the regular Meter to the Reference meter is shown in equation 4.1 and the EDL's meter to the Reference meter is shown in the equation 4.2 respectively.

$$\%\text{Difference 1} = \frac{E_{Ref} - E_{Regular}}{E_{Ref}} \text{x}100 \quad (4.1)$$

$$\%\text{ Difference 2} = \frac{E_{Ref} - E_{EDL}}{E_{Ref}} \text{x}100 \quad (4.2)$$

Table 1: Result of measurement, %THD and Power factor in each case

Case	THDv (%)	THDi (%)	PF	Power (W)
1	0.4	0.2	0.998	1100
2	1.1	1.0	0.854	318 - 340
3	1.8	78.8	0.69	240 - 275
4	1.7	21.4	0.97	800 - 12000
5	1.9	16	0.98	1300 - 1450

Table 2: Results of the energy and percent of difference between meters (Analog and Digital kilowatt-hour meter)

Case	Energy (kWh)			Difference (%)	
	$E_{Regular}$	E_{EDL}	E_{Ref}	1	2
1	8.2	8.2	8.2	0	0
2	2.7	2.7	2.69	0.3	0.3
3	2.1	2.1	2.0	5	5
4	5.0	4.9	4.75	5	3.15
5	11.1	11.0	10.8	2.77	1.85

5. Conclusions

From the proposed experiments can be concluded that: at the first hour both Kilowatt-Hour meter read with the similar value. However, the measurement conduct longer hours continuously, the results of the analog Kilowatt-Hour meter read the energy greater than the reference meter (Fluke345). The different is caused from high distortion of signal, when the %THDi is high cause the percent difference between Analog and Digital kilowatt-hour meter also high and when the %THDi is low will cause the percent difference between Analog and Digital kilowatt-hour meter low too.

Due to the residential equipment (nonlinear load) and number of case study that used in this experiment are limited, and the rate power at the loads is quite low. Therefore, the compare results are not yet big difference between the analog Kilowatt-Hour and the Reference meter. Finally, this paper can conclude that: Using nonlinear load with analog Kilowatt-Hour meter has big potential to the error of measurement when compared to the Reference digital meter.

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THE PERFORMANCE OF LIPA CITY COLLEGES EDUCATION STUDENTS IN THEIR IN-CAMPUS SIMULATION ACTIVITIES AND PRACTICE TEACHING: BASIS FOR ENHANCEMENT OF TEACHER EDUCATION

LIEZEL ZARA-BARREDO,MAED
LINDA E. PLATERO,Ph.D.

ABSTRACT

Being a teacher entails great and big responsibilities as he is tasked to mold and shape young minds and souls to become the future of the society. It is but imperative that teachers be equipped with the needed knowledge, skills and attitudes that they would use as their instruments as they face the abovementioned challenge. The trainings and practices to become effective and efficient teachers are now provided by Teacher Education Institutions or TEIs which follow rigid policies and regulations to produce future mentors. Here in the country, under the Revised Policies and Standards for Undergraduate Teacher Education, CHED Memorandum Order No. 30, s.2004, an important component of teacher training has been introduced and this is the Experiential Learning Courses which specifically includes the Field Study and Practice Teaching. Practice Teaching is a very important phase of the student teacher's pre-service preparation (Vega, 2008).

Since practice teaching is the heart of the teacher education program, all the knowledge, skills and abilities acquired by the Education students in the general, professional and methodology courses will be tested and put into practice. But before student-teachers can be deployed to the partner schools for practice teaching, they have to finish first the Field Study courses or they still have to undergo in-campus simulation activities. The In-campus simulation activities shall train and equip Education students the skills and learning they need when they are about to undergo practice teaching.

In the conduct of this study, it was ascertained as to what extent the TEIs have been preparing their Education students in their in-campus simulation activities to make them ready for the battle as they enter their on-the-job training as practice teachers.

The descriptive method of research was utilized in the pursuance of this study. The respondents were 40 Education graduates during the school year 2013-2014. Their grades in the Field Study courses and practice teaching were compared, tallied, analyzed and interpreted. The resource teachers and cooperating teachers were also used as respondents in the interview conducted by the researcher. The study was conducted at Lipa City Colleges with the cooperating or partner schools as extension venues.

The study revealed that the student-respondents' performances were excellent for both in-campus simulation activities and practice teaching. However, there is an area of which student-respondents performed better in the Field Study course than in their practice teaching. Student-respondents performed better in FS 1 which is anchored on Child and Adolescent Psychology and Social Dimensions of Education than in practice teaching in the area of understanding the learner. But it can also be noted that in the correlation made between FS 2 and teaching methodologies and classroom management; FS 3 and preparation of instructional materials; FS 4 and lesson planning; and FS 5 and evaluating learning outcomes; student-teachers performed better in their practice teaching. On the other hand, in FS 6 and teacher's personality; both items got the same mean performance. It can be concluded that student-teachers were really thoroughly prepared and equipped with the necessary skills in the Field Study courses as they really perform excellently in their practice teaching.

A high significant relationship was found between the students' performances in in-campus simulation activities and practice teaching. It can be implied that student-teachers are performing better in the practicum because they were trained fully through the in-campus simulation activities. It also showed high significant relationships on the performances of the student-respondents in their in-campus simulation activities and practice teaching when grouped according to their sex, education program and major or field of specialization.

The professors and teachers of the Field Study courses should maintain the quality of instruction they offer and render to the Education students. They must continue providing the students with relevant learning experiences in the in-campus simulation activities and continue to become more innovative to meet the needs of the students.

Moreover, students must be given more concentration in their Field Study 1 for better understanding of the learners so as to better improve their performances in their practice teaching. They must be provided with activities and tasks for them to better grasp the concept of individual differences among learners and how to use psychology to study the students' behaviors.

Key words : *performance, in-campus simulation activities, practice teaching, field study courses*

INTRODUCTION

Learning is considered a life-long and continuous process that equips an individual with the needed knowledge, skills, competencies and even values that would be most helpful to him in accomplishing tasks and obligations. In any chosen field of endeavor or profession, an individual is expected to exude competence that could be possibly acquired through rigid and exhaustive trainings while still schooling.

