



สำเนาหนังสือประมวลผลการประชุมทางวิชาการ
(Proceedings)

The ICBTS 2017 International Business Tourism
and Applied Sciences Research Conference
London, United Kingdom
5-7 April, 2017

โดย

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1. หน้าปก

International Academic Multidisciplinary Research Conference 2017

Proceeding of

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*London, United Kingdom
5- April, 2017*

THE 2017 ICBTS



Edited by **Chayanan Kerdpitak, CK Research, Thailand**
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Ebrahim Soltani, Hamdanbin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom

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2. ปกใน

Conference Proceedings

INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE

*London, United Kingdom
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Thai Airways International

Edited by Chayanan Kerdpitak, CK Research, Thailand
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3. คำนำ

INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
- Humanities
- Health care Management
- Hospitality Management
- Hotel Management

4. คณะกรรมการ

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5. กำหนดการนำเสนองานวิจัย

2017 ICBTS CONFERENCE LONDON PROGRAM

The 2017 ICBTS International Multidiscipline Research Conference	
5 April 17 8.20 - 08.50 (W)	REGISTRATION & WELCOME Welcome meeting at The Imperial London Hotel Russell Square
	Session Chair <i>Professor Dr. Kai Heuer, Wismar University, Germany</i> <i>Assoc. Professor Dr. Vipin Nadda, University of Sunderland, England</i> <i>Assoc. Professor Dr. Ismail Erkan, Brunel University, England</i>
5 April 17 09.00 - 10.30 (W)	<p>Session A1</p> <p>Paper 1 (16) Living veganism in a food culture dominated by narratives of meat as national identity. Ellen Scott and Julie Cartlidge</p> <p>Paper 2 (60) Influence of Cultural dimensions on Management practices in Hospitals: A Study of Indian Subcontinent Devjani Chatterjee and Sunil Omanwar and Dr. Sabyasachi Patra</p> <p>Paper 3 (57) Buddhist Organizations in Thai Society in the Reformation Period: Hopes, Adjustment, and Development Procedures Cholvit Jearajit</p> <p>Paper 4 (51) Marketing Mix of OTOP: From Thai Local Wisdom to Global Through Thai Airways International Krongthong Khairiree</p> <p>Paper 5 (61) International Films Festival in Association of South East Asian Nations - ASEAN: An Analysis of Situation of International Films Festival and Roles in Enhancing Cooperation and Building Awareness on the importance of ASEAN cooperation among ASEAN countries Assistant Professor Dr. Sammiti Sukbunjhong and Dr. Pichaiwat Sangprapa</p> <p>Paper 6 (203) Consumerism in UAE: UAEU Students as a Case Study Mahmoud Naamneh</p>
10.31 - 10.45	Morning Break
10.46 - 12.15	<p>Session A 2</p> <p>Paper 1 (64) Cross-Sectional Study to Determine the Types of the Violence and Its Sources for A Sample of Children and Adolescents in the City of Baghdad Dr. Raghad Ibrahim and Dr. Mohammed Baqir</p> <p>Paper 2 (97) The Efficacy of Explicit Instruction on Implicit and Explicit knowledge of English Articles Faten A. Alarjani</p> <p>Paper 3(131) Life Quality Promotion for Elderly Ponpun Vorasiha</p> <p>Paper 4 (137) The Study of Sexual Health Behaviors in Adolescent Boonsri Kittichottipanich</p> <p>Paper 5 (118) ESL Students' Experience of Project-Based Learning Abigail Melad Essien</p> <p>Paper 6 (146) Satisfaction of Urination Promotion in Benign Prostatic Hyperplasia</p>

