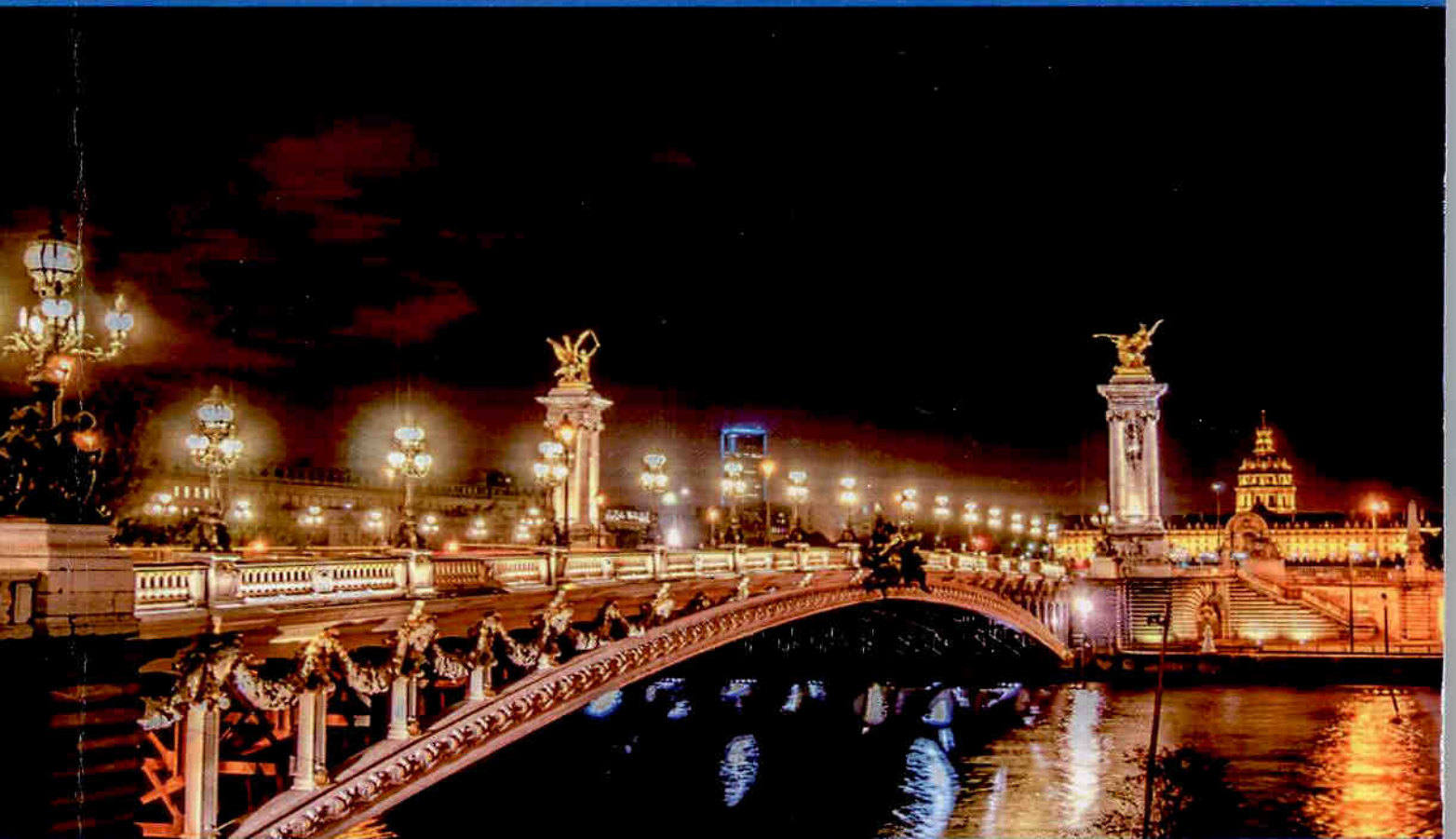


PROCEEDINGS OF
Academics World
INTERNATIONAL CONFERENCE



VENUE: PARIS, FRANCE
DATE: 13TH-14TH FEBRUARY, 2017

Association With



PROCEEDINGS OF
ACADEMICS WORLD
57th INTERNATIONAL CONFERENCE
PARIS, FRANCE

ISBN- 978-93-86083-34-0



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 academician 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 IIER

