PROCEEDINGS OF
ACADEMICS WORLD
57th INTERNATIONAL CONFERENCE
PARIS, FRANCE

ISBN- 978-93-86083-34-0

Organized by
academics
world

Date of Event:
13th-14th February 2017

Event Co-Sponsored by

Corporate Address
IRAJ Research Forum
Institute of Research and Journals
Plot No- 161, Dharma Vihar, Khandagiri, Bhubaneswar, Odisha, India
Mail: info@iraj.in, www.iraj.in
About IRAJ Research Forum (IRF):

The IRAJ Research Forum is an International non-profit academic association under ‘Peoples Empowerment Trust’ with the stated goals of promoting cooperation among scientists, defending scientific freedom, encouraging scientific responsibility, and supporting scientific education and science outreach for the betterment of all humanity. It is the one of the world’s largest and most prestigious general scientific society.

Objective of IRF:

- To provide a world class platform to researchers to share the research findings by organizing International/National Conferences.
- To use the research output of the conference in the class room for the benefits of the students.
- To encourage researchers to identify significant research issues in identified areas, in the field of Science, Engineering, Technology and Management.
- To help dissemination of their work through publications in a journal or in the form of conference proceedings or books.
- To help them in getting feedback on their research work for improving the same and making them more relevant and meaningful, through collective efforts.
- To encourage regional and international communication and collaboration; promote professional interaction and lifelong learning; recognize outstanding contributions of individuals and organizations; encourage scholar researchers to pursue studies and careers in circuit branches and its applications.
- To set up, establish, maintain and manage centers of excellence for the study of/on related subjects and discipline and also to run self supporting projects for the benefit of needy persons, irrespective of their caste, creed or religion.

About Academics World:

Academics World is a non-profit organization that promotes the Engineering and Technology, Science and Medical related latest developments and issues to be discussed and experimented through interactions amongst the researchers and academicians across the globe at a common platform in association with IRAJ & The IIER.
Conference Committee

Program Chair:
Dr. P. Suresh
M.E., Ph.D. Professor and Controller of Examinations,
Karpagam College of Engineering,
Coimbatore, India.

Liana Kartvelishvili
National Environmental Agency of Georgia,
Georgia

Conference Manager:
Mr. Bijan Kumar Barik
Mob: +91-9776047497

Conference Convener:
Mr. Amareswar Sahoo, The HER
Mob: +91-9907375847

Mr. Sanket Pattanayak, Academics World
Mob: +91-7855925966

Publication Head:
Mr. Manas Ranjan Prusty, IRAI, India

INTERNATIONAL ADVISORY MEMBERS

Prof. Goodarz Ahmadi,
Professor, Mechanical and Aeronautical Engineering, Clarkson University, USA

Dr. Chi-Hea Je,
Senior Lecturer, University of Greenwich Kent M74 4TB, United Kingdom

PROF. (R.K.) Anand Nayar
Department of Computer Applications & I.T. KCL, Institute of Management and Technology, Jalandhar
G T Road, Jalandhar-144001, Punjab, India.

Prof. R. M. Khair
Professor, Dept. of Electronics and Telecommunication, B V University, India

Mark Lessen
Associate Professor (Reader)
Area of Expertise: Network communications, evolutionary algorithms, network coding and communication systems

Dr. P.K. Agarwal
Professor, Dept. of Civil Engineering, MANIT Bhopal, Ph. D. IIT Kanpur
M.E. Civil Engg. IIT Roorkee. Membership: Indian Road Congress (IRC), Institute of Urban Transport (IUT)

Shahriar Shakhbazpashani
Islamic Azad University, Department of Civil Engineering, Serendaj, Kurdistan, Iran. PhD (Structural Engineering), University Putra Malaysia, Malaysia, 2016

Harun Bin Sarip
Head of Research and Innovation Dept, UniKL, MICET
Doctorate, Université de La Rochelle, France. Member: International Society of Pharmaceutical Engineer, Singapore Chapter