It is in this light that moved the researcher to conduct a correlation study between the performances of Education students of Lipa City Colleges in their in-campus simulation activities and on-the-job training or practice teaching. The researcher wants to find out if would-be mentors from LCC are equipped with knowledge, competencies and skills from the simulation activities provided to them inside the institution and how well and effective they are in the application, execution and integration of the theories and practices when they are already in their partner schools for their on-the-job training.

The researcher felt the need for all Teacher Education Institutions (TEIs) to make relentless efforts to meet the challenge of providing the students with the exposure to the real teaching world. This practice is deemed important in terms of giving the Education students the edge in facilitating classroom learning.

THE PROBLEM

This is a correlation study on the performances of Education students of Lipa City Colleges in their Field Study courses or in-campus simulation activities and on-the-job training or practice teaching. Specifically, this research sought answers to the following questions:

1. What is the profile of the respondents in terms of:
   1.1 . Sex;
   1.2 . Education program; and
   1.3. Field of specialization?
2. What is the level of performance of the respondents in their: in-campus simulation activities and on-the-job training or practice teaching with reference to:
   2.1. FS 1 and Understanding the Learners;
   2.2. FS 2 and Teaching Methods and Classroom Management;
   2.3. FS 3 and Preparation of Instructional Materials;
   2.4. FS 4 and Lesson Planning;
   2.5. FS 5 and Evaluation of Learning Outcomes; and
   2.6. FS 6 and Teacher's Personality?

3. Is there a significant relationship between the student-respondents level of performance in their in-campus simulation activities and on-the-job training or practice teaching?

4. Is there a significant relationship between the profile of the student respondents and their level of performance in their in-campus simulation activities and on-the-job training or practice teaching?

5. What course of action could be taken by Lipa City Colleges to further enhance the teacher education program?

METHODOLOGY

The purpose of the study is to assess the relationship between the performance of the Education students in their in-campus simulation activities and their performance in their practice teaching or practicum. To determine such purpose, the researcher adopted the qualitative-descriptive and correlational methods of research.

FINDINGS

This study was conducted with a purpose of determining the relationship between the performance of selected Education students of Lipa City Colleges in in-campus simulation activities and practice teaching.

Thirty-seven out of 40 total-student-respondents or 92.5 percent were female while three or 7.50 percent were male. In terms of education program, the highest frequency count of 22 or 55percent was Bachelor of Secondary Education while 18 or 45 percent were Bachelor of Elementary Education. The respondents were General Education (BEEd) gained the highest frequency counts of 18 or 45.00 percent while the least frequency count of one or 2.50 percent was on Mathematics.

The mean performances were 1.8625 (excellent) and 2.025 (very good) which shows that student-teachers performed better in their FS 1 course than in practice teaching in terms of understanding the learner; highest performances were 1.25 (excellent) and 1.50 (excellent); and lowest performances were 2.50 (good) and 2.50 (good) for Field Study 1 and Understanding the Learner, respectively.

The performance of 1.75 -1.25 (excellent) made the highest frequency count of 26 or 65 percent in Field Study 1 while the performance of 2.75 – 2.50 (good) gained the least frequency count of two or 10 percent.

For understanding the learner, 2.25 – 2.00 (very good) gained the highest frequency count of 30 or 75 percent. The least frequency count of two or 5 percent at rank 3 was on 2.75 – 2.50 (good).

The mean performances for FS 2 and Teaching Methods/Classroom Management were 1.625 (excellent) and 1.8875 (excellent) respectively. This implies that student-teachers perform better in practice teaching than in the FS 2 subject in terms of teaching methodologies and classroom management. The highest performances were 1.25 (excellent) and 1.25 (excellent); and lowest performances were 2.00 (very good) and 2.25 (very good) for Field Study 2 and teaching methods/classroom management, respectively.

The performance of 1.75 -1.25 (excellent) got the highest frequency count of 36 or 90 percent in Field Study 2. The least was on 2.25 – 2.00 (very good) with a frequency count of four or 10 percent.

With regards to teaching methods/classroom management, 2.25 – 2.00 (very good) obtained the highest frequency count of 22 or 55 percent. The least was on 1.75 – 1.25 (excellent) which got a frequency count of 18 or 45 percent.

The mean performances were 1.675 (excellent) and 1.8875 (excellent) which shows that practice teachers performed better in the practicum than in the Field Study 3 subject. The highest performances were 1.25 (excellent) and 1.25 (excellent); and lowest performances were 2.00 (very good) and 2.25 (very good) for Field Study 3 and preparation of instructional materials respectively.

The performance of 1.75 -1.25 (excellent) made the highest frequency count of 34 or 85 percent in Field Study 3. Meanwhile, 2.25 – 2.00 (very good) got a frequency count of six or 15 percent.

With respect to preparation of instructional materials, 2.25 – 2.00 (very good) gained the highest frequency count of 22 or 55 percent while 1.75 – 1.25 (excellent) yielded a frequency count of 18 or 45 percent

The performance of 1.75 -1.25 (excellent) got the highest frequency count of 22 or 55 percent in Field Study 4. Meanwhile, 2.25 – 2.00 (very good) got a frequency count of 18 or 45 percent

For lesson planning, 2.25 – 2.00 (very good) gained the highest frequency count of 24 or 60 percent while 1.75 – 1.25 (excellent) yielded the least frequency count of 16 or 40 percent.

The mean performances were 1.8125 (excellent) and 1.8625 (excellent), both excellent but student-teachers obviously performed better in practice teaching. The highest performances were 1.25 (excellent) and 1.25 (excellent); and lowest performances were 2.25 (very good) and 2.25 (very good) for Field Study 4 and lesson planning respectively.

The mean performances in FS 5 and Evaluating Learning Outcomes were 1.85 (excellent) and 1.8875 (excellent) respectively. It can therefore be noted that student-teachers performed better in the practice teaching. The highest performances were 1.50 (excellent) and 1.50 (excellent); and lowest performances were 2.25 (very good) and 2.25 (very good) for Field Study 5 and evaluating learning outcomes respectively.

The performance of 1.75 -1.25 (excellent) got the highest frequency count of 22 or 55 percent in Field Study 5. Next was on 2.25 – 2.00 (very good) with a frequency count of 18 or 45 percent.