Mob: +91-9007375847

Mr. Sanket Pattanayak, Academics World

Mob: +91- 7855922996

Publication Head:

Mr. Manas Ranjan Prusty, IRAJ, India

INTERNATIONAL ADVISORY MEMBERS

Prof. Goodarz Ahmadi,

Professor, Mechanical and Aeronautical Engineering, Clarkson University, USA

Dr Chi Hieu Le,

Senior Lecturer, University of Greenwich, Kent ME4 4TB, United Kingdom

PROF. (ER.) Anand Nayyar

Department of Computer Applications & I.T.KCL Institute of Management and Technology, Jalandhar
G.T. Road, Jalandhar-144001, Punjab, India.

Prof. R. M. Khaire,

Professor, Dept. Of Elex. and Telecommunication, B, V University, India

Mark Leeson

Associate Professor (Reader)

Area of Expertise: nanoscale communications,
evolutionary algorithms, network coding and communication systems

Dr. P. K. Agarwal

Professor, Deptt. 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 Shahbazpanahi

Islamic Azad University,
Department of Civil Engineering, Sanandaj, Kurdistan, Iran, PhD (Structural Engineering),
University Putra Malaysia, Malaysia, 2009-Present

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
King Faisal University
Al Ahssa 31982, Saudi Arabia

Prof. (Er.) Anand nayyar

Department of Computer Applications & I.T.
KCL Institute of Management and Technology, Jalandhar
G.T. Road, Jalandhar-144001
Punjab, India

Prof. Aleksandr Cariow

Institution or Company: West Pomeranian University of
Technology, Szczecin

Dr. VPS Naidu

Principal Scientist & Assoc. Prof., MSDF Lab, FMCD
CSIR - National Aerospace Laboratories, Bangalore, India

Mr. P. Sita Rama Reddy

Chief Scientist, Mineral Processing Department, CSIR - Institute of Minerals & Materials Technology
Bhubaneswar, India, M.Tech. (Chem. Engg., IIT, KGP)

Dr.P.C.Srikanth,

Professor & Head, E&C Dept, Malnad College of Engineering, Karnataka
Senior Member IEEE, Secretary IEEE Photonics Society,
M.Tech: IIT, Kanpur, Ph.D: In IISc Photonics lab

Prof. Lalit Kumar Awasthi,

Professor, Department of Computer Science & Engineering
National Institute of Technology(NIT-Hamirpur),
PhD, IIT, 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. I.Suneetha,

Associate Professor, Dept. of ECE, AITS, Tirupati, India

Dr.s. Chandra Mohan Reddy,

Assistant Professor (SG) & Head, Dept. of Electronics & Communication Engineering, JNTUA College of Engineering, Pulivendula,
Ph.D,J.N.T. University Anantapur, Anantapuramu

Gurudatt Anil Kulkarni,

I/C HOD E&TC Department, MARATHWADA MITRA MANDAL'S POLYTECHNIC

Pasuluri Bindu Swetha

Dept. Of ECE, Stanley college of Engineering & Technology for Women, Hyderabad, India

SI No

01.

02.

03.

04.

05.

06.

07.

08.

09.

10.

11.

12.

