

# Proceedings

รายงานการนำเสนอผลงานวิจัยในการประชุมวิชาการระดับนานาชาติ  
International conference on “Implications of Research in  
Business, Economics, Management Social Sciences and  
Humanities (IRBEMH-MAY-2017)

โดย

อาจารย์ทิพจุฑา ตีตอม

วิทยาลัยโลจิสติกส์และซัพพลายเชน

ได้รับงบประมาณสนับสนุนจากกองทุนพัฒนาบุคลากร

มหาวิทยาลัยราชภัฏสวนสุนันทา ประจำปีงบประมาณ 2560

# Proceedings

รายงานการนำเสนอผลงานวิจัยในการประชุมวิชาการระดับนานาชาติ

International conference on “Implications of Research in  
Business, Economics, Management Social Sciences and  
Humanities (IRBEMH-MAY-2017)

โดย

อาจารย์ทิพจุฑา ดีดอม

วิทยาลัยโลจิสติกส์และซัพพลายเชน

ได้รับงบประมาณสนับสนุนจากกองทุนพัฒนาบุคลากร

มหาวิทยาลัยราชภัฏสวนสุนันทา ประจำปีงบประมาณ 2560

**CONFERENCE BOOK OF  
ABSTRACT PROCEEDING**

**AN** 



**Venue: Osaka International Convention Center  
5 Chome-3-51 Nakanoshima Kita Ward, Osaka  
Osaka Prefecture 530-0005, Japan  
Date: May 15-16, 2017**

With many thanks to our Sponsors and Partners



## TABLE OF CONTENTS

SCIENTIFIC COMMITTEE	6
ORGANIZING COMMITTEE	8
CONFERENCE TRACKS	9
CONFERENCE CHAIR MESSAGE	10
KEYNOTE SPEAKER	11
CONFERENCE SECHDULE	12
Participants Registered As Listener/ Observer	17
Conference Reveiw Committee	18
Conference Day 02 (May 16, 2017)	19
<i>TRACK A</i>	21
<i>BUSINESS MANAGEMENT, SOCIAL SCIENCES AND HUMANITIES</i>	21
Feasibility Study for the Establishment of the Restaurant Business in the Market: A Case Study of the Market, Dusit Bangkok Thailand	22
The Development of Logistics and Supply Chain to Increase the Export Value of Shrimp Farming Beautiful Thailand, Samut Prakan	23
The Market Factors that Influence the Decision to Buy the Product from the Retailer, Wattana, Bangkok, Thailand	24
Potentiality Enhancement of Supply Chain: with Agility and Resilience Capability	25
The Factors that Contributed to the Accident Transport Truck Transport Routes In Nakhon Pathom Thailand	26
The Application of Greedy Randomized Adaptive Search Procedure (GRASP) for Vehicle Routing Optimization	27
Factors Influencing the Reduction of Transportation Costs of Container Operators at Laem Chabang Port, Thailand Applied by AHP Technique	28
The Survey of High School Students Behaviours Towards International Programme in the Universities, Case Study of High School Students in Salaya Sub-District, Phutthamonthon District, Nakornpathom Province	29
Study Van Routes and Create a form of Transportation: A Case Study Nakorn Phathom Education Center, Suansunandha Rajabhat University	30



<b>The Influence Factors of Freight Forwarders Selection Criteria among Shipper in Thailand</b>	<b>31</b>
<b>Study Lime Supply Chain in Thailand</b>	<b>32</b>
<b>Factors Influencing the Enhancement of Restaurant Business for Halal Culture Tourists in Bangkok</b>	<b>33</b>
<b>The participation of Ecotourism Management in Samui District, Suratthani Province</b>	<b>34</b>
<b>Factor of Religious Tourism for Asian Tourist who Speak English, A Case Study of the Grand Palace Bangkok, Thailand</b>	<b>35</b>
<b>Product Delivery Service Quality of Industrial Manufacturers</b>	<b>36</b>
<b>The Development Transportation with Lean Management; a Case of Van Transportation</b>	<b>37</b>
<b>Study, Transportation Management of Dye Products. Case Study of ABC Co. Ltd.</b>	<b>38</b>
<b>Study for Applying Active Learning Theory for Master Degree in Logistics Technology</b>	<b>39</b>
<b>Development of Logistics Systems for Tourism in Phutthamonthon District Nakhon Pathom Province Thailand</b>	<b>40</b>
<b>The Development of the Law Relating to Registration of the Machinery in ASEAN Community</b>	<b>41</b>
<b>Product Development Karanda fruit (Carissa carandas Linn.) Sorbets and Yogurt ice-cream</b>	<b>42</b>
<b>The Analysis of Procurement and Inventory Policy: Steel Tank Firm</b>	<b>43</b>
<b>The Influence of the Human Resource Development through the Learning Organization that Affect the Organization Development</b>	<b>44</b>
<b>What can ee Learn From Sticky And Flexible Prices Excluding Regulated Prices?</b>	<b>45</b>
<b>Human Development Index and its Factors:The Effect On Global Competitiveness Index in ASEAN</b>	<b>46</b>
<b>UP COMING EVENTS</b>	<b>47</b>