	Kanya Napapongsa, Thailand
12.16-13.30	Lunch and Join Academic Network
13.31-15.00	<p>Session A 3</p> <p>Paper 1 (17) Teacher's use of Okay in Differentiated Classes in EFL contexts Jungmin Ko and Professor Jeongsoon Joh</p> <p>Paper 1 (12) The Domestic Crusaders Registers Violence against Muslims Following 9/11 Rehab Farouk and Mona Anwar</p> <p>Paper 3 (120) Safety Behavior of Operation Staffs in Water Production and Supply Department Bangkhen Water Plant, Bangkok, Thailand Pongsak Jaroengarmsamer</p> <p>Paper 4 (111) Intention to Visit Green Hotels of Thai Tourists and Hotel Entrepreneurs Kanyapilai Kunchomsirimongkon</p> <p>Paper 5 (135) DM OUTCOME OF FOOT CARE EDUCATION PROGRAM IN DM TIPAPAN SUNGKAPONG</p> <p>Paper 6 (134) Health Problems and Needs for Health Service of the Elderly: A Case Study of Elderly in Tambon Wangtakoo, Nakorn Pathom Province, Thailand Prapaiwan Danpradit</p>
15.01-15.15	Afternoon Break
15.16 - 17.00	<p>Session A 4</p> <p>Paper 1 (201) The Portuguese Presence in the Arabian Gulf as Reflected in Local Omani Historical Narratives Dr.Hassan M Alnaboodah</p> <p>Paper 2(86) The Role of New Technologies in the Resolution of Educational Problems in West Africa Ousmane Samba BA</p> <p>Paper 3 (109) Factors Affecting Tourists Decision Making in Choosing Homestay in Amphawa District, Samutsongkram Kanamon Suwantada</p> <p>Paper 4 (107) Tourism Life Cycle Analysis and Sustainable Tourism Management for Urban Cultural Tourist Attraction: A Case Study of Koh Kred, Thailand Siripen Yiamjanya</p> <p>Paper 5 (128) Diabetes Care and Patients' Perspectives on Diabetes Mellitus in Rural Thailand: A Qualitative Study Kantapong Prabsagnob</p> <p>Paper 6 (108) Opportunity to include a Secondary Destination for Tourist Experiences with Heritage Potentials the Case Study of Khiriwong Community, Lansaka District, Nakhon Si Thammarat, Thailand Nuntana Ladplee</p>
	SESSION B
5 April 17 09.00 - 10.30(W)	<p>Session B 1</p> <p>Paper 1(84) Generation 'Y' (Millennial Tourist) Perceptions and Visitation Patterns Towards Museums Trung Kien and Dr. Vipin Nadda</p> <p>Paper 2 (10) The impact of corporate social responsibility on Egyptians' purchase intention -the case of telecommunication sector in Alexandria, Egypt- Dina ElSalmy and Ahmed ElSamadicy and Mohamed Mostafa Soliman</p> <p>Paper 3 (53) Thailand and Technological Products: A Social Sciences Case Study Darma R. Khairiree</p> <p>Paper 4 (79) The Analysis of Policies and Strategies of Buddhist and Cultural Tourism in ASEAN Community Phramaha Nantakorn Piyabhani, Saichol Panyachit, Phoobade Wanitchanon</p> <p>Paper 5 (54) Factors Related to Sports or Exercise Behaviors of Thai People</p>