TABLE OF CONTENTS

SI No.	TITLES AND AUTHORS	Page No.
01.	Optimum Application of Electronics Board in Companies ➤ <i>Hossein Doostani</i>	1-4
02.	A Study on The Folkway and Cultural Potential of Homestay at Taling Chan District, Bangkok ➤ <i>Natenapa Luangsa-Art</i>	5-7
03.	Motivation in Accommodations and Services That Influenced The Tourists on Selecting The Homestays in Talingchan District, Bangkok ➤ <i>Alisa Ritthichairoek</i>	8-10
04.	Potential of The Tourism Resources to The Expansion of Waterway Tourism Routes in Taling Chan District, Bangkok ➤ <i>Narin Yuenthon</i>	11-13
05.	The Effect of Promoting Thailand Border Market to Border Communities for AEC Case Study in Thailand-Lao PDR. Friendship Bridge (Chiangrai-Huay Xai) ➤ <i>Sutatip Chavanavesskul</i>	14-16
06.	National Security of The Republic of Bulgaria ➤ <i>Venelin Terziev</i>	17-23
07.	Impact of The Labor Market Policies For Ensuring Employment ➤ <i>Venelin Terziev, Marin Georgiev</i>	24-31
08.	Importance of Human Resources to Social Development ➤ <i>Venelin Terziev, Marin Georgiev</i>	32-34
09.	Behavior and Relationship Between Education Level and Marketing Mix Satisfaction of The Tourists at Don Hoi Lot (Tourism Destination) in Samutsongkhram Province, Thailand ➤ <i>Rumpapak Luekveerawattana</i>	35-40
10.	Identification of Building Climatic Guidelines of Georgia Based on The Regional Climate Change ➤ <i>Liana Kartvelishvili, Lashari Kurdashvili</i>	41-44
11.	A Study of Microstructure and Tribological Properties of Stir Cast AL Metal Matrix Composite ➤ <i>V Jaya Prasad, N Mohan Rao, S Kamaluddin</i>	45-48
12.	Faculty Researchers and Non-Researchers in The Context of Teaching Performance and Personal Profile ➤ <i>Jake M. Laguardor, Joseph Cezar L. Deligero, Cecilia C. Pring</i>	49-54

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.



POTENTIAL OF THE TOURISM RESOURCES TO THE EXPANSION OF WATERWAY TOURISM ROUTES IN TALING CHAN DISTRICT, BANGKOK

NARIN YUENTHON

Suan Sunandha Rajabhat University ,Bangkok ,Thailand
E-mail: nick.as.teacher@gmail.com

Abstract- This study is to assess the potential of cultural capital and waterway tourism resources along the canals within Taling Chan District. The goal is to expand and increase tourism routes for attracting tourists and for diversifying the options and new experience for the district. It is a qualitative research using an unstructured survey, observation, and in-depth interview of purposive sampling groups. As well as discussions with focus groups comprised of selected populations and those related to obtaining information and ideas for content analysis. From the study, it is found that cultural capital and tourism resources of the 10 sites within the area can be indicated as cultural tourism resources. From the assessment, which used 3 criteria of cultural tourism resource quality standards: potential of tourist attraction, tourist acceptance and tourism management, it revealed that most of the sites have the potential to accept the tourists and are capable to efficiently and substantially create waterway tourism routes consistent with the area tourism context suitability.

Keywords- Potential, Tourism Resources, Waterway, Tourism Route

I. INTRODUCTION

At present, many areas along the canals have been improved and developed for visiting, as we can see from the numerous floating markets. These markets have both traditionally existed and some are newly established. Bangkok is a province that contains a lot of notable canals such as Klong Phadung Krungkasem and Klong Mahasawat which were used for transportation in the past. Nevertheless, their value has been reduced as land transportation has become more convenient, and that, consequently, caused reduced oversight and negligence of the development of the areas along the canals. After major flooding in 2011, Bangkok implemented policy for developing the areas along the canals as it was seen that the flood was possibly caused by the houses and buildings built into the canals or waterways. The landscape and the economy of the areas, then and there, have been developed consistently in the form of tourism.

