



ISBN: 978-93-86083-34-0

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

Publisher: **IRAJ**

A
T
I
F
ar
st
th
C

© 2017, Academics World 57th International Conference, Paris, France

No part of this book can be reproduced in any form or by any means without prior written permission of the publisher.

ISBN- 978-93-86083-34-0

Edtn: 18

Type set & printed by:

R. K Printers

Bhubaneswar, India

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

TABLE OF CONTENTS

Sl 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 in (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.



MOTIVATION IN ACCOMMODATIONS AND SERVICES THAT INFLUENCED THE TOURISTS ON SELECTING THE HOMESTAYS IN TALINGCHAN DISTRICT, BANGKOK

ALISA RITTHICHAIROEK

Suan Sunandha Rajabhat University, Bangkok, Thailand
Email: Alicessru@gmail.com

Abstract - This research was to study about the factors to influence the tourists on choosing the homestays in Talingchan District, Bangkok. The research used mixed methods included qualitative and quantitative studies. The research tools such as community surveys and structured interviews were used to collect data from purposive sampling groups of local people. The questionnaires were used for collecting the information from the opinions of the tourists in Talingchan District. The obtained data were evaluated by SPSS Program, and the content analysis was used for analyzing the contents. The results of the survey, 200 people answering the questionnaires, revealed that highest motivated factor that influenced the tourists on choosing the homestays in Talingchan District was safety; the rank was 4.21. High motivated factors comprised 5 factors at the ranks in consecutive orders as: cleanliness with the rank of 4.17, local food with the rank of 4.16, hosts' friendliness with the rank of 4.15, accommodation surrounding atmosphere with the rank of 4.15, and lastly, the rank of 4.05 consisted of 2 factors namely tourism programs/tourism activities and public utilities. The study results complied with efficiency and management style of homestays in Talingchan District in the factors related to locations and transportations; tourism resources and tourism activities, as well as local lifestyle, culture, art and environment.

Keywords - Motivation, Accommodation, Service, Homestay

I. INTRODUCTION

In the present day, new styles of accommodations have been emerged to serve tourists' different requirements and individual aspects such as price, and location. In addition, the variations of preferences have delivered more alternations to the tourists, especially the experienced tourists, which provide opportunities to join in prepared activities, or involve in a journey. Such a dynamic has stimulated the change of other services including accommodation services which are the important part of the tourism industry, especially the homestay style accommodations which give chance to the tourists to learn and experience daily and real lifestyles of local people.

Talingchan is an area where many locations have been developed to be a tourist's destination. Some famous locations are Klong Ladmayom Floating Market, and Talingchan Floating Market. The development is steadily continued to provide sufficient services to the increasing numbers of tourists. The residential businesses in Talingchan area were commenced for supporting local tourists, especially the homestay style accommodations which; are mostly operated by local people. By conducting a field survey, it was found that only a little of public relations have been performed. Most homestay are filled with regular reservations. Therefore, it is interesting to study about the motivation that influenced the tourists on choosing the accommodation services in Talingchan District, Bangkok

II. OBJECTIVES

2.1 To study about the motivation that influenced the tourists to decide to choose the accommodations in Talingchan District, Bangkok.

III. LITERATURE REVIEW

Thailand Tourism Authority (2001) has given the definition of homestay as an accommodation service to provide opportunities to the tourists, for experiencing local cultures. Accommodations are arranged for servicing tourists by maintaining local identity and culture within community proficiency, and acceptance. The tourists have the chance to learn about community lifestyles and culture. Thus, the homestay is the service concentrated on selling the Thai lifestyle package.

Paradech (2001) said that the homestays are the houses of local people containing enough spaces for the visitors to have satisfaction and pleasure from the owners. The objective is to initiate learning processes by providing education related to environment and ecological systems at the tourism resources. It is the extra knowledge, experience and appreciation provided will help aim to introduce accurate and real information to the tourists by local people and entrepreneurs.

The Ministry of Tourism and Sports determined quality standards of homestay with 10 standardized indexes as follows; accommodations; foods and nutrition; safety; host and family members' friendliness; touring programs; natural resources,

environment; culture; quality and value added products; homestay management and public relations.

