



รายงานผลการนำเสนอผลงานวิจัย
การประชุมวิชาการระดับนานาชาติ

FIIS-2017

Actual Economy Social challenges and financial
Issues in XXI Century,
Saint Petersburg, Russia
18 - 19 May 2017

โดย

ดร. นีรชราภา ทองธรรมชาติ

วิทยาลัยการภาพยนตร์ ศิลปะการแสดงและสื่อใหม่

ได้รับงบประมาณสนับสนุนจากกองทุนพัฒนาบุคลากร
มหาวิทยาลัยราชภัฏสวนสุนันทา ประจำปีงบประมาณ 2560

คำนำ

ด้วยคณาจารย์วิทยาลัยการภาพยนตร์ ศิลปะการแสดงและสื่อใหม่ มหาวิทยาลัยราชภัฏสวนสุนันทา ศูนย์การศึกษาจังหวัดนครปฐม ได้รับการตอบรับให้นำเสนอผลงานวิจัยในการประชุมวิชาการนานาชาติ FIIS-2017 Actual Economy Social challenges and financial Issues in XXI Century, ณ เซนต์ปีเตอร์เบิร์ก รัสเซีย ในระหว่างวันที่ 18 - 19 พฤษภาคม 2560 รวม 2 วัน โดยได้รับงบประมาณสนับสนุนงานวิจัย ตามประกาศมหาวิทยาลัยราชภัฏสวนสุนันทา

การเดินทางไปนำเสนองานวิจัยได้สำเร็จลุล่วงไปด้วยดีบรรลุตามวัตถุประสงค์ซึ่งได้พัฒนาอาจารย์และนักวิจัยให้มีประสบการณ์ในการนำเสนองานวิจัยในระดับนานาชาติ

ทั้งนี้ต้องขอขอบพระคุณมหาวิทยาลัยที่อนุมัติทุนในการดำเนินงานวิจัยและอนุมัติให้งบประมาณในการเดินทางไปนำเสนองานวิจัยในครั้งนี้ และครั้งต่อไป

ลงชื่อ

ดร. นีรชราภา ทองธรรมชาติ

25 พฤษภาคม 2560

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1. ข้อมูลที่เกี่ยวข้องกับการประชุมวิชาการระดับนานาชาติ

1.1 สถานที่จัดประชุม

สถานที่จัดประชุม	The Great Polytechnic University, Saint Petersburg, Russia
วันที่จัดประชุม	18 – 19 พฤษภาคม 2560
Conference Title	FIS-2017 : Actual Economy : Social challenges and financial issues in XXI Century
บทความที่นำเสนอ	Challenges of Thailand Digital Economy Towards
Community	Tourism Development : Case Study of Baan Yafu, Mae Yao District, Chiang Rai Province

1.2 ประโยชน์ที่ได้รับจากการนำเสนอผลงานวิจัย ในการประชุมวิชาการระดับนานาชาติ

การประชุมครั้งนี้ได้ประโยชน์ในด้านต่างๆ ดังนี้

1. ได้พัฒนาบทความเป็นภาษาอังกฤษ และได้ประสบการณ์ในการนำเสนองานวิจัยเป็นภาษาอังกฤษ
2. ได้แลกเปลี่ยนประสบการณ์ในการวิจัยกับนักวิจัยจากประเทศต่าง ๆ
3. ได้รับประสบการณ์ในการนำเสนองานวิจัยในต่างประเทศ

1.3 Research Paper

Challenges of Thailand Digital Economy Towards Community Tourism Development: Case Study of Baan Yafu, Maeyao District, Chiangrai Province

Niracharapa
Tongbamschart

Suan Sunandha International School of Art,
Suan Sunandha Rajabhat University, ajarnjane@gmail.com
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Abstract

The aims of this research were to examine and study Thailand digital policy towards community tourism development. To achieve this goal, the case study was utilized. The qualitative and descriptive analysis were used on the study. Data were collected based on site observation, and extensive literature reviews. In-depth interviews were also conducted to obtain their opinions combined with cultural tourism criteria to evaluate tourism area of Baan Yafu, Chiangrai Province. The findings revealed that Baan Yafu area can be developed as a niche tourism segment from such distinctive identities as strong tradition, cultural preservation, natural environment and community involvement. Digital Thailand policy would be the key driver to community development; however, key stakeholders from local to national levels needed to plan and work cooperatively. Other factors included infrastructure, cultural diversity, standard homestays, environmental protection and capacity building. Therefore e-community tourism was a major challenge to the country's economy growth.

Key-words Digital economy, community based tourism, sustainable tourism, e-tourism

Introduction

The digital economy refers to the economy based on technology breakthroughs which currently permeates all aspects of people's lives including education, society and business transaction. Trade of goods and services are now changing and creating new competition authorities to driving substantial economic growth while e-commerce has become a buzz word.

Hojeghan and Esfahani(2011) stated that internet surfing has yielded impact on the tourism sector not only supply and demand but also number of competitors. E-tourism has profound implications on tourism service, promotion and distribution because it was believed that tourism is one of the world's fastest growing industries and creating employment opportunities for many decades. In 2016, there were worldwide 956 million tourists with 4% growth (UNWTO, 2016) led by Asian tourists around 11%, of which are Chinese followed by South Korean. Tourist destinations were mostly found in Asia Pacific. The global tourists was expected to reach 1.6 billion by the year 2020 (UNWTO, 2016). As the consequence, these billions of people are consuming and demanding enormous quantities of energy, food, water, and other natural resources to support their tourism activities. Such expansion of tourism worldwide has led to emerging concern about its negative impact on environment. The term sustainable tourism became much more commonly used to minimizing environment and socio-cultural impacts, while maximizing economic benefits for tourist destinations.