Taling Chan is a residential community located along the canal and is comprised of various important traditional ways of livings, both tangible and intangible, which remain reserved amid the heavy penetration of the city style of living. The area has been sustainably developed based on tourism management; therefore, many trendy destinations have emerged, such as Klong Lad Mayom Floating Market, Taling Chan Temple Floating Market and Ban Sawangchan Homestay, etc. However, in order to increase the distribution of income of the community and to expand the tourism routes without impacting the community; a survey was conducted, and it was found that there are still plenty of cultural resources in the area with value, and have the

potential to become tourism resources. Thus, cultural capital of those places should be studied and construction of tourism routes should be established continuing with the existing ways to offer more choices to the tourists when selecting their tourism activities. This will support the income distribution scheme as well as promote the preservation of canal conditions and the canal way of life in the communities.

II. OBJECTIVES

- 2.1 To study about the potential of cultural capital and tourism resources in the Taling Chan District, Bangkok
- 2.2 To create tourism routes in Taling Chan District, Bangkok

III. LITERATURE REVIEW

Boonlert Jittangwattana (2005) stated that tourism resources should include 3 components: first, at least one attractive item; second, accessible routes that should be connected to other resources; and lastly, the facilities to provide appreciable services to the tourists.

He has defined waterway tourism as a form of tourism that uses waterways as the channel for tourism. They can be transportation routes or tourism routes that include various entertaining activities. For tourism route establishment, there are 5 components to be considered, namely, 1) Survey. Observation of tourists' behaviors should be done prior to identifying the tourism routes, 2) the routes should be arranged in a circular composition, 3) multiple routes should be established 4) information and understanding about

POTENTIAL OF THE TOURISM RESOURCES TO THE EXPANSION OF WATERWAY TOURISM ROUTES IN TALING CHAN DISTRICT, BANGKOK

NARIN YUENTHON

Suan Sunandha Rajabhat University ,Bangkok ,Thailand
E-mail: nick.as.teacher@gmail.com

Abstract- This study is to assess the potential of cultural capital and waterway tourism resources along the canals within Taling Chan District. The goal is to expand and increase tourism routes for attracting tourists and for diversifying the options and new experience for the district. It is a qualitative research using an unstructured survey, observation, and in-depth interview of purposive sampling groups. As well as discussions with focus groups comprised of selected populations and those related to obtaining information and ideas for content analysis. From the study, it is found that cultural capital and tourism resources of the 10 sites within the area can be indicated as cultural tourism resources. From the assessment, which used 3 criteria of cultural tourism resource quality standards: potential of tourist attraction, tourist acceptance and tourism management, it revealed that most of the sites have the potential to accept the tourists and are capable to efficiently and substantially create waterway tourism routes consistent with the area tourism context suitability.

Keywords- Potential, Tourism Resources, Waterway, Tourism Route

I. INTRODUCTION

At present, many areas along the canals have been improved and developed for visiting, as we can see from the numerous floating markets. These markets have both traditionally existed and some are newly established. Bangkok is a province that contains a lot of notable canals such as Klong Phadung Krungkasem and Klong Mahasawat which were used for transportation in the past. Nevertheless, their value has been reduced as land transportation has become more convenient, and that, consequently, caused reduced oversight and negligence of the development of the areas along the canals. After major flooding in 2011, Bangkok implemented policy for developing the areas along the canals as it was seen that the flood was possibly caused by the houses and buildings built into the canals or waterways. The landscape and the economy of the areas, then and there, have been developed consistently in the form of tourism.

Taling Chan is a residential community located along the canal and is comprised of various important traditional ways of livings, both tangible and intangible, which remain reserved amid the heavy penetration of the city style of living. The area has been sustainably developed based on tourism management; therefore, many trendy destinations have emerged, such as Klong Lad Mayom Floating Market, Taling Chan Temple Floating Market and Ban Sawangchan Homestay, etc. However, in order to increase the distribution of income of the community and to expand the tourism routes without impacting the community; a survey was conducted, and it was found that there are still plenty of cultural resources in the area with value, and have the

potential to become tourism resources. Thus, cultural capital of those places should be studied and construction of tourism routes should be established continuing with the existing ways to offer more choices to the tourists when selecting their tourism activities. This will support the income distribution scheme as well as promote the preservation of canal conditions and the canal way of life in the communities.