IV. METHODOLOGY

The research used mixed methods that included qualitative and quantitative studies. The community survey and structured interview were used to collect data from sampling group of local people, and the questionnaires were used for obtaining the tourists' opinions in Talingchan District. The obtained data were evaluated by the SPSS Program, and the content analysis was used for analyzing the contents.

V. RESULTS AND DISCUSSION

From the study about the homestay business, 3 homestay businesses were found in the area, i.e. Ban Lung Chuan Homestay located in the area near Klong Ladmayom, and the other two were Ban Sawangchan Homestay, and Ban Mae Juab Homestay located at Kho Sanjao Community. By surveying the efficiency and management style of the 3 homestays under 3 criterions, the conclusion is as follows:

1. Location and transportation: It was found that the location was fully furnished with abundant natural resources, traditional lifestyles and cultures. The transportation for the tourist was convenient, and easy to access.
2. Tourists resources and activities: There were cultural and natural tourism resources as well as local tourist activities, to enable attraction of their' attention.
3. Local lifestyle's such as cooking Thai food, making desserts, and carving banana stalks are the activities that tourists are able to do, to better understand Thai culture.

The above mentioned efficient styles have enabled visibility of the outstanding properties of the homestays in Talingchan area. After verified for finding the motivation in accommodations and services that influenced the tourists on choosing the homestays in Talingchan District, the results found are as follows:

Table 1: The Mean and Standard Deviation of the tourist's opinions about accommodation and service factors affected the choosing of homestay in Talingchan District.

Accommodation and Service Factors	Opinion Level		
	\bar{X}	S.D.	Translated Results
1. Architectural beauty	4.00	.798	high
2. Surrounding atmosphere	4.14	.766	high
3. Cleanliness	4.17	.783	high
4. Safety	4.21	.762	highest
5. Expense	4.06	.757	high
6. Host's friendliness	4.15	.714	high
7. Local food	4.16	.794	high
8. Public relation / Marketing Promotion	3.99	.805	high
9. Tourism programs / Tourism activities	4.05	.748	high
10. Availability of public utility	4.05	.748	high
11. Transportation services	3.95	.745	high
12. Adequacy of rooms, toilets and restaurants	4.04	.755	high
13. Tourism information centers, websites, maps, brochures, tour guides and travelling guide books	4.04	.755	high
14. Shops and souvenir and OTOP shops	4.08	.819	high
Overall	4.08	.516	high

The above table shows the level of tourists' opinions toward accommodation and service factors that affected the selecting of accommodation in Talingchan District. The study was done with a sample of 200 people and the results revealed that overall accommodation and service factors are at high level with the mean of 4.08. By considering item by item, it is possible to list from highest to least as follows: accommodation and service factor related to safety was at the highest level with the mean of 4.21; accommodation and service factor related to cleanliness is at the mean of 4.17; accommodation and service factor related to local food is at the mean of 4.16; accommodation and service factor related to host's friendliness is at the mean of 4.15; accommodation and service factor related to shops and-souvenir and OTOP shops is at the mean of 4.08; accommodation and service factor related to expense is at the mean of 4.06; accommodation and service factor related to tourist programs ,tourist activities ,and accommodation with service factor related to public utility system are at the mean of 4.05; accommodation and service factor related to sufficient availability of rooms, toilets, restaurants, accommodation and service factor related to tourism information centers, websites, maps, brochures, tour guides and travelling guide books are at the mean of 4.04; accommodation and service factor related to architectural beauty is at the mean of 4.00; accommodation and service factor related to public relation and marketing promotion is at the mean of 3.99; accommodation and service factor related to transportation service is at the mean of 3.95 and standard deviation of .745 respectively.