In terms of evaluating learning outcomes, 2.25 – 2.00 (very good) gained the highest frequency count of 26 or 65 percent while 1.75 – 1.25 (excellent) yielded a frequency count of 14 or 35 percent.

Field Study 6 and Teacher's Personality. The performance of 1.75 -1.25 (excellent) got the highest frequency count of 24 or 60 percent 1 in Field Study 6. Next was on 2.25 – 2.00 (very good) with a frequency count of 14 or 40 percent, the leas.

For the teacher's personality, 2.25 – 2.00 (very good) gained the highest frequency count of 22 or 55 percent. Came next was on 1.75 – 1.25 (excellent) which yielded a frequency count of 18 or 45 percent, the least.

The mean performances were 1.85 (excellent) and 1.85 (excellent) which means that student-teachers performed just the same both in FS 6 and in practice teaching. The highest performances were 1.75 (excellent) and 1.50 (excellent); and lowest performances were 2.25 (very good) and 2.25 (very good) for Field Study 6 and teacher's personality respectively.

Significant Relationship between the Performances of the Student-Respondents in their In Campus Simulation Activities and in their Practice Teaching. The correlated t-values of 3.478, 5.989, 5.388, 6.208, 5.779 and 3.478 for Field Study 1 Versus Understanding the Learner, Field Study 2 Versus Teaching Methods/Classroom Management, Field Study 3 Versus Preparation of Instructional Materials, Field Study 4 Versus Lesson Planning, Field Study 5 Versus Evaluation Learning Outcomes and Field Study 6 Versus Teacher's Personality, respectively exceeded both the critical t-values at 0.05 and 0.01 levels of significance with 38 degrees of freedom, thus rejecting the null hypothesis.

Significant Relationship Between the Performance of the Student- Respondents in their In- Campus Simulation Activities and Practice Teaching When Grouped According to their Profile. In terms of sex, the correlated t-values of 3.719, 4.393, 5.029, 7.494, 4.429 and 3.478 for Field Study 1, Field Study 2, Field Study 3, Field Study 4, Field Study 5 and Field Study 6, respectively exceeded both the critical t-values at 0.05 and 0.01 levels of significance with 38 degrees of freedom, thus rejecting the null hypothesis.

Meanwhile, the correlated t-values of 3.144, 2.935, 4.699, 4.699, 8.119 and 5.388 for Understanding the Learner, Teaching Methods/Classroom Management, Preparation of Instructional Materials, Lesson Planning, Evaluation Learning Outcomes and Teacher's Personality, respectively exceeded both the critical t-values at 0.05 and 0.01 levels of significance with 38 degrees of freedom, thus rejecting the null hypothesis.

Education Program.
Having obtained the correlated values of 3.252 for Field Study 1; 7.209 for Field Study 2; 3.478 for Field Study 3; 4.393 for Field Study 4; 4.543 for Field Study 5 and 6.682 for Field Study 6, all of which exceeded both the critical t-values at 0.05 and 0.01 levels of significance with 38 degrees of freedom, the null hypothesis was rejected.

Moreover, the table likewise shows the correlated t-values of 3.478, 3.975, 4.699, 6.439, 7.797 and 7.209 for Understanding the Learner, Teaching Methods/Classroom Management, Preparation of Instructional Materials, Lesson Planning, Evaluation Learning Outcomes and Teacher's Personality, respectively exceeded both the critical t-values at 0.05 and 0.01 levels of significance with 38 degrees of freedom, hence; the null hypothesis was rejected.

Major or Field of Specialization.

The correlated t-values of 2.835, 3.975, 5.029, 5.205, 6.439 and 2.738 for Field Study 1, Field Study 2, Field Study 3, Field Study 4, Field Study 5 and Field Study 6 respectively exceeded both the critical t-values at 0.05 and 0.01 levels of significance with 38 degrees of freedom, thus rejecting the null hypothesis.

Furthermore, the null hypothesis was again rejected for the correlated t-values of 3.478 for Understanding the Learner, 3.975 for Teaching Methods and Classroom Management, 4.699 for Preparation of Instructional Materials, 6.439 for Lesson Planning, 7.797 for Evaluating Learning Outcomes and 7.209 for the Teacher's Personality exceeded both the critical t-values at 0.05 and 0.01 levels of significance with 38 degrees of freedom.

CONCLUSIONS

1. Majority of the student- respondents were female and have taken up Bachelor of Elementary Education.

2. The student-respondents' performances were excellent for both in-campus simulation activities and practice teaching. However, there is an area of which student-respondents performed better in the Field Study course than in their practice teaching. Student-respondents performed better in FS 1 which is anchored on Child and Adolescent Psychology and Social Dimensions of Education than in practice teaching in the area of understanding the learner. But it can also be noted that in the correlation made between FS 2 and teaching methodologies and classroom management; FS 3 and preparation of instructional materials; FS 4 and lesson planning; and FS 5 and evaluating learning outcomes; student-teachers performed better in their practice teaching. On the other hand, in FS 6 and teacher's personality; both items got the same mean performance. It can be concluded that student-teachers were really thoroughly prepared and equipped with the necessary skills in the Field Study courses as they really perform excellently in their practice teaching.

3. A high significant relationship was found between the students' performances in in-campus simulation activities and practice teaching. It can be implied that student-teachers are performing better in the practicum because they were trained fully through the in-campus simulation activities.

4. High significant relationships were also found out on the performances of the student-respondents in their in-campus simulation activities and practice teaching when grouped according to their sex, education program and major or field of specialization.

RECOMMENDATIONS

Based on the conclusions drawn, the following recommendations are hereby given:

1. The professors and teachers of the Field Study courses should maintain the quality of instruction they offer and render to the Education students. They must continue providing the students with relevant learning experiences in the in-campus simulation activities and continue to become more innovative to meet the needs of the students.

2. Students must be given more concentration in their Field Study 1 for better understanding of the learners so as to better improve their performances in their practice teaching. They must be provided with activities and tasks for them to better grasp the concept of individual differences among learners and how to use psychology to study the students' behaviors.

3. The Teacher Education Institutions (TEIs) should further strengthen the linkage with cooperating schools so as to have a partner in molding and developing would-be mentors equipped with the necessary skills needed in the teaching profession.