Dr. Md. Al-Amin Bhuiyan
Associate Professor
Dept. of Computer Engineering
Kuwait University
Al Ahman J1982, Saudi Arabia
Prof. (Er.) Anand Nayyar
Department of Computer Applications & I.T.
KCI, Institute of Management and Technology, Jalandhar
(G.T. Road, Jalandhar-14400)
Punjab, India

Prof. Aleksandar Cariou
Institution or Company: West Pomeranian University of Technology, Szczecin

Dr. VPS Naidu
Principal Scientist & Assoc. Prof., MSDF Lab, IITGM
CSIR - National Aerospace Laboratories, Bangalore, India

Mr. P. Sita Rama Reddy
Chief Scientist, Mineral Processing Department, CSIR - Institute of Minerals & Materials Technology
Bhubaneshwar, India, M.Tech. (Chem. Engg., IIT, KGP)

Dr. P.C. Sekhanta
Professor & Head, IIT Dept, Malla College of Engineering, Karaikudi
Senior Member IEEE, Secretary, IEEE Photonics Society.
M Tech ITI, Kanpur, Ph.D. In ElE Photonics lab.

Prof. Lakshmi Narasimha
Professor, Department of Computer Science & Engineering
National Institute of Technology(NIT-Hafranpur),
PhD, ITT, Roorkee, M. Tech, IIT, Delhi

Dr. Chandra Mohan V.P.
Assistant Professor, Dept. of Mech. Engg., NIT Warangal,
Warangal Ph.D., Indian Institute of Technology(IIT), Delhi
M.B.A Alagappa University

Prof. L. Swethra
Associate Professor, Dept. of IETE, ATIS, Tirupati, India.

Dr. Chandra Mohan Reddy.
Assistant Professor (SG) & Head, Dept. of Electronics & Communication Engineering, JNTUA College of Engineering, Pulivendula,
Ph.D, JNT University Anantapur, Anantapurama

Varadharani Anil Kekarini,
VC HCID & LTC Department, MARATHWADA METRA MANDAL'S POLYTECHNIC

Pusapati Bindu Sreelja
Dept. OF ECE, Manley college of Engineering & Technology for Women, Hyderabad, India