II. OBJECTIVES

- 2.1 To study about the potential of cultural capital and tourism resources in the Taling Chan District, Bangkok
- 2.2 To create tourism routes in Taling Chan District, Bangkok

III. LITERATURE REVIEW

Boonlert Jittangwattana (2005) stated that tourism resources should include 3 components: first, at least one attractive item; second, accessible routes that should be connected to other resources; and lastly, the facilities to provide appreciable services to the tourists.

He has defined waterway tourism as a form of tourism that uses waterways as the channel for tourism. They can be transportation routes or tourism routes that include various entertaining activities. For tourism route establishment, there are 5 components to be considered, namely, 1) Survey. Observation of tourists' behaviors should be done prior to identifying the tourism routes, 2) the routes should be arranged in a circular composition, 3) multiple routes should be established 4) information and understanding about

the routes should be provided, and 5) connection with other tourism routes.

The Department of Tourism (2004) provided the cultural tourism resources' variety and distinction of each area, but poor management has caused negative impact and diminished community distinction and culture. Therefore, for attracting and inspiring tourism, the quality standard criteria for cultural tourism resources was established. These include the following 3 factors: potential for attracting the tourists; potential for accepting the tourists and potential in management. This was used for assessing the potential of tourism resources in this research.

IV. METHODOLOGY

This qualitative research used tools such as unstructured surveys, observation, and in-depth interviews for collecting data from purposive sampling groups. It revealed related cultural capital and tourism resources, and helped to facilitate the analysis. The discussion with focus groups selected from the sampling groups, which included stakeholders such as chiefs of communities, abbots and tourists, was also done for identifying tourism routes and subsequently obtained the information for content analysis.

V. RESULTS AND DISCUSSION

Conducted field trips, held in association with the people in the communities, observed and surveyed the areas. They identified the starting area as Klong Lad Mayom Market, which is famous and has numerous tourists. From the survey, it was found that the area comprises many areas with cultural capital and tourism resources with the potential for developing into tourism resources or created into tourism routes in the form of cultural tourism resources. Those cultural capitals and tourism resources are: Taling Chan temple and Taling temple floating market, Changlek temple, Mondop temple, Samorakkote temple, Thong (Bang Ramard) temple, Krajang temple, Champa temple, Makok temple and Po temple. (Figure 1.) With the information related to the mentioned resources, the study of their potential was done by interviewing and observing the sampling group based on the cultural tourism resources standard criteria identified by the Department of Tourism (2004) i.e. potential for attracting the tourists; potential for receiving the tourists and potential in management. Summary of the results is as follows:



Figure 1: 9 temples in Taling Chan District, Bangkok

1. Potential for attracting the tourists: 2 components were used for assessing:

1.1 Art&Culture value: It was found that all the temples were constructed within, more or less, the same period of time and have some relation between each other. Most of the temples still reserving traditional arts such as at the Champa temple, etc. Traditional architectures in some temples, only, have been transformed due to devastation and costly maintenance.

1.2 Potential of physical condition and tourism program: It was found that all the temples are accessible by land and water transportation, even though a series of public buses are required. Regarding safety, it was found that there was not any serious criminal activity recorded. The temples' premises are open and surrounded with crowded communities that ensure safety and non-risky.

However, closed-circuit cameras should be considered to be installed in temples found not to be currently equipped with any. For tourism activities: it was found that all temples have their annual activities which can be developed to be tourism activities. It is pitiful that many of the activities are related with the respecting of Buddha images. Only some, such as Taling Chan temple, have arranged a floating market

within
weekend

2. Poten
infrastru
systems
acceptin
required
toilet fa
prepared
toilets o
selling :
well kno
availabl
located
Bangkol

3. Poten
environ
prepared
monk
availabi
landscap
develop
attractio
and out
facilitati

By asses
resource
tourism
lack of
tourism
temples
tourism
related
identifie
waterwa
tourism.
for "9 T
2) are
routes a
of trans
commun
area.



within the temple premises for visiting every weekend.