4. The students of Field Study courses should totally immerse themselves in the real classroom setting by involving themselves in different activities such as having interactive observations, conducting surveys and interviews with the resource teachers and cooperating teachers and preparing narratives and portfolios so that they may apply all their learnings in their practicum.

5. Future researchers from different departments should conduct another similar with the present study to determine how effective their in-campus activities are in preparing their students for their practicum or on-the-job training.

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Thinking on Integrating between Major Chains and Social Industrial Chains for Local Undergraduate Universities

By Mao Fangcai

Abstract: Transformation is an important issue that many local undergraduate universities confront. Therefore, it is an inevitable trend and the only way for local undergraduate universities to develop and transform towards applied universities. Firstly, it introduces three aspects of university transformation development including the inevitability, inner power and outside power, and carriers of integration between major chain and social industrial chain. Then, it discusses the basic problems that local undergraduate universities should solve in order to deal with the bottleneck constraint when integrating major chains and social industrial chains

Keywords: local undergraduate universities, major chain, industrial chain, inner power, outside power

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关于地方性本科院校专业链与社会产业链对接的几点思考

毛芳才

［摘　要］转型是当前地方性本科院校发展面临的重要课题，而朝着应用型大学转型是地方性本科院校发展的必然趋势和唯一出路，本文基于高校转型发展从对接的必然性、对接的内生力和外生力以及对接的载体等三方面，探讨了地方性本科院校专业链与社会产业链对接应理清的基本问题，以期解决地方性本科院校转型发展中的瓶颈问题。

［关键词］地方性本科院校；专业链；产业链；内生力；外生力

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《国家中长期教育改革和发展规划纲要（2010－2020 年）》围绕高等学校如何提高教育质量，如何增强社会服务能力，如何优化结构办出特色作出了新的部署。作为地方性本科院校如何顺应高等教育发展规律，发挥自身优势，加强内涵建设，在专业建设中服务好社会产业，凸显地方性、区域性、共生性、应用性等基本特性，已成为地方性本科院校面临的重要而迫切的课题。本文针对地方性本科院校专业

链与社会产业链对接方面进行了三个方面的思考。

一、专业链与社会产业链对接是地方性本科院校转型发展和服务地方发展的必由之路

从国外高校发展来看，如美国 19 世纪的“赠地大学”，其创办的目的就是结合当地产业发展，培养与产业匹配的专业技术人才，这些学校后来多半发展为现在的州立大学，成为美国高等教育的一支重要力量，由于这些大学注重与地方产业链对接，既培养出了社会产业急需且用得上的专业人才，又为美国的经济腾飞做出了重大贡献。又如日本的大学，其对开展产学研(日本叫管、产、学)合作培养产业需求的专业人才极其重视，并且开展的也比较早。例如，日本在 1933 年就成立了全国性的按重要课题划分的“产学合作研究委员会”，而到了 1956 年，日本产业合理化审议会向通产省提交了《关于产学合作的教育制度》的咨询报告，到 1960 年底，日本内阁会议通过的《国民收入倍增计划》又强调“要特别重视产学合作”，“加强教育、研究、生产三者之间的有机联系”。正因如此重视产学合作，到 20 世纪 80 年代，日本的产学合作获得了长足的发展，并且也积累了很多专业与产业对接的成功经验。

从国内高校转型发展来看，在专业链与产业链对接方面，高职院校、中职学校已经走在前面，并且研究高职、中职教育如何与产业对接的成果也见于各类学术刊物，如天津市教育科学研究院的秦虹研究员撰写的《职业教育专业链、人才链与产业链对接的探索》、广州城建职业学院刘培艳撰写的《学科－专业－产业链视野中的高职院校定

位与发展战略》等，这些研究专门探讨了高职或中职学校专业链和产业链如何对接的问题。而从一般性本科院校来说，在专业链对接产业链方面，上海工程技术大学、天津科技大学、西安建筑科技大学、厦门理工学院、合肥学院、黄淮学院、常熟理工学院等走出了一条地方性地方性本科院校专业链对接社会产业链发展的新路子。例如，厦门理工学院提出的“贴近产业设置专业”就是一个很好的例子。该校根据区域经济社会发展和地方产业发展对专业结构和人才规格的需求，按照“特色的工科、精致的理科、应用的文科”的专业建设思路，持续调整优化专业布局。所有本科专业（方向）紧密对接海西（厦漳泉经济圈）和厦门的支柱产业、战略性新兴产业，形成了“先进制造业、电子信息、现代服务业、文化传播、数字创意、城市建设与环境、新材料”等 7 条专业链（如下表所列），目前还正在构建“绿色能源”专业链。

海西（厦门）产业链、厦门理工学院专业链和专业设置的对应情况

序号	海西/厦门产业链	专业链	本科专业（方向）
1	先进制造业	“先进制造业”专业链	机械设计制造及其自动化、工程管理、服装设计与工程、车辆工程、交通工程
2	现代服务业	“现代服务业”专业链	电子商务、英语、物流管理、国际商务、日语、艺术设计、财务管理、数学与应用数学、对外汉语、汽车服务工程、工业工程
3	电子信息业	“电子信息”专业链	信息管理与信息系统、电子信息工程、计算机科学与技术、电气工程及其自动化、信息与计算科学、光信息科学与技术、网络工程、通信工程、软件工程、自动化、空间信息与数字技术
4	文化传播产业	“文化传播”专业链	会展经济与管理、文化产业管理、商务策划管理、酒店管理
5	数字创意产业	“数字创意”专业链	音乐科技与艺术、媒体创意、数码动画设计、数字媒体艺术、播音与主持
6	城市建设与环境产业	“城市建设与环境”专业链	土木工程、建筑学、环境工程、测绘工程、工程力学