## Book of Abstracts Proceedings

All rights reserved. Without the consent of the publisher in written, no individual or entity is allowed to reproduce, store or transmit any part of this publication through any means or in any possible form. For obtaining written permission of the copyright holder for reproducing any part of the publication, applications need to be submitted to the publisher.

### Disclaimer

Authors have ensured sincerely that all the information given in this book is accurate, true, comprehensive, and correct right from the time it has been brought in writing. However, the publishers, the editors, and the authors are not to be held responsible for any kind of omission or error that might appear later on, or for any injury, damage, loss, or financial concerns that might arise as consequences of using the book. The views of the contributors stated might serve a different perspective than that of the ANI.

Osaka, Japan | May 15-16, 2017

ISBN: 978-602-6427-01-4

Whats App Contact: +62-812-2430-0811



## SCIENTIFIC COMMITTEE

### Social Sciences and Humanities

<b>Assoc. Prof. Doc Edgar R. Eslit</b> St. Michael's College/ English Dept., CAS, Philippines	<b>Dr. Lakshmikanth</b> Srishti International, India
<b>Mr. Mohd Azhar Bin Abdul Rahman</b> Urban Development Authority of Malaysia (UDA), Malaysia	<b>Assoc. Prof. Doc Sharifah Hayaati Syed Ismail</b> University of Malaya, Kuala Lumpur, Malaysia
<b>Assistant Professor Jitender Grover</b> University, Sadopur, Ambala (Haryana), India	<b>Mr. Bright Lumor MENSAH</b> Jilin University, School of International and Public Affairs (SIPA), China
<b>Assist. Prof. Doc Surendra Kansara</b> Symbiosis Institute of Operations Management, India	<b>Associate Professor Melinda V. Abichuela</b> Catanduanes State University/College of Business and Accountancy/Virac, Catanduanes, Philippines
<b>Dr. Fararishah binti Abdul Khalid</b> Universiti Teknikal Malaysia Melaka, Malaysia	<b>Head of department Odupitan Kolade Mattias</b> Oshodi/Isolo Local Government, Nigeria
<b>Prof. Doc Golda Aira V. Crisostomo</b> University of Santo Tomas, Philippines	<b>Assistant Professor. Intekhab N Khan</b> MA. Jauhar University, Rampur, India
<b>Assistant Professor. Chulaporn Sota</b> Khon Kaen University, Thailand	<b>Dr. Halimah Mohamed Ali</b> Universiti Sains Malaysia, Malaysia
<b>Assoc. Prof. Wong Ming Wong</b> University College of Technology Sarawak, Malaysia	<b>Prof. Erni Tanius</b> University of Selangor, Malaysia
<b>Dr. Supaporn Chalapati</b> I-Shou University, Australia	<b>Assoc. Prof. Nor Aznin Abu Bakar</b> Universiti Utara Malaysia, Malaysia
<b>Assoc. Prof. Normala Daud</b> Universiti Teknologi Mara, Shah Alam, Selangor, Malaysia	<b>Prof. Nurul Wahida Binti Abdullah</b> Politeknik Muadzam Shah, Malaysia
<b>Dr. Sanad A. Alajmi</b> Public Authority for Industry, Kuwait	<b>Dr. Golda Aira V. Crisostomo</b> Industrial/ Organizational Psychology, Human Resource Management, Philippines
<b>Dr. Firas Jamil Alotoum</b> Isra university, Jordan	<b>Prof. Doc Taqee Ansari Mohammed</b> Mak College of Pharmacy, India
<b>Assist. Prof. Doc Marcus Farr</b> American University Sharjah, UAE	<b>Assoc. Prof. Yoshiki Nakamura</b> Aoyama Gakuin University, Japan
<b>Assist. Prof. Huang Hsueh-Ju</b> Department of Distribution Management, Takming University of Science and Technology, Taiwan	<b>Prof. Doc Bulent Acma</b> Anadolu University, Turkey
<b>Dr. Alaa Elden Badawie Mahmoud Elkhodary</b> Faculty of Archaeology -Qena South Vally University, Egypt	<b>Assoc. Prof. Radulescu Irina Gabriela</b> Petroleum Gas University of Ploiesti Faculty of Economic Sciences, Romania