2. Potential for accepting tourism: It was found that infrastructure such as water and electricity supply systems as well as road conditions are fine for accepting tourism. There are, however, 2 matters that required improvement. The first one is a matter of toilet facilities. The toilets have not been well prepared for tourism. Tourists may need to use the toilets of the temples. The second matter is one of selling shop availability. Since the temples are not well known enough, only a few number of shops are available. Nonetheless, most of the temples are located along tourism biking routes identified by the Bangkok Tourism Service Division.

3. Potential of management: It was found that the environment, cleanliness and parking lots are well prepared and sufficient. The chapel sections and monk sections are well separated, enhancing availability and convenience for the tourists. The landscapes of the temples are required for development for rising the temples' capability and attraction. The temples' piers usability for getting in and out of touring boats, also, should be improved for facilitating more convenience.

By assessing the potential, it shows that those tourism resources have the potential for developing into tourism destinations, although some are subject to a lack of budget for development and lack of effective tourism public relations. However, the abbots of the temples are willful to provide their cooperation for tourism development. With the obtained information related to tourism resources, the tourism routes were identified by mainly focusing on availability of waterways. Since the study was for driving cultural tourism, the identified tourism routes called the routes for "9 Temple Visit and 3 Canal Sight Tour" (Figure 2) are obviously focused on cultural visits. The routes are in circular form and accessible by 2 forms of transportation. Following the ideas of particular communities and consistent with the capacity of each area.

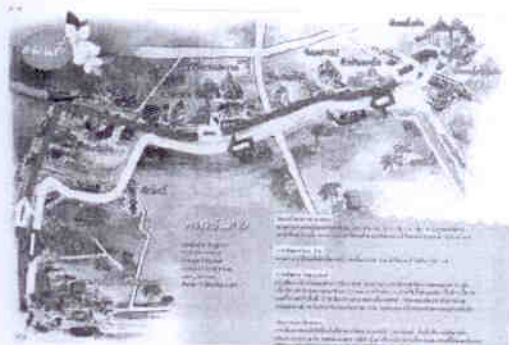


Figure 2: Tourism Route

Discussion From the assessment of the above mentioned potential, it was found that even though the tourism resources are not well known, they have potential for effectively accepting waterway tourism. Each particular area is facilitated with almost all of the tourism components i.e. attractive items, accessible routes and facilities to provide appreciable services to the tourists. (Boonlert Jittangwattana, 2005) however, noted that each temple has different requirements for development that is possible for later implementation. Regarding the tourism routes, it is formed in a circle which is excellent for tourism and comprises numerous connections with other routes. Tourists from other routes, then, have access to enter the identified routes since those waterways have been, formerly, used for travelling. The establishment of waterways as tourism routes, therefore, are consistent with considerable components, comprising circular composition, multiple routes and having connections with other tourism routes.

RECOMMENDATION

The tourism route should be considered in order to clearly identify the potential source of Tourism.

REFERENCES

- [1] Boonlert Chittangwattana. 2005. Tourism Industry. Bangkok: Academic center of Tourism Authority of Thailand.
- [2] Department of Tourism. 2014. Evaluation Manual of Standard of Cultural Tourism Resource's Quality. Bangkok: Press of The War Veterans Organization of Thailand Under Royal Patronage of His Majesty the King. Retrieved August 12, 2017, from <http://www.tourism.go.th/home/details/11/7/215>.
- [3] Suwannarit Wongcha-um et al. 2010. The Integration of Cultural Capitals to Create Valued Tourism Routes of Tha-ka , Amphawa, Samutsongkram. Retrieved August 12, 2017, from <http://www.ssruii.ssu.ac.th/bitstream/ssruii/353/1/077-53.pdf>
- [4] Wipawee Pollaratana. 2008. Water Ecotourism Design Development: A Case Study of Retracing the Historical Route within an Area of the Old Capital City –Thonburi. (Literature Review). Retrieved August 12, 2017, from http://thesis.swu.ac.th/swuthesis/Eco_Pla_Man/Wipawee_p.pdf.