	Rattana Panriansaen Paper 6 (90) A Study of the Relationship among Museum Experiential Value, Satisfaction, and Behavioral Intention - Taking National Chiang Kai-shek Memorial Hall for Example Chan-Li Lin and Sheng-Yen Lin
10.31 - 10.45	Morning Break
10.46 - 12.15	Session B 2 Paper 1 (48) Environmental Management Best-practice & Strategies within the Institutional Context: The Case of (UAE) Ahmed Zain Elabdin Ahmed Paper 2 (206) Modelling the Demand of International Tourism in UK Using Ordinary Least Square Regression Method(OLS), Polynomial Regression Analysis Adenike Adebola Adesanmi and Vipin Nadda Paper 3 (149) PEER OBSERVATION AND SELF-MONITORING IN PRE-SERVICE TEACHERS- MICROTEACHING WIPADA PRASANSAPH Paper 4 (139) The Effects of Thai Mind-Body Exercises "Rusie Dutton" on Body Weight and Blood Lipid Level in Menopausal Wome Kanit Ngowsiri Paper 5 (140) Education Program Outcomes in Pregnancy Prevention of Sex-Risk Femal Adolescents: A Case Study of Students in Samut-Songkram Province, Thailand Premwadee Karuhadej Paper 6 (141) Study of Sex Health Knowledge and Demand of Sex Health Care in Undergraduate Students Udomporn Yingpaiboonsuk
12.16 - 13.30	Lunch
13.31 - 15.00	Session B 3 Paper 1 (85) The Teaching of English Language as A Means to an End for Business Tourism Dr. Nande C.K. Neeta Paper 2 (65) Alauddin Malay King Mosque- searching for architectural symbols and identity Roslan Talib and M Zailan Sulieman Paper 3 (122) Effect of Aroma Oil Massage and Herbal Compression with Analgesic Drugs on Pain in Persons with Low Back Pain Ladaval Ounprasertpong Nicharojana Paper 4 (123) Social Support of Postpartum Mothers Based on Folk Medicine in Nakornpatom Province, Thailand Supparas Oatsawaphonthanaphat Paper 5 (136) Result of the Teaching on Promoting Perceived Self-Efficacy in Pregnancy Women for Diabetes Mellitus Prevention Napissara Dhiranathara Paper 6 (147) Exploring Health Status Among Older Adults in Urban Community, Bangkok, Thailand Luckwirun Chotisir
15.01-15.15	Afternoon Break
15.16-17.00	Session B 4 Paper 1 (21) A Study of Motivations Affect Internet Advertising Acceptance Aml DAL CANBAZOĞLU Paper 2 (58) Usage and Effect of the Open Courseware Project on Faculty Teaching in Universities in the Middle East: A Longitudinal Study Noah Kasraie and Assist. Prof. Dr. Narges Kasraie

	<p>Paper 3 (138) Result of the Empowerment Program on Promoting Perceived Self-Efficacy in Pregnancy Women for Diabetes Mellitus Prevention Petcharat Techathawewon</p> <p>Paper 4 (104) Blended Learning Model and Achievement in a Foundation of Marketing Course Narumon Chomchom</p> <p>Paper 5 (123) The Application of Palmistry Knowledge in the Diagnosis of Diseases Following the Principles of Traditional Thai Medicine Phatphong Kamoldilok</p> <p>Paper 6 (148) Comparison of Skin Appearance with Appropriate Time in Self Reflexology Area with Thai Traditional Medicine in Geriatrics Natsinee Sansuk</p>
5 April 17 (W)	SESSION C
5 Apr 17 (W) 09.00 - 10.30	<p>Session C 1</p> <p>Paper 1(44) The Impact of Corporate Social Responsibility on Corporate Reputation Capital Kritchanat Santawee</p> <p>Paper 2 (80) London Interbank offer rate volatility: The US Dollar, the British Pound, the Japanese Yen and the Euro: How it affects Multinational companies (1986-2016) Alhassan Ndekugri</p> <p>Paper 3 (72) Who are Nonvoters? Lyn Ragsdale and Jerrold G. Rusk</p> <p>Paper 4 (45) Media Literacy: Advantages and Applications A Case Study of Srinakharinwirot University Sasithon Yuwakosol and Kritchanat Santawee</p> <p>Paper 5 (52) Online Marketing Implemented on Higher Education in Thailand: A Case of International College, Suan Sunandha Rajabhat University Nalin Simasathiansophon</p> <p>Paper 6 Effect of prosodic feature awareness training on intelligibility of speech by interpreter trainees: An experimental study Mahmood Yenkimaleki and Vincent J. Van Heuven</p>
10.31 - 10.45	Morning Break
10.46 - 12.15	<p>Session C2</p> <p>Paper 1 (47) Face-to-face learning, cross-cultural virtual teams and study abroad: Incorporating experiential learning into a multi-modal class Denise Luethge and Carole Cangioni</p> <p>Paper 2(127) Communicative Bilingual Approach in a Thai School on Vocabulary at Home and at School Suwaree Yordchim</p> <p>Paper 3 (113) New Dimensions to Administrate Human Development to Conserve Buddhism of Mahayana Chinese SECT: The Study of Mungkornkamalawas Chinese Temple, Bangk Saowapa Phaithayawat</p> <p>Paper 4 (142) Promotion of Exercises for Elderly Anchalee Jantapo</p> <p>Paper 5 (119) Development of Student Teachers: Reflective Thinking Abilities Sucheera Mahimuang</p> <p>Paper 6 (101) Development of Analytical Reading Based on the Transactional Strategies Instruction Tasaneee Satthapong</p>
12.16 - 13.30	Lunch Break
5 April 17 (W)	Session C 3