## SCIENTIFIC COMMITTEE

<b>Engineering and Technology</b>	
<b>Daniel Dasig Jr</b> University of Makati, Philippines	<b>Hafiz Muhammad Haroon</b> University of Agriculture Faisalabad Sub-Campus Burewala, Vehari-Pakistan, Pakistan
<b>ANIL M. BISEN</b> Anant National University, Ahmedabad, Gujarat, India	<b>Prof. Syed Zafar Abbas</b> Aliz Educational Institutions, Pakistan
<b>Severino G. Alviento</b> North Luzon Philippines State College, Philippines	<b>Marife D. Alviento</b> North Luzon Philippines State College, Philippines
<b>Leslie G. Agbulos</b> North Luzon Philippines State College, Philippines	<b>Gee-Cheol Kim</b> Seoil University, Korea
<b>Patrick Cerna</b> Federal Technology Institute - University, Ethiopia	<b>LAL RAJA SINGH R</b> KIT-Kalignarkarunanidhi Institute of Technology, India
<b>Teodoro Macaraeg Jr.</b> University of Caloocan City, Philippines	<b>Catherine P. Llana</b> University of Caloocan City, Philippines
<b>Hafiz Gulfam Umar</b> Ghazi University, Pakistan	<b>Adenuga Kazeem</b> Admar Systems Technology, Nigeria
<b>Mohd Kamarul Irwan Abdul Rahim</b> Universiti Utara Malaysia, Malaysia	<b>Rajina</b> UUNITEN, Malaysia
<b>Health and Medical Sciences</b>	
<b>Syed Zafar Abbas</b> Aliz Educational Institutions, Pakistan	<b>Olga Avilova</b> Kharkiv National Medical University, Ukraine
<b>Chellaram C</b> College Of Applied Sciences, Oma	<b>Olawunmi Mulbat Omowunmi</b> Moshood Abiola Polytechnic Ojere Abeokuta Ogun State Nigeria, Nigeria
<b>Suman Madan Dayalbagh</b> Educational Institute, AGRA, India	<b>Aliaksandr Spitsyn</b> Belorussian State Unaversity, Belarus
<b>Chellaram Chinnachamy</b> College Of Applied Sciences, Oman	<b>Ayawo Adokou</b> Adokou Electricals Limited, Senegal

## ORGANIZING COMMITTEE

---

**Dr. Sukri Plautturi**

Conference Chair

**Email:** conference.chair@ani.com

---

**Ms Hungxin Li**

Conference Supervisor

**Email:** Hungxin.Li@anissh.com

---

**Dr. Vincent**

Conference Supervisor

**Email:** vincent@anissh.com

---

**Febrialdy Hendratawan**

Conference Supervisor

**Email:** febrialdy.hendratawan@aniceas.com

---

**Xiao.wei**

Conference Coordinator

**Email:** Xiao.wei@animh.com

---



## CONFERENCE TRACKS

- Social and Community Studies
- Arts
- Humanities
- Civic and Political Studies
- Cultural & Global Studies
- Environmental Studies
- Organizational Studies
- Educational and Communication Studies
- Economics, Finance & Accounting
- Business and Management Studies
- Computer and Software Engineering
- Mechanical & Metallurgical Engineering
- Electrical & Electronics Engineering
- Civil Engineering
- Bio-Technology & Food Technology
- Chemistry & Chemical Engineering
- Physical, Applied and Life Sciences
- Interdisciplinary
- Medical and Health Sciences
- Paramedical Sciences
- Medicine Sciences
- Biological and Life sciences
- Veterinary Medicine and Sciences
- Food Science & Nutrition
- Agricultural sciences
- Interdisciplinary

## CONFERENCE CHAIR MESSAGE

### **Dr. Sukri Palutturi**

"International Conference of Akademia Nusa Internasional" is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the social sciences, business and economics, applied sciences, engineering and technology, health and medical sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let's get over all sorts of discrimination and take a look at the wider picture. Let's work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Sukri Palutturi

Conference Chair

Email: [conferencechair.ani@gmail.com](mailto:conferencechair.ani@gmail.com)



## KEYNOTE SPEAKER

**Dr.Chitpong Ayasanond**



Dr.Chitpong Ayasanond is the Director of Master of Business Administration in (M.B.A. Logistics and Supply Chain Management) from College of Logistics and Supply Chain Suan Sunandha Rajabhat University, Bangkok, Thailand.

Logistics is an important knowledge-based economic activity that has a major role in the world economy. The term Logistics is sometimes used almost synonymously with the term Supply Chain. A classic definition of Logistics associates it with everything involving the planning, the organization and running activities that provides customers with goods or services. Thailand is a country with an advantage in transportation and logistics due to its location at the center of the region.