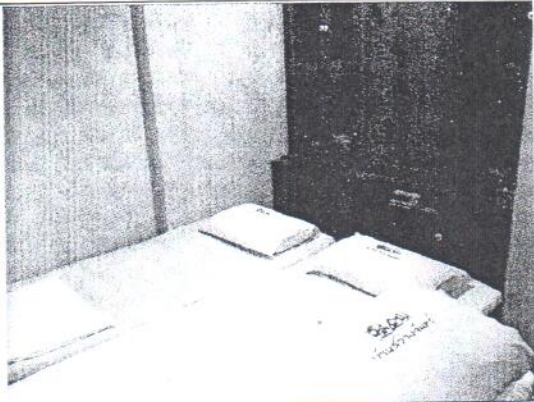


Fig.1. The Cleanliness of Accommodation



Fig.2. Tourist Activity at Homestay

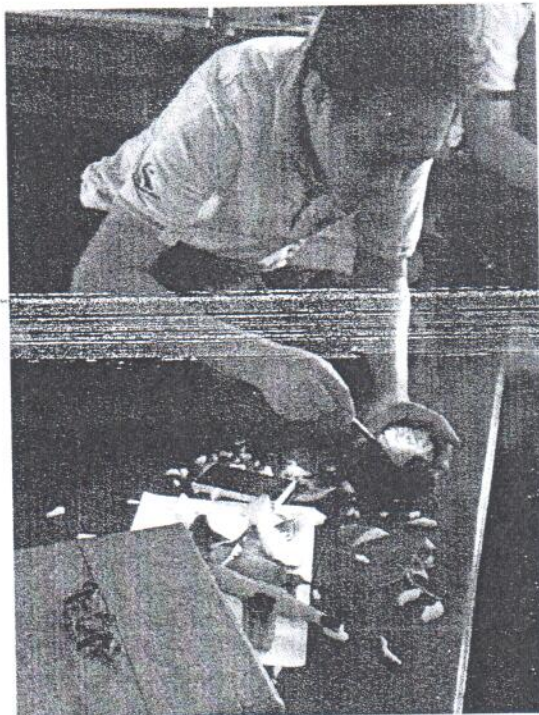


Fig.3. Thai Carving Demonstration

Discussion From the above results, it is obvious that the efficiency and management style of homestay in Talingchan area are effective. In the 3 factors

included location and transportation, tourism resources, and tourism activities, as well as local lifestyle, culture, art, and environment, for supporting and continuing the tourism development. The efficiency survey results are in accordance with top 5 motivation factors in homestay selection of the tourists that included safety; cleanliness; local foods; host's friendliness; and surrounding atmosphere. The ways the owners kept their homestays well managed to be the tourist accommodations complied with the definition of homestay determined by The Thailand Tourism Authority (2001), stated that it is the accommodation allow the tourists to experience local real culture, by arranging the house for servicing the tourists with local identity and culture maintaining under the efficiency and acceptance of the community. The results of the study about motivation also comply with part of the results of the research conducted by Chutima Aneungpol and Prasopchai Pasunon (2015) in the identification about the factors affected the choosing of homestay of the tourists in Ampawa District, Samutsongkram that included homestay public relations; natural resources, environment, value added products, safety, service of homestay, travelling programs, cultures, accommodations, host's friendliness and, as well as food and nutrition. All of them are held to a high level which familiar with the research by Chontinee Yookhong (2016); "Customer satisfactions from domestic tourists of hotel in Ranong Province". A study found that tourists satisfy with accommodation, especially interior design and facilities in high level but average on security.

RECOMMENDATION

Further study should include the study about tourists' expectation toward the choosing of homestay services in Talingchan District, Bangkok for obtaining additional information on the unobstructed development.

REFERENCES

- [1] Chontinee Yookhong. 2012. Customer satisfactions from domestic tourists of hotel in Ranong Province. Retrieved August 15, 2016, from http://www.ssruii.ssu.ac.th/bitstream/ssruir/844/1/rdi_137_2555%281%29.pdf
- [2] Chutima Wutisilp and Prasopchai Phasunon. 2015. Expectation and Satisfaction in Visiting Homestay of Amphawa, Samut Songkram. Veradian E-Journal, 8, 2067-2079.
- [3] Paradech Payakwichien.2001. Community Residence Homestay. TOT Booklet,41,10Tourism Authority of Thailand. 2001. The booklet guideline of tourism management in the responsible area of Sub-district Administration Organization and district council. Bangkok: Tourism Authority of Thailand.

★★★