7	新材料产业	"新材料"专业链	材料成型及控制工程、金属材料工程、电子封装技术

又如，在上海工程技术大学，学科链、专业链对接产业链的办学理念，是学校领导、每个学院乃至全体师生的共识。学校瞄准产业发展动向，立足企业需求，通过校企深度合作为企业解决技术难题，输送本领过硬的毕业生。在此过程中，学校赢得了企业的认可和支持，获取了源源不断的外部资源，海陆空企业都成了学校培育高素质应用型人才的源头活水。如其城市轨道交通学院的诞生，是上海工程技术大学主动对接行业发展的一个缩影。新世纪之初，上海地铁线路只有几十公里，根据当时的规划，到 2010 年上海的地铁线路将超过 400 公里。而放眼全国各大城市，一股建设地铁的热潮正在兴起，社会对轨道交通相关人才的需求不言而喻。学校与上海地铁运营方一拍即合，于 2005 年成立了城市轨道交通学院。校企共同组建学院理事会，大学校长和企业老总担任"双理事长"。学院下设车辆工程、通信信号、运营管理、交通工程 4 个专业，分别与地铁运营公司的 4 个主要部门相对应。[1]

可是，近年来大部分地方性本科院校仍然由于一味追求综合性导致专业设置方面贪大求全，加上深受所谓的传统优势的影响，导致专业发展愈显走向低谷，专业自身建设和改革跟不上区域经济和产业调整的步伐。更有甚者，由于闭门办学、脱离地方，一些传统专业的培养方案、教学内容多年不变，使一些专业被有意无意变成死的或难以发展的专业。此外，一些地方性本科院校也由于专业的培养目标和人才规格定位不准，专业学习领域和学生的就业范围长期面对很窄的行

业，忽视了整个产业面和行业链对专业人才不同的定位和需求，导致培养出来的人才下不去和用不上。随着现代信息技术的深度应用，以数字制造技术、互联网技术与新能源技术、新材料技术等的重大创新与融合应用为代表，将推动一批新兴产业发展以替代已有产业，并将带动整个产业形态、制造模式、运营组织方式等的深刻变革，从而催生出一系列新业态、新模式和新机会。而当今的技术创新需要多学科的技术支持和合作，这使得区域产业集群发展要有立足区域的大量高校、科研院所、高新技术型企业以及公共服务平台的全力支持，其中最迫切需要的就是人力资源的支持。上海工程技术大学原校长汪泓曾说："面向产业办学是培养高素质应用型人才的集约之路。大学的人才培养不能把目光局限在校园，必须将学校的学科专业建设与产业发展相对接，借助校外的资源培养创新人才。大学与社会经济发展紧密联系在一起，就会爆发出无穷的生命力。"作为地方性地方性本科院校来说，社会的转型、产业的转型提供了难得的发展良机，地方性本科院校要紧紧抓住转型良机，与地方产业有效对接才能在社会转型、产业转型中方可更好的发挥地方高校应有的职能，真正走出一条适合自身发展的新路子。

二、科学理解和把握专业链与社会产业链对接的内生力和外生力

地方性本科院校专业链与社会产业链由谁来对接、动力哪里来、成果会如何是必须思考的另一个问题。根据事物发展由内因和外因共同作用的规律，笔者认为，在地方性本科院校专业链与社会产业链对接的过程中，高校及企业发展本身的内生力量和经济社会发展趋势引

发的外生力量是两种重要的动力因子，内生力和外生力或者相互促进，或者相互抑制，共同决定着对接演变的方向。内生力的形成，是专业链与社会产业链对接成熟的根本条件和重要标志；而外生力的趋动，是不断促进其对接、发展和完善。

1. 高校和社会、企业的价值取向是专业链与社会产业链对接的内生力

当前，在高校与社会、企业“产、学、研”合作的过程中面临着诸多不协调的问题，如一方面高校培养出来的毕业生很多不能从事本专业工作，所掌握的技术技能水平也难满足企业技术日益进步的需求，有的学生甚至毕业就失业；另一方面企业由于技术技能型人才紧缺，制约着企业发展的瓶颈。追究其原因，笔者认为主要是由于高校和企业的价值取向问题阻碍了高校的发展和企业的振兴。

学校教育价值取向是基于学校环境因素下，根据学校教育主体的需要对学校教育价值的选择与追求的一种倾向性，即对学校培养什么样人的规定，它决定着学校为什么培养人、培养什么样的人、怎么样培养人等根本问题。对这些问题的回答，直接决定着对高校人才的培养模式。“洪堡式大学”培养的是研究高深学问的专家，以“学”为主；“威斯康辛式大学”培养的是各种实用型人才，以“术”为主。这种对“学”和“术”权重的不同偏倚，直接印证着不同的时代精神。也就是说，学校教育价值取向决定着学校教育的发展方向，是学校制定教育发展规划、确定培养目标和内容以及选择教育方法等的重要依据。高校发展有着自身独特的规律，如果在价值选择上出现偏差或者

错误，就会失去其应有的内在逻辑，进而对大学自身乃至对整个高等教育系统的发展产生消极影响。地方性本科院校成立以后，由于价值取向出现偏离，普遍都有一种倾向，即把科研替代教学，没有很好地把人才培养和社会服务落到实处。具体表现在：一是办学过于封闭，相对孤立，未能从产业链发展的高度，进行专业建设定位、课程设置和知识体系的优化。二是未能从产业集群发展的高度进行专业链群建设，相关课程资源和知识体系的交叉、融合不够，造成教师和毕业生的产业视野不够开阔。三是在专业设置过程中，缺乏对社会经济和产业发展趋势的跟踪与分析，缺乏社会对人才需求调查分析，缺乏对毕业生和用人单位的调查研究，缺乏对毕业生就业状况的调查分析，片面追求学科门类齐全，专业设置求全求多，造成专业结构松散，教育资源分散，专业设置趋于雷同，专业改革和人才培养模式改革动力不足，学校办学特色和专业特色淡化，难以为产业发展培养专门人才。

从企业方面分析，企业的价值取向是企业生存的基础，也是企业追求成功的精神动力。一般来说，企业要实现生存价值最大化，前提的是取决于企业有什么样的价值取向和价值追求。企业价值取向的最集中的体现便是当企业或者企业个人在企业运营过程中面临矛盾，处于两难选择时应当如何做的时候。一个企业只有拥有正确的价值取向，才能准确地认识所处的环境，正确地评价周围的事物，实现长期发展的战略目标；如果一个企业的价值取向有所偏离，必定会产生与企业发展、自身发展不相符合的行为举止。近年来，企业与高校进行合作的过程中，由于合作中的价值取向没有匡正，一味的追求见效快、