13.31 - 15.00	<p>Paper 1 (89) Dealing with Identity Loss and Stigma of Unemployment in Georgia - Perspective of Youth Associate Professor Anastasia Kitiashvili</p> <p>Paper 2 (121) Prospective Study of Rabies Elimination Model and Strategy, Formulated by the People in 2-Epidemic Communities Thavatchai Kamoltham</p> <p>Paper 3 (133) The Art of Designing, Fabric Pattern by Mold with Natural Dyes Chanoknart Mayusoh</p> <p>Paper 4 (132) Fabric Printing Design, An Inspired From Thai Traditional Tin Toys Suwit Sadsunk</p> <p>Paper 5 (116) Topsis Method to Select Location of Grass Flower in Warehouse Martusorn Khaengkhan</p> <p>Paper 6 (126) DEA Model Measuring Airport Performance in Thailand Piyaon Sriwan</p>
15.01 - 15.15	Break
15.16 - 17.00	<p>Session C4</p> <p>Paper 1 (41) Tourism Strategy in the Sun Triangle Analysis with the theory based on resources and institutional theory José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco</p> <p>Paper 2 (13) International Business: Trade and Potential Agricultural Policy Reforms in Sugar Markets Dr. Carolan McLamey and David Dilworth</p> <p>Paper 3 (144) The History of Thai Women Lingerie Junjira Monnin</p> <p>Paper 4 (124) Piet Mondrian's Painting Inspired Yves Saint Laurent, The World Class Fashion Designer Jaruphan Supprung</p> <p>Paper 5 (143) The Pattern Design from Concept Carp Weave Siracha Samleethong</p> <p>Paper 6 (129) The Participation in the Development of Packaging and Logos to the Needs of the Consumer Products Khaneonghin Community Personnel Bangkok Supassawee Morakul</p>
6 April 17 (TH)	Session D
9.00-10.30	<p>Paper 1 (66) Tourism Revenues Regression for Tourism Promotion Investment Decision-Madeira Case study Elvio Jose Sousa Camacho and Maria Manuela M. S. Sarmiento Coelho</p> <p>Paper 2 (6) The impact of two important factors on EFL Learners' Fluency Alireza Behfar</p> <p>Paper 3 (11) The Influence of Facebook on Tourists' Purchase Intentions Assistant Professor Dr. Ahmet Ertugan</p> <p>Paper 4 (18) Job Satisfaction and Employee Productivity in the Nigerian Public Sector Ezeamama Ifeyinwa G</p> <p>Paper 5 (19) Incentive Packages and Employees attitude to work in Nigeria Chibugo Mars Onwuka</p> <p>Paper 6 (20) Dangerous Liaisons-Jewish Female Tourists and Local Arab Men in Sinai Darya Maoz</p>
10.31-10.45	Morning Break
10.46-12.15	<p>Paper 1 (53) The Role of Reason and Moral Values in the Character Formation: Fārābī Example Mehmet Ata Az</p> <p>Paper 2 (54) The Motive Power of the Desire to Achieve Virtue Morality Murat Demirkol</p>