However, there are significant issues such as concrete government support for the development and creation of a logistics and supply chain network. Include systematic and serious support and preparation for logistics personnel and service providers. This Academic Conference will be one of the driving-force to provide knowledge management of industry operators.

## CONFERENCE SECHDULE

ANISSH-2017

Venue:: Osaka International Convention Center 5 Chome-3-51 Nakanoshima, Kita Ward, Osaka, Osaka Prefecture 530-0005, Japan

Time: Registration & Kit Distribution (8:15 am - 9:00 am)

Day: Monday

Date: May 15, 2017

Venue: Room 1

09:00 am - 9:15 am	Introduction of Participants
09:15 am - 09:30 am	Inauguration and Opening address
09:30 am - 9:45am	Keynote Speech-Dr. Chitpong Ayasanond- Suan Sunandha Rajabhat University, Thailand
09:45 am - 10:00 am	Grand Networking Session

Tea/Coffee Break (10:00 am - 10:30 am)



**DAY 01 Monday (May 15, 2017)**

**First Presentation Session (10:30 am - 12:00 pm)**

**Venue: Room 1**

**Session Chair: Dr Chitpong Ayasanond**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
<b>Track A: Social and Humanities Studies</b>		
Nathakan Roothamnong	The Survey of High School Students Behaviours Towards International Programme in the Universities, Case Study of High School Students in Salaya Sub-District, Phutthamonthon District, Nakornpathom Province	IRBEMSH-057-ANI111
Thipjutha Deedom	Factor of Religious Tourism for Asian Tourist who Speak English, A Case Study of the Grand Palace Bangkok, Thailand	IRBEMSH-057-ANI118
Kanikar Sripanomwan	The Development Transportation with Lean Management; A Case of Van Transportation	IRBEMSH-057-ANI120
Hathaipun Soonthornpipit	The Development of the Law Relating to Registration of the Machinery in ASEAN Community	IRBEMSH-057-ANI126
Chattrarat Hotrawaisaya	Study Van Routes and Create a form of Transportation: A Case Study Nakorn Phathom Education Center, Suan-sunandha Rajabhat University	IRBEMSH-057-ANI112
Salisa Hemmapan	The Influence Factors of Freight Forwarders Selection Criteria among Shipper in Thailand	IRBEMSH-057-ANI114
Sasiwimon Wongwilai	Study lime supply chain in Thailand	IRBEMSH-057-ANI115

**Lunch Time: (12:00 pm - 01:00 pm)**



**DAY 01 Monday (May 15, 2017)**

**Second Presentation Session (01:00 pm - 02:30 pm)**

**Venue: Room 1**

**Session Chair:Edy Suandi Hamid**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Bunyaporn Phoothong	Feasibility Study for the Establishment of the Restaurant Business in the Market: A Case Study of the Market, Dusit Bangkok Thailand	IRBEMSH-057-ANI103
Duangjai Jandasang	The Development of Logistics and Supply Chain to Increase the Export Value of Shrimp Farming Beautiful Thailand, Samut Prakan	IRBEMSH-057-ANI104
Anuch Nampinyo	The Market Factors that Influence the Decision to Buy the Product from the Retailer, Wattana, Bangkok, Thailand	IRBEMSH-057-ANI105
Natpatsaya Sethachotsombut	Potentiality Enhancement of Supply Chain: with Agility and Resilience Capability	IRBEMSH-057-ANI106
Jaturong Ploenhad	The Factors that Contributed to the Accident Transport Truck Transport Routes In Nakhon Pathom Thailand	IRBEMSH-057-ANI107
Pornkiat Phakdeewongthep	The Application of Greedy Randomized Adaptive Search Procedure (GRASP) for Vehicle Routing Optimization	IRBEMSH-057-ANI108
Tanasarn Panichayakorn	Factors Influencing the Reduction of Transportation Costs of Container Operators at Laem Chabang Port, Thailand Applied by AHP Technique	IRBEMSH-057-ANI110

**Tea Break: (02:30 pm - 02:45 pm)**



**DAY 01 Monday (May 15, 2017)**

**Third Presentation Session (02:45 pm - 04:00 pm)**

**Venue: Room 1**

**Session Chair: Dr Chitpong Ayasanond**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Edy Suandi Hamid	Human Development Index and its Factors:The Effect on Global Competitiveness Index in ASEAN	IRBEMSH-057-ANI113
Wiriyā Boonmalert	Factors Influencing the Enhancement of Restaurant Business for Halal Culture Tourists In Bangkok	IRBEMSH-057-ANI116
Preecha Wararatchai	The participation of Ecotourism Management in Samui District, Suratthani Province	IRBEMSH-057-ANI117
Bundit Phrapratanporn	Product Delivery Service Quality of Industrial Manufacturers	IRBEMSH-057-ANI119
Tommanee Sooksai	Study for Applying Active Learning Theory for Master Degree in Logistics Technology	IRBEMSH-057-ANI123
Dr. Jiho LEE	What Can We Learn From Sticky And Flexible Prices Excluding Regulated Prices?	IRBEMSH-057-ANI133