廉价劳力、眼前利益，导致企业、行业在人才培养过程中的参与度不高，未形成高校与企业、行业联合进行专业建设的体制和机制。因此，找准企业与学校的利益共同点，探索双方共同拥有的价值取向，是建立高校的专业链与社会产业链对接的合作办学的持续发展机制的内生力量，方能通过专业链与社会产业链对接使企业和学校之间建立长期稳定的组织联系制度，实现企校互惠互利、合作共赢。

2. 第三次工业革命的影响以及政府的主导是专业链与社会产业链对接的外生力

（1）第三次工业革命助推专业链与社会产业链对接

2012 年 4 月英国在《经济学人》杂志上提出 3D 打印机的出现标志着人类开始进入第三次工业革命时代。以数字制造技术、互联网技术和再生性能源技术的交互融合为主要标志的第三次工业革命，导致社会生产方式、制造模式、生产组织方式等方面将发生重要变革，并推动一批新兴产业诞生与发展，使人类进入生态和谐、绿色低碳、可持续发展的新社会。第一次世界大战期间，欧洲各资本主义列强由于忙于战争，暂时放松了对中国的经济掠夺，民族资本迎来了难得的发展机遇。一方面投资各新式产业，扩大再生产；另一方面，又迫切地感到缺乏人才的严重压力。经济结构的变动，使知识界、教育界与新的经济势力在改革教育的问题上结成联盟，相互之间表现出前所未有的理解和主动精神。第一次工业革命创造了“蒸汽时代”，第二次工业革命将人类带人“电气时代”。如今第三次工业革命正在展开同样需要这样的联盟。因为，这次工业革命的技术发展呈现出如下特点：

一是新材料复合化、纳米化，二是生产制造快速成型，三是生产系统数字化、智能化。第三次工业革命必然会导致产业结构调整，行业之间的界限将更加模糊，行业之间的关联性将加强，专业围绕产业和行业而设置的现状必然要被打破，跨学科的知识和技能要求更加凸显。比如，第三次工业革命中信息技术的应用将贯穿始终，必将冲击目前我国高校专业划分过细，缺乏特色，就业导向的专业设置现象。新的工业革命需要大批的能适应产业转型发展的创新型人才。应对第三次工业革命，高校必须重新进行专业的划分与组合构建适应社会产业链发展的专业链，才能更好地做好社会服务的文章。第三次工业革命给地方性本科院校的转型提供发展良机。[2]

（2）政府主导并服务于专业链与社会产业链对接

对于政府在产学研合作中的作用，早在 1987 年，英国苏塞克斯大学弗里曼教授就强调，它不仅仅是产学研三方合作的一种行为，更是一种国家行为，这对一个国家经济发展和竞争力的提高显示出了巨大的作用。芬兰和美国都对产学研结合有着足够得重视，尤其是芬兰的科技计划中几乎百分之百的项目要求产学合作进行，这也使得使芬兰的产学合作在全世界排名第一。而中国落后的不仅仅是一个档次。政府应该在促进产学联盟专业链和社会产业链对接中发挥以下作用：一是制定相关法律法规和政策，如美国从上世纪七十年代开始就相继制订了一系列与产学研合作有关的法案，如《国家科技政策、组织和优化法》、《贝赫——多尔法案》、《经济复苏法》等，为产学合作提供了有效的保障。尽管我国也制定了《中华人民共和国高等教育法》、

《中共中央关于教育体制改革的决定》、《面向 21 世纪教育振兴行动计划》等涉及产学合作方面的法律，但还不够系统和规范。二是设立专门机构，协调产学研各方利益，加强政府的宏观管理，我国还没有这方面的专门机构。三是政策引导，如对产学研项目实行贴息贷款、税收减免、财政补贴；对关键性技术领域的研究开发、风险投资等建立特殊的税制；对高校、科研机构和企业之间就某个联合攻关项目进行人才交流，保障他们在流动期间在原单位的福利待遇不变等优惠政策以促进产学更广泛的合作。四是加强服务职能，政府的职能就是服务和管理，政府应该充分利用自身优势提高服务水平，如对项目的融资和推介；提供相关人员的培训等。唯有政府主导并服务于专业链与社会产业链对接，才能更好激发地方性本科院校专业链与社会产业链对接的生机和活力。

三、人才培养模式的改革是专业链与社会产业链对接的根本载体

为了更好地培养技术性人才，高职院校在人才培养模式改革中早已把工学结合作为各专业人才培养模式改革的切入点。专业链与社会产业链对接的最终目的是要达到高校、企业、社会共赢，实现高校、企业以及整个社会的价值取向，价值取向的根本落脚点就在于人才培养。因此，在地方性本科院校专业链和社会产业链对接过程中其对接的根本载体是人才培养模式的改革。为了有效把地方性本科院校专业链和社会产业链对接落到实处，人才培养模式改革方面笔者认为可以从以下三个方面进行：

一是地方性本科院校必须坚持以社会产业链发展为导向，科学设

置服务于社会产业链的专业链。高校应用技术型人才培养的基础是专业设置。地方地方性本科院校在专业设置的过程中，应坚持以社会产业链发展为导向，也就是要根据区域产业结构的调整、区域强势产业链的发展方向进行专业优化调整和对应设置。在考虑专业优化调整和设置的过程中，只有坚持以服务社会产业链为目标，以某个产业链的人才需要为切入点，才能科学构建与社会产业链发展需求相适应的专业链，才能真正培养出社会产业需要并且用得上的专业技术人才。为此，地方性本科院校在专业链的打造过程中，既要向高职院校学习工学结合的人才培养模式，也要从本科院校内涵发展的态势，更加注重构建教师人才链，突破高校、行业企业等组织边界，充分发挥行业企业专家、技术能手等优势，建立专家资料库，促使地方性本科院校与行业企业人员交流融合；同时也要构建面向社会产业链发展的专业教学资源库，加强资源共享，优化配置教学资源，以专业链的发展反哺于社会产业链的发展，并在反哺当中增强专业链的品牌化，从而扩大学校乃至专业的知名度和美誉度。