	<p>Paper 3(59) Virtual Spaces and the Cultures of Modernity: Reflections on the Centrality of Culture and the Art of Storytelling Dr. Taleb Bilal Eli</p> <p>Paper 4 (63) Painting on the Wall- Social space occupied by women as patrons of religious art in Late Colonial Sri Lanka Dulma Karunarathna</p> <p>Paper 5 (94) Morality as the Basis of Developmental Transformation of Nigeria Dr. Veronica Uduak Onyemauwa</p> <p>Paper 6 (98) Antecedents of Customer Satisfaction Levels in UAE Museum Shops Akin Fadahunsi and Salwa Osama</p>
12.16-13.30	Lunch Break
13.31-15.00	<p>Paper 1 (92) Designing an English Language Learning Intervention Programme for South African Schools and Tertiary Institutions Dr. Theophilus Mukhuba</p> <p>Paper 2 (83) Asymmetric Explicitation in Legal Translation: A Case Study of Qatari Translator Trainees Hisham Ali Jawad</p> <p>Paper 3 (73) Exploring pre-service teachers' perceptions of their pedagogical preferences, teaching competence and motivation Sadiq Abdulwahed Ahmed Ismail and Adeeb Jarrah</p> <p>Paper 4 (52) Do Well-developed Audit Plans Enhance Audit Quality? Eun-sun, Ki and Kwang-Hwa, Jeong</p> <p>Paper 5 (50) Effect of Paul the Persian's logical works on Al-Mantiq by Ibn al-Muqaffa Seyedmohammadreza Azarkasb</p> <p>Paper 6 (46) The 'Rule of Law' Implications of Technology-mediated Interfaces in Small and Low-valued Project Claims Dispute Resolution Udechukwu Ojiako</p>
	Conference Close
5-6 April 2017	Participation and Discussion
	<ol style="list-style-type: none"> 1. Dr. Bhasker Mukerji, Canada 2. Dr. Ahmad Alanezi, Kuwait 3. Dr. Waleed Alanzi, Kuwait 4. Dr. Seung Jeon, South Korea 5. Dr. Hyo-Yeun Park, South Korea 6. Dr. Mina Jafarabadi, Iran 7. Dr. Krupka Zoran, Croatia 8. Dr. Konstantinos Bellos, Greece 9. Dr. Omer Lans, Isreal 10. Dr. Linda Caudell, USA 11. Dr. Kerwin Swint, USA 12. Dr. Tracey Sigler, USA 13. Dr. Badriah Alhwaidi, Saudi Arabia
7 April 2017	Free day to Join Academic Network and Travel in London by Participants

6. บทความวิจัย

MARKETING MIX OF OTOP: FROM THAI LOCAL WISDOM TO GLOBAL THROUGH THAI AIRWAYS INTERNATIONAL

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ABSTRACT

This research is a case study aims to explore the problems and constraints on the promotion and marketing of the products of OTOP: One Tambol One Product through Thai Airways International. A number of Thai local wisdom handicrafts products under OTOP program have been selected as in-flight products for sale on board flights of Thai Airways International. There are 128 selected OTOP products in the in-flight shopping catalogue. The premium OTOP products on the catalogue are Sukhothai silverware, yanlipao wickerwork and Bencharong ceramic ware. The customers can make orders on board flight or via smartphones by scanning product's QR Code from the catalogue. The customers may receive the OTOP products on board Thai Airways International flights, or at Suvarnabhumi International Airport. The products may be sent to the customers to the address stated in the purchase order. In addition, the customers can order OTOP products online at thailandmall.net.