***
<table>
<thead>
<tr>
<th>SI No.</th>
<th>Titles and Authors</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>01.</td>
<td>Optimum Application of Electronics Board in Companies</td>
<td>1-4</td>
</tr>
<tr>
<td></td>
<td>Hussain Doostani</td>
<td></td>
</tr>
<tr>
<td>02.</td>
<td>A Study on The Folkway and Cultural Potential of Homestay at Talin Cang District, Bangkok</td>
<td>5-7</td>
</tr>
<tr>
<td></td>
<td>Naneepu Luangsas-Are</td>
<td></td>
</tr>
<tr>
<td>03.</td>
<td>Motivation in Accommodations and Services That Influenced The Tourists on Selecting The Homestays in Talin Cang District, Bangkok</td>
<td>8-10</td>
</tr>
<tr>
<td></td>
<td>Alissa Rithichairoek</td>
<td></td>
</tr>
<tr>
<td>04.</td>
<td>Potential of The Tourism Resources to The Expansion of Waterway Tourism Routes in Talin Cang District, Bangkok</td>
<td>11-13</td>
</tr>
<tr>
<td></td>
<td>Narin Tsenthom</td>
<td></td>
</tr>
<tr>
<td>05.</td>
<td>The Effect of Promoting Thailand Border Market to Border Communities for AEC Case Study in Thailand-Lao PDR: Friendship Bridge (Chiangrai-Huai Xai)</td>
<td>14-16</td>
</tr>
<tr>
<td></td>
<td>Sutatip Charanavvtakkal</td>
<td></td>
</tr>
<tr>
<td>06.</td>
<td>National Security of The Republic of Bulgaria</td>
<td>17-23</td>
</tr>
<tr>
<td></td>
<td>Venelin Terziev</td>
<td></td>
</tr>
<tr>
<td>07.</td>
<td>Impact of The Labor Market Policies For Ensuring Employment</td>
<td>24-31</td>
</tr>
<tr>
<td></td>
<td>Venelin Terziev, Marin Georgiev</td>
<td></td>
</tr>
<tr>
<td>08.</td>
<td>Importance of Human Resources to Social Development</td>
<td>32-34</td>
</tr>
<tr>
<td></td>
<td>Venelin Terziev, Marin Georgiev</td>
<td></td>
</tr>
<tr>
<td>09.</td>
<td>Behavior and Relationship Between Education Level and Marketing Mix Satisfaction of The Tourists at Dun Hoi Lot (Tourism Destination) in Samutsongkham Province, Thailand</td>
<td>35-40</td>
</tr>
<tr>
<td></td>
<td>Rumpakup Luekevnewatana</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Identification of Building Climatic Guidelines of Georgia Based on The Regional Climate Change</td>
<td>41-44</td>
</tr>
<tr>
<td></td>
<td>Liana Karveltschili, Lashiri Kvardashvili</td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>A Study of Microstructure and Tribological Properties of Stir Cast Al Metal Matrix Composite</td>
<td>45-48</td>
</tr>
<tr>
<td></td>
<td>V. Jaya Prasad, N Mohan Rao, S Kamlaluddin</td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>Faculty Researchers and Non-Researchers in The Context of Teaching Performance and Personal Profile</td>
<td>49-54</td>
</tr>
<tr>
<td></td>
<td>Jake M. Lagnador, Joseph Cezar L. Deligero, Cecilia C. Pring</td>
<td></td>
</tr>
</tbody>
</table>
EDITORIAL

It is my proud privilege to welcome you all to the Academics World International Conference at Paris, France. I am happy to see the papers from all part of the world and some of the best paper published in this proceedings. This proceeding brings out the various Research papers from diverse areas of Science, Engineering, Technology and Management. This platform is intended to provide a platform for researchers, educators and professionals to present their discoveries and innovative practice and to explore future trends and applications in the field Science and Engineering. However, this conference will also provide a forum for dissemination of knowledge on both theoretical and applied research on the above said area with an ultimate aim to bridge the gap between these coherent disciplines of knowledge. Thus the forum accelerates the trend of development of technology for next generation. Our goal is to make the Conference proceedings useful and interesting to audiences involved in research in these areas, as well as to those involved in design, implementation and operation, to achieve the goal.

I once again give thanks to the Academics World, Institute of Research and Journals & The IIER for organizing this event in Paris, France. I am sure the contributions by the authors shall add value to the research community. I also thank all the International Advisory members and Reviewers for making this event a Successful one.

Editor-in-Chief
Dr. P. Suresh
M.E, Ph.D. Professor and Controller of Examinations,
Karpagam College of Engineering,
Coimbatore, India.

###
A STUDY ON THE FOLKWAY AND CULTURAL POTENTIAL OF HOMESTAY AT TALING CHAN DISTRICT, BANGKOK

NATENAPA LUANGSA-ART
Suan Sunandha Rajabhat University Bangkok Thailand
E-mail: naro_kri@yahoo.com

Abstract: This research aims to study the potential in the dimensions of folkways and cultures of homestay at Taling Chan District, Bangkok. The research concentrates on the qualitative outcomes which are collected the data by purposeful sampling survey, observation, and interview from the targets and stakeholders in the mentioned area. With primary content analysis and examine, the consistency of the related issues get re-examined once and until the data get saturated. It is found that cultural asset and tourism resources in Taling Chan District are interesting and attractive to tourists. With potential assessment of the mentioned resources in the related fields, they have potential to manage and organize the homestay programs efficiently due to their various traditional cultural asset and touristic resources. So, this is suitable to develop the tourism programs and activities to be parts of the homestay corresponding to the community’s context.