二是地方性本科院校必须坚持服务于社会产业为导向，构建适应社会产业需求的人才培养课程体系。在第三次工业革命背景下，知识传播手段由纸质媒体转向由数字化方式呈现的虚拟化媒介，知识增长呈几何级数。特别是大数据时代的到来，使得大数据成为人们获得新的认识、创造新价值的源泉，大数据的出现，使得通过数据分析获得知识、商机和社会服务的能力从以往局限于少数象牙塔之中的学术精英圈子扩大到了普通的机构、企业和政府部门，大数据时代的经济学、

政治学、社会学、和许多学科门类会发生巨大甚至本质上的变化和发展。因而，人才培养内容已不再仅仅是专业知识，特别是学生在线学习的增多，学生更乐于在互联网上搜索各种便于接受、程度相宜的培训课程。所以，地方性本科院校专业链和社会产业链对接中，作为地方性本科院校来说，一个重要的问题就是：在课程设置方面必须打破过去学科本位课程体系的概念，注重岗位能力导向的因果关系的课程内容，把人才培养课程体系与社会产业需求紧密结合起来，让学生能够真正学到今后在工作岗位上用得着的知识和技能。随着，第三次工业革命和大数据时代的到来，信息技术广泛运用于社会生产各个领域，地方性本科院校在考虑专业链与社会产业链对接的过程中，整个课程体系应该将前沿信息技术、纳米技术、生物科技、地球科学、生态学、系统理论以及各种职业技能纳入其中，课程体系的特点应该从学历转向学力、能力的培养，从学科中心、教师中心、课程中心转向学习者中心、自主学习能力中心、资源整合中心，从固定的、短期的、封闭的学校教育转向动态的、终身的、开放的教育。[3]

三是地方性本科院校必须坚持服务于社会产业为导向，以“专业-产业链”为载体，建立产业链与人才培养互动机制。“专业-产业链”实质上是通过地方性本科院校专业链与区域产业链的紧密结合，实现地方性本科院校专业链与产业链对接互动，使其产生“链”效应并降低交易成本、促进技术创新的组织载体。为此，首先，“专业-产业链”要植根于产业结构的现状与发展趋向。其次，“专业-产业链”要立足于服务，以所培养的学生能顺利就业为衡量标准，建立产业链与人才

培养互动的常态化机制。再次，“专业-产业链”要整合地方性本科院校的优势专业与优势产业，促进产业链与人才培养的互动。因此，“专业-产业链”是建立产业链与人才培养互动机制的有效组织载体。[4]

总之，地方性本科院校唯有主动积极全面服务于地方产业和区域发展创新，才能够培养出适应地方社会发展需要的高素质人才，才能够向社会传播和转移先进、适用的文化知识和科技成果，才能够提高科技成果转化的层次和水平，才能真正持续有效地为行业和地方发展提供人才和智力支持。专业链与社会产业链对接这是推进地方性本科院校健康转型发展的应有之义。

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Thoughts on Current Situation of the Qualities of College English Teachers in the New Upgraded Universities
--- Revelation obtained by a case study

By Huang Zhaoqiang

Abstract: Based on the discussion about the qualities of college English teachers in Hezhou University, a new upgraded university, and combined with the current college English teaching requirements for teachers, as well as proposed consideration to improve the situation on the qualities of college English teachers in Hezhou University, thereby providing useful experience for other new upgraded universities on the scientific management of college English teachers.

Keywords: new upgraded universities; current situation of the qualities of college English teachers; improvement and thinking.

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新升本院校大学英语教师队伍现状与思考

———由一个案例得到的启示

黄照强

[摘　要]通过对新升本的贺州学院的大学英语教师队伍现状进行探讨，结合当前大学英语教学对教师队伍的要求，提出了对改进该学院大学英语教师队伍现状的思考，由此为其他新升本院校的对大学英语教师队伍进行科学管理提供可借鉴的经验。

[关键词]新升本院校；大学英语教师队伍现状；改进思考

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高校办学质量的优劣是由区域位置、历史发展、教师综合素质、生源素质、教学设施等多种因素影响的结果。相当一部分地方院校是通过政府行政手段改建后先后升本的院校，大都没有区位优势、建校时间较晚，有待国家政策扶持，在教师综合素质水平、学生英语素养水平、教学设施条件等方面与老高校存在较大差距。于 2006 年升本的广西贺州学院即是一个案例。《中国教育改革和发展纲要》指出“振兴民族的希望在教育，振兴教育的希望在教师”。师资队伍成了影响高校生存、成长和发展的极其重要的内生变量，是核心的竞争力。如何使新升本院校在较短时间内变得有起色，关键体现在对教师队伍的科

学管理上。现以贺州学院的大学英语教师队伍为研究对象，以期认清大学英语教师队伍管理的现状，提出对其如何改进管理现状的思考，由此为其他新升本院校的大学英语教师队伍管理提供可借鉴的经验。

一. 大学英语教师队伍的现状

教育部司长李宇明在讨论中国外语规划中指出：三十多年来，我国开启国门，坚持开放，由“本土型国家” 正在转变为“国际型国家 ”“国际型国家”意味着广大人民更广泛更深入的对外交往，而国际合作交流、商贸旅游、劳务输出、出国留学等都需要使用外语，外语需求已发展到一个全新的阶段。需要我们重视大学英语教学，不断提高教学质量。教师是一个关键因素。在贺州学院我们发现大学英语教师队伍的构成不够优化、师资培训培养不够到位、教学科研能力不够高强等问题。

1. 教师队伍的构成不够优化

1.1 学历结构

在大学英语专任教师中有博士学位几乎为零，有硕士学位的教师占 36%，9%教师是通过在职攻读获取的研究生学历，含金量有所下降，同时获得学位的只有 1 位教师，另有 7%的教师学历是函授、自考本科或专科。这与全国大学英语教师队伍中有硕士学位或研究生学历者比例为 77%，有博士学位者及在读博士比例为 8%，两者相加为 85%调查结果相距甚远（2010 年）。

1.2 职称结构

在大学英语专任教师中正教授为零，副教授占 15%，讲师占 46%，

助教占 20%。还有 9%教师属中、高教一级，9%教师属未入编，学院升本后迅猛发展，因师资紧缺，引进来自办学层次低一级的学校或非教育行业的师资。这与全国大学英语教师队伍中教授、副教授职称比例分别为 4% 和 27% （2010 年）有较大的差距。少有年富力强的中青年学科带头人,这样的结构与现实成为大学英语教学发展的重大阻力。