**DAY 01 Monday (May 15, 2017)**

**Fourth Presentation Session (01:00 pm - 02:30 pm)**

**Venue: Room 1**

**Session Chair: Dr. Sukri Palutturi**

<b>Presenter Name</b>	<b>Manuscript Title</b>	<b>Paper ID</b>
Kamolbhibhat Chanasith	Product Development Karanda Fruit (Carissa Carandas Linn.) Sorbets and Yogurt Ice-Cream	IRBEMSH-057-ANI127
Kraiwit Sinthukhammoon	The Analysis of Procurement and Inventory Policy: Steel Tank Firm	IRBEMSH-057-ANI129
Varaporn Saninmool	Development of Logistics Systems for Tourism in Phutthamonthon District Nakhon Pathom Province Thailand	IRBEMSH-057-ANI125
Sudarat Pimonratanakan	The Influence of the Human Resource Development through the Learning Organization that Affect the Organization Development	IRBEMSH-057-ANI130
Anchalee Hiranphaet	Study, Transportation Management of Dye Products. Case Study of ABC Co. Ltd.	IRBEMSH-057-ANI122

**Closing Ceremony: (05:00 pm -6:00 pm)**



## **Participants Registered As Listener/ Observer**

The following Scholars/ practitioners who don't have any paper presentation, however they will attending the conference as delegates & observers.

**Official ID:** IRMMHS-057-MHS101A

Vikram P. Shah, M.D.

MD- Doctor of Medicine, USA



## Conference Review Committee

**Assist. prof. Komson Sommanawat**

College of logistics and supply chain/ Suan Sunandha Rajabhat  
University, Thailand



**Dr Chattrarat Hotrawaisaya**

College of logistics and supply chain/ Suan Sunandha Rajabhat  
University, Thailand



**Dr Chitpong Ayasanond**

College of logistics and supply chain/ Suan Sunandha Rajabhat  
University, Thailand



## Factor of Religious Tourism for Asian Tourist who Speak English, A Case Study of the Grand Palace Bangkok, Thailand

Thipjutha Deedom

College of logistics and supply chain/ Suan Sunandha Rajabhat University, Thailand

[thipjutha\\_d@yahoo.com](mailto:thipjutha_d@yahoo.com)

**Abstract.** The objectives of study of Factor of religious tourism for Asian tourist who spoke English, a case study the Grand Palace Bangkok, Thailand were : 1) to study the behavior of Asian tourists who made religious travelling on the case of the Grand Palace Bangkok, Thailand ; 2) to study the factor level of religious tourism for Asian tourists who speak English on the case study of the Grand Palace Bangkok, Thailand, and 3) to compare the differences between the factor level of religious tourism for Asian tourists who spoke English on the case study of the Grand Palace Bangkok, Thailand based on personal characteristic, using Questionnaires as a tool to collect data from a sample group, which were 385 Asian tourists who spoke English and traveled to worship the Grand Palace Bangkok, Thailand. The statistics used in the descriptive analysis were frequency, percentage, mean and standard deviation. The statistics used in testing the hypothesis were, t-test and F test. If any difference was found, the LSD pairwise comparison method was implemented.

*Keywords*— Cultural tourism, religion tourism, the Grand palace, Emerald Buddha

### INTRODUCTION

The hospitality business is one of the important factors to enlarge the economy of country. It is most often believed that tourism can help generate supplementary income to the local. From the industrial service business, which can encourage great amount of money from the tourists spending during visit a country and can links to the whole service industry business such as the hotel industry, airline, support global trade, labor, restaurant, local community, souvenir business, and travel agencies. 40 years ago, Thailand had started focus on how important of hospitality business, then started to create the marketing strategies plan by focusing how to increase the quantity of tourist later than the quality of the tourist. Then the result its affect to the country. After that the trend had been changed Thai government were supported to discover the natural tourist attraction where can promote or advertise to Thai travelers and over tourists for special interesting visit purpose. This project open new view points on the hospitality trade. The modification changed from Modern Tourism which focus only on quantity to Post-Modern tourism that emphasized particularly purpose of visiting for example religion tourism or cultural tourism and local community tourism.