Keywords: Potential, Folkways, Culture, Homestay

I. INTRODUCTION

There are various tourism models in each province of Thailand; for example, natural tourism, cultural tourism, folkway tourism which we can do activities like buying local items, etc. Each tourism model has its own uniqueness that impresses tourists. Taling Chan District in Bangkok is one place where there are many important eco-tourism and cultural tourism attractions such as floating markets (like Klong Lat Mayom floating market, Wat Taling Chan floating market), temples (like Wat Champa temple, Wat Samphan temple). Particularly, the tourist can enjoy touching and learning the ways of life in the community along the canal which stay traditional and agricultural.

One most important factors playing significant role in the tourism, and affecting the tourist’s decision is the accommodation, in particular homestay accommodation where appropriate activities related to community’s context should sustainably provide to tourists. According to the mentioned factor, there is plenty of homestays in the area of Taling Chan. Therefore, the researcher selects to study the folkways and cultures in this community in order to sustainably manage the appropriate programs and activities which are the database decision of the tourists on the visit and stay, and also lead to the community’s income distribution.

II. OBJECTIVES

2.1 To study the cultural asset and tourism resources in Taling Chan District, Bangkok.

2.2 To study the potential in the dimensions of folkways and cultures of homestay accommodations located in Taling Chan District, Bangkok.

III. LITERATURE REVIEW

Phuradet Phayakkichian (2001) has mentioned that homestay tourism is the tourism model which community rejoices in welcoming and hosting tourists, and also sharing folkways, cultures, social environment, and the ecosystem of attractions, and probably exchanging cultural experiences and differences between tourists, hosts, and local people. Natchamon Suvittayapun (2002) (cited from Karuna Decharinwong, Na Ayuttaya, 1994) has divided homestay tourism resources into groups which are related to the mentioned definition of homestay tourism which are suitable to study and examine the cultural asset of homestay tourism management as follows:

1. Local existing resources
   a. Marketing resources – local traditions and cultures, natural environment attractions of community
   b. Facilities, accommodation and food offered to tourists to participate the activities and folkways such as staying with the local people, trying local food, observing lifestyles, and also experiencing mental impression like getting warm welcome and hospitality

2. Operating resources
   a. Tentative plans and interesting programs – Thai cooking course, integrated agriculture and local daily routines learning
   b. Tourism supportive system – Health care center, Security management, and natural food sources

According to the definition and principles mentioned above, it is related to the research of Kissuma Promechan (2008) on the study of cultural homestay tourism potential at Baan Khlong Rua, Pato District, Chumphon. It is found that homestays in Baan Khlong Rua have arranged the tourism activities related to their context such as bamboo rafting, fishing, natural trekking, and aerobic exercising with local people so that awareness of natural conservation is mentally created in tourist’s minds. Besides, it is also agreed with the study of Orchana Saenchai Chunaruprayun and Wachareewan Sasaphin (2001) that cultural homestay tourism is the model which causes no natural resources, environmental and cultural destruction based on the case study of Homestay management in Baan Mnno community, Pa Phai, San Sai District, Chiang Mai. That ecotourism and cultural attraction potential (without tourism management) assessment shows that 100 percentage of local cultures and accommodation where the tourists easily experience the taste of rural lifestyle reflect the potential on local traditional, natural sources and the coherence of cultural-traditional inheritance, and 60 percentage agree with the artistic and cultural beauty, mental (local) connection and the strong resolution on cultural maintenance (60%).