The components of marketing mix: 4Ps consisted of product, price, places and promotions, and SWOT analysis matrix strategies were employed to analyzed data. The research findings revealed that factors effecting on the successful of business of Thai OTOP products were based on their products, price, place and promotion. These findings show that in order to increase the business the local handicrafts entrepreneurs have to improve their products design, packaging, and marketing. OTOP entrepreneurs have to upgrade their products through the use of technology and innovation to enhance the image of OTOP as international products and add value to them. With the collaboration of the Ministry of Commerce Thailand, Ministry of Interior under OTOP Project and Thai Airways International Thai local wisdom handicrafts OTOP products are able to export their products to international markets. This is because the Government want to make OTOP products better known in the international market and to see OTOP entrepreneurs have wider channels to sell their products. Moreover, Thai Airways International operates many flights a day and Thai Airways International has customers from all over the world. These will help to expand OTOP markets. The research findings were in line with the main four elements: 4 Ps of marketing mix theory.

Keywords: Thai local wisdom handicrafts, OTOP, Thai Airways International, marketing mix, SWOT analysis, and SWOT analysis matrix strategies.

INTRODUCTION

Handicraft refers to a craft that requires skillful hand-made products. Handicraft has its roots in the rural crafts. The handicraftsmen created work manually for using in their daily life. They invented products based on the knowledge transferred from their parents. In Thailand, the handicraftsmen created products according to their belief, and local materials. They used local wisdom to create variety of domestic designed tools. The local wisdom has been passed down from one generation to generation. The local wisdom handicrafts were hand-made products such as weaving, household items, decorative materials and consumer goods used in daily life.

In Thailand almost every village produced the local handicrafts. The handicrafts products were made during the villagers had free time after their farming or housework had been completed. These handicrafts were produced for their own used as a house ware or to be exchanged, bartered or sold to their neighbours. The knowledge of produce the local handicrafts have been transfer from their parent through

generations. It is a local wisdom provide to descendants. The indigenous skills and craftsmanship combined with available natural sources and raw materials in the village. The hand-made old craft skills sometimes unique to that village or the area.

ONE TAMBON ONE PRODUCT (OTOP)

One Tambon One Product or OTOP was a special project of Thai Government. OTOP is one of the policy of the government had lounged since 2001 until present. The OTOP project was designed in order to generate incomes for the villagers to improve their life standard and to increase economics in Thailand. The idea of OTOP project is to let each village has a major product one type of product and available resources local quality products. The OTOP policy of Thai Government is looking to promote and support the local developer community to build a strong, self-reliant and develop value-added products to meet the needs of the market. Based on OTOP Product Statistics Report (2015, March 25) there are about 127,063 OTOP products from 31,740 entrepreneurs throughout Thailand and there are 3,254 five-star OTOP products. However, some of the OTOP products needed improvement on the designs, quality control on the production, packing and marketing.

Many Thai Government agencies have been provided the OTOP entrepreneurs support. For instance, Ministry of Commerce, and the Department of International Trade Promotion, Ministry of Commerce (DITP), DITP has support the OTOP entrepreneurs by conducting courses in marketing and management, as well as product design and development. Where as the Ministry of Commerce has a policy to promote and support small and medium enterprises (SME) by training to educate OTOP entrepreneurs in many provinces under the strategy of bringing local products to the international community together with the Local to Global.

According to the DITP (2012) there are criteria in three areas: products and the strength of the community guidelines, guidelines possibilities in the market and guidelines of standard products are also a selection of the best OTOP products or OTOP Product Champion (OPC) with the aim to provide opportunities for local products at the root level have the opportunity to develop quality standards for export are the best products of the province and the country as well as the associated standards. From regional to international (Local Link Global Reach) product has a level 1 2 3 4 5 star by five stars are the highest. A good quality product beautiful patterns and the needs of the market, 4-star and 3-star level, the lower the level 2 and 1 star is still developing. The government's focus on developing standards by pushing OTOP products must be developed and community standard before entering into the selection of the top OTOP products as well as training entrepreneurs across the country under the "Smart OTOP" The concept is to create a model for community development.