Another definition is changing from regular tourism to sustainable tourism which encourages people to preserve environment or natural. It called Community Based Tourism, local people organized or managed by self. Nowadays, the trend adapted from traveling in big group to smaller group or solo-traveler instead. The modern tourism activities need harmoniously create to the purpose of travelers for memorable experiences. Thus, it is important that all business that related to hospitality filed will be understand the concept and work hand in hand with the community organizations. This will lead to a situation wherein tourists can gain an understanding of the interrelationship between the environment and the local people and their culture.

In additional, the travelers will become repeating tourists later. Main reason for changing is the tourists prefer tailor-made. Defining strategic research agenda of national tourism during 2012 – 2016 by The National Research Council of Thailand focuses on researching which set as one of the strategic research agenda to promote the national tourism. Current, the religious and cultural tourism is one that receives special attention for Buddhist and other religions. The highest belief of Buddhist is respecting to Buddha and a famous temple place in Bangkok is The Grand Palace including Wat Phra Kaew (Temple of the Emerald Buddha) , affects the nearby business to earn good profits and area to be well-known. As it is importance, researcher realized that there are many people come to visit and pay respect to the Emerald Buddha at this place. The researcher initiated made a research about the factors that affect the travel behavior of English Speaking Asian Religious Tourists.

### LITERATURE REVIEW

World Tourism Organization (WTO) defined as Tourism comprises the activities of the person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose not for the sake of occupation or staying permanently. Tourism is a leisure activity involving the movement of people to destinations away from their usual residence. It is often international in character. According to the definition of the Association of International Scientific Experts in Tourism (AISET), tourism is travel to a country outside of the one's

residential country. World tourism Organization (UNWTO) classified tourism into three categories which are natural based tourism, cultural and religious based tourism and special interest tourism with the objectives of recreation, business or other within less than one year (Rowe, Smith, Borein,2002).

Tourism Authority of Thailand (2548) said promoting on cultural tourism is a specifically lifestyle option of the people who interested in religion's culture, the historical of those people, their art, architecture or leisure fellowship purpose. They concerned that religion tourism had become an important parts of tourism product to support the economy in the future and can be good representative for new product of Tourism industry. Religion tourism is subset of the conception cultural based tourism; religion tourism has the main leisure purpose same as another tourism classification but also emphasized about seeking peaceful, belief and hopefully to fulfillment of dream including faithful and belief for miracle of religion. (Wongwipak, Chanan,2012)

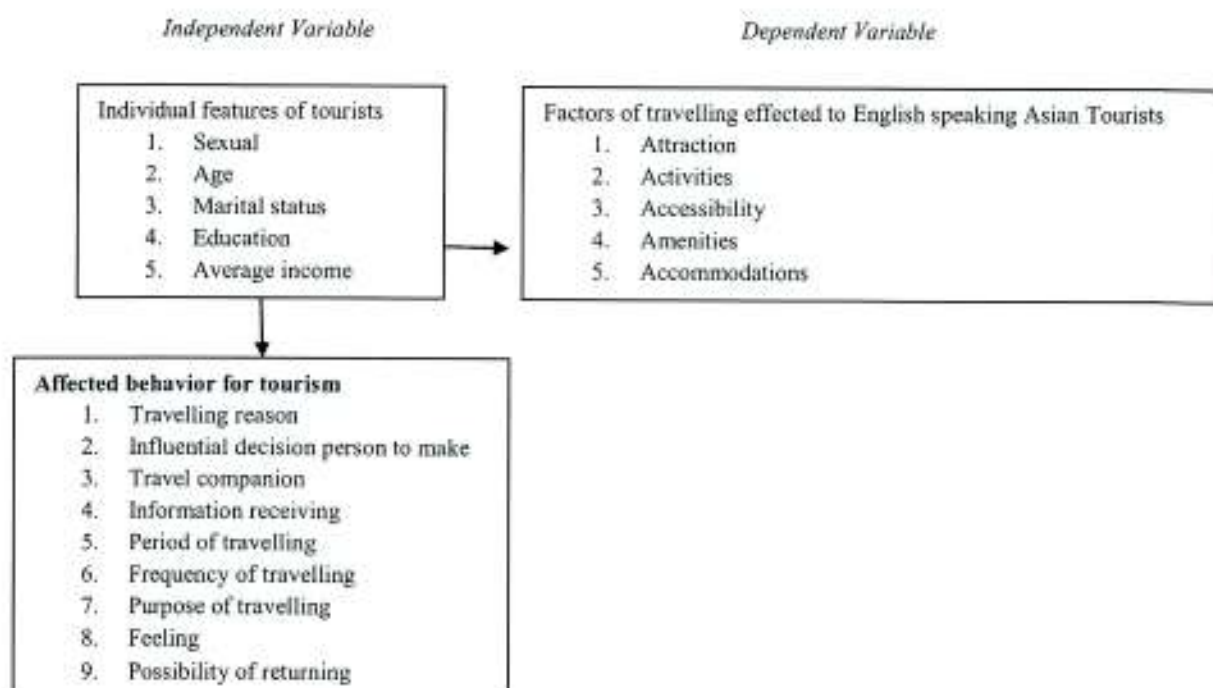
The assessment of destination potential was related to the five major components of destination or 5A consist of attraction, accessibility, amenities, accommodation, and activities. (Dickman, 1996) said the attraction and purpose are an important factor for tourist to choose travel destination as natural attraction, built attraction cultural attraction and social attraction. Mc Coll et al (1994, p116) defined consumer behavior as the actions a person take towards purchasing and using products and services, including decision making process that precedes and determines those actions that can show how to understand the tourist behavior and become successful manager in the tourism industry by understand consumer needs and wants and subsequently market programs.