IV. METHODOLOGY

This study of the potential in the dimensions of folkways and cultures of homestay accommodations is a qualitative research collecting data by purposive sampling survey, observation and interview the targets and stakeholders living in the selected area. The primary analyzed and examined data in the related issue is re-examined once from the stakeholders by content analysis technique until the data gets saturated. (Walz, Strickland and Lenz 1991)

V. RESULTS AND DISCUSSION

Based on the survey and observation the homestay in Taling Chan District located in the area of Koh San Chao community, it is found that cultural asset in the folkway there, most people living along the canal travel by boat. It is an agricultural society where raised gardens, lousy planting and dishes (for draining wet land) are still found. For the local food and dessert, those are made from ingredients easily found in the community such as acacia, coconut, banana, and lotus stem, to cook and serve like green curry with chicken, omelet with acacia, deletable imitation fruits (Look Choup), herbal drinks etc. Moreover, some folk wisdoms and arts which are going to be abandoned such as banana stalk carving, Thai fruit carving, coconut leaf basketry, pandanus leaf folding, chalk powder, perfumed oil, those are still found in the community. Furthermore, religious activities and traditional living are conserved and supported. For the outstanding attractions, there are two places such as Wat Champa temple and Chao Poh Jai shrine. The first place, Wat Champa temple, Luang Por Chokh Dee Fig.1, the old historical temple in the age of Ayutthaya, is the center of Koh San Chao community. Another place is Chao Poh Jai shrine where is respectful for seamen and villagers, and where there is annually festival and a grand festival every three years. About the architecture of the accommodation, some of them are still original as we could see in the central area of Thailand now.

Refer to the mentioned result above, it is evaluated and concluded as follows:

Folkway living Fig.2 – water resources in the community play an important role in people’s way of life while horticulture has been a major vocation from the past until today.

- Local food and dessert – most menus are mainly made from ingredients easily found in the community which help to reduce costs and also show the potential on using resources efficiently.

- Folk wisdom – it is found that most original folk wisdom has been passed on the knowledge to the past to the new generation. Not only the original ones, but also the other folk wisdoms are supported to the community in order to accommodate the future tourism.

- Local tourism – there are lots of cultural and historical attractions originally built in the late of Ayutthaya era, where they are the sentimental value of local people. Besides, traditional festivals are organized annually.

Fig.1. Luang Por Chokh Dee (Wat Champa)

A Study on The Folkway and Cultural Potential of Homestay at Talay Chan District, Bangkok

According to the mentioned potential evaluation, it shown that cultural assets and tourism resources in Talay Chan district and Koh San Chao community have the ability to develop and manage the homestay tourism programs by using resources and original assets in the area to initiate the tourism activities related to the folkway seamlessly. Discussion According to the result on the study on the Folkway and Cultural Potential of Homestay Accommodation in the Area of Talay Chan District, Bangkok, it pointed that cultural assets and tourism resources in this community are remarkable and attractive to the tourists. With their diversity and primitiveness, it is appropriate to develop and manage the homestay tourism programs as mentioned in the study of cultural folkways, social surrounding, and the ecosystem of tourist attraction which cultural experience exchanges possibly occur between tourists, local hosts and people (Pharadet Phayakwichian, 2001).

In addition, it is found that such cultural assets and tourism resources have reached the potential to efficiently manage the homestay programs based on the local existing and also operating resources (Natchamon Suvitsayap, 2002 cited from Karuna

Decharivong Na Ayuttaya, 1994). Thus, those mentioned cultural assets and tourism resources in the area of Koh San Chao community are suitable to apply and develop to become tourism activities related to the community background and context which sort with the study of cultural homestay tourism potential at Ban Khlong Ruea, Pato District, Chumphon. It is found that homestays in Ban Khlong Ruea have arranged the tourism activities related to their context without natural resources, environmental, and cultural destruction, Komama Promocha (2008) and the study on the homestay management in Baan Who community, Pa Phai, San Sai District, Chiang Mai of Orcharan Saenchar Chantrapuppay and Wachchawat Sasismit which the potential in the dimension of cultures obviously plays the significant role in the community more than 60%.

RECOMMENDATION

There should be a prototype activities within the mentioned areas to use in a role model in making an example of more concrete homestay tourism.

REFERENCES