1.3 年龄结构

大学英语专任教师 30 周岁以下占 27%, 这部分教师大都是刚学士或硕士毕业参加工作 1 到 3 年，有活力但对高校教育教学缺乏经验，教学科研水平急需提高。30 至 40 岁教师占 50%，这部分是教学科研的中坚力量，但有近 30%的教师有中学教学经历背景，对高校教学科研经验和能力有待加强。40 岁至 50 岁教师占 18%，50 岁以上教师占 3%，这部分教师在教学科研方面都有丰富的经验和较高的能力，但所占比例较小。

1.4 学缘结构

校内毕业的大学英语专任教师占 20%，校外毕业的占 80%，但绝大部分教师毕业于二流高校,毕业于重点外语类高校的教师只是个别。值得一提的是，毕业于广西师范大学外国语学院教师竟达 50%，如果包括短期进修学习的教师，与广西师范大学有学缘关系的教师高达 60%。这使得大学英语教师的教学科研视野不够开阔。

2. 师资培训培养不够到位

贺州学院对大学英语教师队伍建设，包括人才引进、人才培养、

师资培训、学术活动、教职员工科研资助奖励等经费上投入还是不足。因地理位置偏远、位于城市化发展水平不高的地级市，在教学、科研等方面无法和发达地区相提并论。地方府政策支持不到位，没有提供足够的教育投入，学院很难在社会地位、行政级别、入编定岗、福利待遇、职称评定、课题申报方面为大学英语高级人才提供特别支持，无法引入高层次大学英语人才，甚至使部分人才被发达地区挖走。这是制约大学英语师资队伍健康发展的主要障碍。大学英语教师教学任务偏重，使教师难于抽出时间进行教学以外的学习与提高。一些大学英语教师对进修学习的长远意义缺乏正确认识，使得这部分大学英语教师消极对待进修学习，宁愿在外面上课、上家教赚钱，也不愿把精力放在再深造上。

3．教学科研能力不够高强

大学英语教师职称层次偏低，初级职称与无职称约占 30%，年轻教师较多，约占 55%。部分教师对高校英语教学要求、教材、教学模式不够了解，出现被动局面。教师工作量较大，周课时在 12-16 节，学校管理机制跟不上，使得少部分教师对大学英语教学有情绪。由于投入资金紧缺，大学英语教学辅助设备在学校发展建设中购置不够到位，早期购置的设备更新较慢，大学英语校园网络化教学难于开展，英语学习软件没有得到充分开发和利用，使得教师难以更新教学观念，注重知识传授，轻视能力培养。教师的教学手段单一陈旧，基本沿用传统的黑板+粉笔+教师+学生的方式，以掌握书本内容为目的，

以“填鸭式”教学方法为主。另外，部分教师对教学理论研究不够重视，多数时候是凭经验教学，“跟着感觉走”。

约有 22%的大学英语教师申请过省部级科研项目,但得到课题的比率极低，一是因教师的科研能力低，中青年学科带头人极少,副高职称教师不多，且科研成果少；二是因申请课题分配到新升本院校数量较少要求很高；三是因缺乏相应的计算机网络条件下教学设备，科研视野深度跟不上时代的变化。

二．对改进大学英语教师队伍现状的思考

1．增强政策措施保障力度，保护大学英语教师积极性

符合学院发展实情的政策措施是完成好大学英语教学任务、实现大学英语教学目标强有力的保障。大学英语教师队伍建设应从建设高素质教师队伍、加强师德建设、提高教师业务水平、提高教师地位和待遇入手,严把大学英语教师入口关，规范教师管理制度，同时保障经费投入。但新升本院校仅仅靠政府投入是不够的，需要社会的投入，比如，建立受教育者合理分担培养成本、学校设立基金接受社会捐赠等筹措经费的机制，并做好经费的使用管理工作。

由于贺州学院建校底子薄,大学英语教师多年轻学历偏低，教学科研能力偏弱，限制了职称评定。高校论资排辈现象较突出,尽管青年教师贡献不小,但一直要靠年头获取职称,而且在评优、评先方面不被考虑。为使大学英语教学环境得到充分改变,应推行竞聘上岗制度,能者上,庸者下，使有能力的人“低职高聘”，使青年拔尖人才有用武之地，从而保护大学英语教师的工作积极性。大学英语教师获取高级

职称十分不易,要有渊博的学识,丰富的教学经验,较强的科研能力。一旦获得高级职称,在教育界将会成为“抢手货”,如果不能提供相应的政策去保证他们的教学积极性,他们很有可能被发达地区或条件更好的院校挖走，成为其他院校的教学骨干。

2．打造高素质专业化大学英语教师队伍

《国家中长期教育改革和发展规划纲要(2010-2020 年)》对加强教师队伍建设给予了高度重视，提出要“努力造就一支师德高、业务精湛、结构合理、充满活力的高素质专业化教师队伍”。这为我们建设大学英语师资队伍指明了方向。我们要优化教师队伍结构，鼓励青年教师攻读硕士、博士学位，允许青年教师跨学科攻读硕士、博士学位，营造良好的科研氛围，有意扶持中青年科研力量，并加大高学历高职称教师福利待遇的力度，这样可以在较短时间内提高教师队伍学历层次。同时，教师教学科研送培要注意学缘结构，鼓励教师多到外省高水平的院校进修学习，以期更好地扩宽视野，提升深度。

大学英语教学涉及发展语言能力，传授语言知识，培养跨文化意识，对教师的专业水平和教学能力要求特别高。2007 年颁布的《大学英语课程教学要求》强调大学英语教学改革的一项重要内容是构建基于计算机网络条件下课堂教学的新模式，要求在教学过程中体现学生的主体地位和教师的主导地位。大学英语教师必须加强学习，提高英语水平，优化知识结构，方能胜任教学工作。教学质量能否改进提高，取决于一线教师的教学能力和水平的高低。

结束语

新升本院校的大学英语教师队伍建设方面在起跑线上已落后于老牌高校，这类高校需要认清自身大学英语师资队伍现状，坚持以人为本的科学管理，优化人才发展环境，完善吸引人才和培养人才的体系，使师资队伍建设能够加快发展的步伐，从而能使大学英语教学和科研有质的飞跃。

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