In year 2012, Thai Government has launched the "OTOP Plus and Premium OTOP Project" to upgrade the standards of OTOP products . This project aims to boost OTOP products in the international market, add value to community products and promote the identity of Thai products, especially in the ASEAN region. The OTOP products do not refer to the product alone. It includes the conservation of natural resources and the environment local treatment tourism, culture and the local elite. in order to become a quality product feature their own unique (www.thaitambon.com.(2007), the government is ready to come to the aid of modern knowledge management of the community to link the product to the market with a store network and the internet. Encourage and support local development processes to build a strong, self-reliant communities. The people involved in bringing resources and local knowledge to develop more modern innovations into products and quality service are standard features that are unique and can add value to meet the needs of both domestic and foreign (Titisak, 2016)

OTOP PRODUCTS ON BOARD THAI AIRWAYS INTERNATIONAL

Based on the Thai Government Policy, Major General Sansern Kaewkamnerd (2016) said that Thai Government wants to make OTOP products better known in the international market and to see OTOP entrepreneurs have wider channels to sell their products. Since 2016, a number of OTOP products have been selected as in-flight products for sale on board flights of Thai Airways International. There were more than 128 selected OTOP products in 21 categories listed on the in-flight shopping catalogue. The premium OTOP products on the catalogue are Sukhothai silverware, necklaces, bracelets, rings, and earrings, Yan-lipao wickerwork from Nakorn Sri-Thammarat and Bencharong ceramic ware from Chiang Mai and Lampang Provinces. The customers can make orders on board flight or via smartphones by scanning product's QR Code from the catalogue. The customers may receive the OTOP products on board Thai Airways International flights, or at Suvarnabhumi International Airport. The products may be sent to the customers to the address stated in the purchase order. In addition, the customers can order OTOP products online at thailandmall.net. Today, OTOP products have become more popular among foreign customers. This is because Thai Airways International has customers from all over the world and operates many flights in one day, it should help expand OTOP markets even more.

In addition, OTOP shops will be opened at Suvarnabhumi International Airport, Bangkok Thailand. This OTOP program enhanced small enterprises in communities by encouraging the local people to manufacture local products using their handicraftsmen ship skills and expertise. The OTOP products had good potential to develop further to enable them to go international. The Major General Sansern Kaewkamnerd (2016) described that Thai Prime Minister Prayuth Chan-O-Cha intended to expand the sales channels of OTOP entrepreneurs, because the OTOP products are high demand from international customers and the Thai airways passengers are potential buyers. The Prime Minister has urged that the producers of OTOP products have to enrich their items with the Thai cultural identity and ensure that the products are in line with international standards (National News Bureau of Thailand, Government Public Relations Department, 2016).

MARKETING MIX AND SWOT ANALYSIS

Kotler & Armstrong (2006) described that marketing was define as a process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing definition is based on the concepts of needs, wants, demands, marketing offers exchange, transaction and relationship, value and satisfaction, products, services and experiences. The marketers learn as they start out in the market is putting the right product in the right place at the right price and at the right time. Kotler & Armstrong (2006) explained that the marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix variables can be grouped into four variables known as the "four Ps or 4Ps": product, price, place and promotion. They explained that Product means the goods and services combination the company offers to the target market. The Price is the amount of money charged for a product or service or the sum of the values that the consumers exchange for the benefits of having the product. The Place is the location where the service is actually going to be delivered. The product should be available from where your target consumer finds it easiest to shop. And the Promotion includes all of the activities marketers undertake to inform consumers about their products and to encourage potential customers to buy these products.

Albert Humphrey (2015) explained that SWOT stands for strengths, weaknesses, opportunities and threats.