Factors impact to Tourist behavior (Taechataweewan Sureerat, 2002) to understanding the tourist behavior, there are many factors that impact to behavior of the tourist as following economic factor, demographic factor, geographic factor, political factor, media factor, factor of timing, situation and healthy, technology factor. Needs/Interest toward Destination Kotler(1999) states that buyer decision process is composed of five stages: firstly need recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior

### HISTORY OF THE GRAND PALACE AND EMERALD BUDDHA

The Grand palace is a complex and impressive building at the heart of Bangkok, Thailand which consists of several buildings including very famous and greatly revered Emerald Buddha. The Grand palace and the temple of the Emerald Buddha were built after the King Rama I. There is a different style of architecture between Thai Temple of the Emerald Buddha and the more European inspired design of the Grand Palace. Wat Phra Kaew is renowned as the most beautiful and important Buddhist Temple in Thailand. It houses Phra Kaew Morakot (Emeral Buddha) carved from a single block of fine jade. The robes on the Buddha are changed with the seasons by The King of Thailand and forms an important ritual in the Buddhist calendar. This place the kings stopped living in the palace around the turn of the twentieth century, but the palace is still used to mark for all kinds of other ceremonial and special auspicious occasion. Wat Phra Kaew(Emerald Buddha). On inside walls of the temple's compound there are extensive mural painting, the famous one call "Ramayana". It is longest wall painting in the world as well as one of the Unseen Bangkok. A distinctive characteristic of this temple is that there are no monks living in like other temples.

### RESEARCH FRAMEWORK



## RESEARCH HYPOTHESIS

Different of sexual, age, marital status, education and average income are important to factors of making decision on religious tourism for English Asian Tourists.

### *Tools*

Section 1 Individual features of tourists such as sexual, ages, occupation, residence location and income. The questionnaire is check list.

Section 2 Behaviors of religious tourism for the English Speaking Asian Tourists reason for travelling, influential person to make decision, travel companion, information receiving, frequency of travelling, purpose of travelling, feeling about tourist attractions, possibility of returning. The questionnaire is check list.

Section 3 The Factor of hospitality (5A) such as attractions, religion activities, accessibility or transportation, amenity such as information, banner, and restrooms and last on accommodation. The questionnaire is Likert Scale. Base on the overall respondent's opinion (strongly agree, agree, neither agree or disagree, disagree, and strongly disagree)

## METHODOLOGY

This research used quantitative methodology. The survey was answered by 385 Asian tourists who speak English, and travelled to visit the Grand Palace and Emerald Buddha Bangkok. Non-probability sampling technique of judgmental and convenience sampling are employed in this research. This research used quantitative methodology. The sample sizes for this research were 385 Asian tourists who spoke English and traveled to visit The Grand palace and worship the Emerald Buddha. The statistics used in testing the hypothesis were, t-test and F test. If any difference was found, the LSD pairwise comparison method was implemented.

### *Respondent Profile*

The result showed that the majority of 203 foreigner tourists who traveled to visit the Grand Palace and worship the Emerald Buddha were female (52.73%), aged below 30 years old (57.66%), single (69.35%), with bachelor degree (34.55%). Most of them had monthly income between 50,000-60,000 Baht (36.88%).

## RESULT

Based on the behavior of Asian tourist who came as religious travelling on the case of the Grand Palace Bangkok, it was found that most tourist had their reason of visit to worship for their wishes (37.14%). Member in the family were persons who influenced the decision making (47.01%), traveled with friends (44.68%), received the information from friends (45.55%), visited during 9:01-11:30 pm., visited for the first time, intentionally visited to worship the Emerald Buddha in particular, was very impressed with the visited place and would come back again because of having admiration and faith in the Emerald Buddha. The purpose of making worship is being success in the business (37.14%), health concerned (18.44%), personal relationship (11.43%), and study (3.64%).