A strength and opportunity is a positive factor while a weakness and a threat is a negative factor. The researcher employs SWOT analysis as a tool to analyze the producing and marketing of Thai handicrafts. The results of SWOT analysis shall provide the information to turn the weaknesses into strength and threats into opportunities. The findings will give the important part of the planning and looking at the existing position to do the business in the future (Khairiree & Meenanun, 2105).

RESEARCH PROCESS

This research is a case study aims to explore the problems and constraints on the promotion and marketing of the products of OTOP: One Tambol One Product through Thai Airways International. The components of marketing mix: 4Ps consisted of product, price, places and promotions, and SWOT analysis matrix strategies were employed to analyze data. The research findings and results are displayed in Table 1 as follows.

Table 1
Marketing Mix and SWOT Analysis Matrix Strategies of OTOP Products
through Thai Airways International

	Strength	Weakness	Opportunities	Threats
Product	<p>1. The collection of OTOP products in the in-flight shopping catalogue are well designed and high standard.</p> <p>2. The packaging of premium OTOP products are high quality products and beautiful patterns.</p> <p>3. The handicrafts OTOP products are five-star OTOP products and well design.</p>	<p>1. The handicraftsman knowledge was verbally transferred and learned by doing. It is leading to loss in local wisdom.</p> <p>2. It took longer time to weave the fabric patterns by handmade.</p> <p>3. Able only to produce in a small volume because of handmade.</p>	<p>1. Thai Government supports the handicrafts OTOP products in order to increase the household income.</p> <p>2. The handicrafts OTOP products were recognized as Government Project.</p> <p>3. The handicrafts OTOP products can sell in Thailand and global market through Thai Airways International.</p>	<p>1. The sizes of handicrafts OTOP products are variety. It is not suitable to load on board in every flight.</p> <p>2. Sometime the passengers are not able to receive the OTOP products on-board. They have to order and wait.</p>
Price	<p>The price of OTOP products listed in the catalogue are clear and reasonable when compare to the quality of the products.</p>	<p>Many handicrafts products can not make profits because the materials are expensive and it take long time to complete in one product.</p>	<p>The handicrafts entrepreneurs can have more income if they received the budget from the government.</p>	<p>1. Some premium OTOP product was very expensive.</p> <p>2. The entrepreneurs have no budget for the investment specially the set of gold rings and earrings.</p>
Place	<p>The high quality of handicrafts products can be sold in Thai Airways International flight or at Suvarnabhumi International Airport, Bangkok Thailand</p>	<p>1. Some handicrafts products can not load on board and no proper place to exhibition.</p> <p>2. Sale only in the local community or in province.</p>	<p>The premium OTOP products in the in-flight shopping catalog enhance the passengers to select and buy the products on Thai Airways International flight.</p>	<p>Many similar local handicrafts products and new products in the same place.</p>
Promotion	<p>Handicrafts OTOP products have been promoted to the public through internet and on Thai Airways International</p>	<p>Some handicrafts product did not have budget to promote their products.</p>	<p>Thai Government promote and support handicraft products to local and international</p>	<p>1. The handicrafts entrepreneurs did not have knowledge on the marketing online.</p> <p>2. The cost of the</p>

	flight.		marketing.	promotion is too high for the OTOP handicrafts.
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CONCLUSION

The research findings revealed that the problems and constraints on the promotion and marketing of the products of OTOP: One Tambol One Product through Thai Airways International were based on their products, price, place and promotion. These findings show that in order to increase the business to domestic and export markets the local handicrafts entrepreneur have to improve their products design, packaging, and marketing. With the collaboration of the Ministry of Commerce Thailand under One Tambol One Product (OTOP) Thai local wisdom handicraft products are able to export their products to international markets. This is because Thai Government promote local arts and crafts products in terms of quality standards as well as the images, designs and their packaging. The OTOP products in the in-flight shopping catalog in Thai Airways International are the key factors that play the importance role in helping generate extra income for the communities of the local handicrafts entrepreneur to international market. The research findings were in line with the main four elements: 4 Ps of marketing mix theory.

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