The overview on the factor level of religious tourism of the Asian tourist who spoke, English, a case study on the Grand Palace was at the high level having an average of 4.02. In consideration of individual aspect, it was found that the tourism attraction aspect had the highest average level followed by, transportation aspect, followed by accommodation aspect, the communication aspect, religious tourism and facilitating aspect respectively. The overview for the attractions was at the high level having an average of 4.08. In consideration of individual by the beauty of sculpture of the Grand Palace and Emerald Buddha, following by beliefs about motivation of prayers to reinforce in commercial business, health and education aspect, scenery in tourist attraction of the Grand Palace aspect, the worthy statue of worshipfulness and respectability lastly about history and reputation of the Grand palace and Emerald Buddha.

Factor about the activities was at the high level having an average of 4.01. In consideration of individual by make a merit and worship aspect, sight-seeing aspect, vow or fulfill the vow aspect and lastly to purchase scared object aspect respectively. Factor about facilities consideration of individual by the reasonable price for flower, joss sticks and offerings vendor's aspect, safety for tourist's property aspect, good environment management for cleaning and arrangement aspect, cleared signage and banner aspect, staff provided good information aspect respectively. The factor of transportations consideration of individual by safety for travelling to visit aspect, easy to find a public transportation aspect, outstanding location aspect, reasonable fare of transportation aspect and lastly enough transportation lines available for travelling to visit aspect respectively. Factor about accommodation was at the high level having an average of 4.30. In consideration of individual by famous place located nearby aspect, well-known hotels located nearby aspect, good location aspect, the hotel promoted religious activities aspect respectively.

Tourist of different gender, age, educational level, and average monthly income had factor level of religious tourism for Asian tourist who spoke English, a case study of the Grand Palace Bangkok differently at the significance level of 0.05 while the status was not very much different.

## CONCLUSION AND FUTURE WORK

The survey showed that the behavior of Asian religious tourists mostly for worship. Mostly of tourist their visit because their family member influenced about decision making and their visited with family during 9:01-11:30 and 13:00-15:30.

Visited for the first time intentionally visited to worship the Emerald Buddha was very impressed with the visited place and would come back again because of having admiration and faith in the Emerald Buddha. For all above shown that the behavior of tourist are related to the concept of 5 steps making decision Kotler(1999) states that buyer decision process is composed of five stages: firstly need recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior.

Firstly the tourism promotion by offering tourist information to potential tourists on public channels or concerned organizations, needs by when the potential tourist received the information it will cause internal demand in their mind, motivation step by there are 2 factor for push factor which caused demand for travelling and pull factor which is attraction to the destination, step 2 information search is encouraged to create tourist image of local destination to decide whether to travel anywhere. Step 3 evaluations of alternatives by comparing all the information and then purchasing decision step. Lastly post purchase behavior. So, related to tourism organizations and the hotel should develop and promote the destination nearby the areas which influence tourist future travelling intention by: Firstly to increase publicize on history and reputation about the Grand Palace and Emerald Buddha by provide more historical information, to announce the nearby hotels for promoting about religious tourism lastly for the knowledgeable more staffs are required to give details of the background of the places in order to satisfy tourists' interest in religious tourism activities.

#### ACKNOWLEDGEMENT

I would like to dedicate and express my sincere thanks for all supporting by the Rajabhat Suan Sunandha University to constant encouragement throughout of this research. I would not have achieved this far and this research would not have been completed without all the support that.

Finally, I most gratefully acknowledge my family and my friends for all their support throughout the period of this research

#### REFERENCES

- Choi, S. (2006). Information search behavior of Chinese leisure travelers.
- Dowling, R. K., & Weiler, B. (1997). Ecotourism in Southeast Asia. *Tourism Management*, 18(1), 51-57.
- Espelt, N. G., & Benito, J. A. D. (2006). Visitors' behavior in heritage cities: The case of Girona. *Journal of Travel Research*, 44(4), 442-448.
- Kotler, P., & Makens, J. C. (1999). *Marketing for Hospitality and Tourism*, 5/e. Pearson Education India.
- Lim, C., & McAleer, M. (2005). Analyzing the behavioral trends in tourist arrivals from Japan to Australia. *Journal of Travel Research*, 43(4), 414-421.
- McIntosh, R. W., Goeldner, C. R., & Ritchie, J. R. Brent. (1995). *Tourism: principles, practices, philosophies*.
- Woodside, A. G., & Martin, D. (2008). Applying ecological systems and micro-tipping point theory for understanding tourists' leisure destination behavior. *Journal of travel research*, 47(1), 14-24.