In addition, the development of community tourism has become a priority of national tourism policies and strategies to boosting social, cultural, natural and finally economic arenas in many countries because it can generate additional income to local communities and create jobs both directly and indirectly. It was claimed that in many countries that only tourism industry could leverage its national GDP even in the middle of its economic crisis.

Tourism industry has played important role in Thailand economy as well. The need for the economic revival of rural areas, combined with the growing emphasis on sustainability and prosperity, has created a new challenge of tourism industry. The Thai government has a strong belief that tourism industry is a key driver to its economic growth, require less investment than other industry sectors due to low cost of living, nature beauty and especially Thai friendliness. Such government agencies as Department of Tourism and Tourism Authority of Thailand (TAT) under Ministry of Tourism and Sports are key players to boost national tourism industry combined with related tourism associations. In recent years, nature based destinations, historical sites, culture, and recreational facilities have gained popularity (Niti, 2015).

Literature review

It was noted that the number of foreign tourists coming to Thailand grew by 7-10% in 2016 with 35 million foreign tourists, of which are mostly Chinese (Department of Tourism, 2016). Thailand was ranked the most popular tourist destination due to cultural diversity, reasonable cost of living, the uniqueness of Thai tradition and culture, and extraordinary Thai food in 2016. (www.businessinsider.com, 2016). In 2016, Thailand tourism could generate income around 1.8 trillion baht. (Department of Tourism, 2016). In recent years, community based tourism started to gain momentum because it leads to benefit local communities, particularly indigenous peoples and villagers.

Baan Yafu, Maeयो district, Chiangrai Province

Baan Yafu is one of many villages under the supervision of Maeयो District, Chiangrai province, northern part of Thailand. The village is located on a highland with a height of 875 metres above sea level. Interestingly, Baan Yafu has been recognized as the village of hilltribe people "Lahu" living in this isolated land. It was believed that Lahu migrated from Myanmar and the word Lahu was named for the leader who first settled on this highland. At present every household of Baan Yafu has electricity from solar cell and the main occupation is agriculture and feeds black pigs. For the past few years, foreign tourists have visited this village because Baan Yafu still preserves their tribal customs and tradition, spiritual beliefs, their own language and offers warm hospitality. Homestay is a main income of the village. Tourist activities include elephant riding, trekking, and handicrafts souvenirs. Lahu cultural performances and traditional food are also the limelight of tourist attractions.

Community Based Tourism

Community based tourism was defined as empowerment of community to ensure ownership and allow community involvement. Community based tourism enables visitors to experience local habitats, environmental impacts, natural resources, cultural heritage, rituals and wisdom (Pachanantha Alliance, 2017). The community fosters community based development and conservation of these resources. The community also assumes collective responsibility for such aspects as food, cultural activities, accommodation and internal travel. Aside from physical resources, income from community-based travel can sustain indigenous cultures and traditions. Siripen (2016) noted that community based tourism requires a high involvement of the local population in tourism planning and development, dance performances, homestay and cooking. Local participation yielded social, economic and environment impacts on the community.

Goodwin and Santilli (2009) stated that community based tourism was defined as tourism owned or managed by communities and generated wider community benefits. Tourism initiatives were based on the development of community accommodation as homestays.

Thailand 4.0

In recent years, several countries have created policy focusing on innovation driven to drive the country's economy. American government during Obama administration unveiled the policy on "the Union Makers" while England on "Design in Innovation Strategy" and China "Made in China 2025" (BOI, 2017).

"Thailand 4.0" was considered as a new economic model to fuel the engine of national growth on innovation driven economy and inclusive society, whereby unleashing human potential is another key strategy to competitive advantage and sustainability (Niracharapa, 2016). National infrastructure is also the government highlight including hi speed train, railway upgrading, airport expansion, and internet village to serve Thailand digital economy.

Digital Thailand will create advantage of digital technology to develop infrastructure, innovation, data capability, human capital and other resources to propel the country's economic and social development towards stability, prosperity and sustainability (Ministry of ICT, 2016).

Methodology

A qualitative research method was used for data collection due to the fact that qualitative methods offer varied empirical procedures designed to describe and interpret the experiences of research participants. Interview questions were developed twice for assuring the right answers combined with several site observations. Data were collected from in-depth interviews with 20 interviewees including community people, community leaders, local councils, and tourists to capture the widest viewpoints. After interviews, focus group was used to additional information. Community people included those who lived either in the tourism or in the non-tourism zone and who were either directly or indirectly involved with or affected by tourism activities. Government organizations participated in this study including executive levels of Ministry of Interior, the local councils, Sub administrative unit and related tourism agencies. Cultural Tourism Evaluation Form was used to measure the standard of cultural tourism standard.

Conclusions

Tourism industry in Thailand has a steady growth as an alternative sector and a major component in the national economic structure. It was undeniable that the success of tourism industry has elevated local economy by creating employment opportunities and generating revenues to indigenous people and community per se.

Moreover, the government has a strong belief that digital technology will yield good benefits and results to the development of infrastructure, innovation, information, human capacity building and other resources. As such digital Thailand under Thailand 4.0 would be the key mechanism in response to national prosperity, security and sustainability. However, embarking on strategy to develop rural areas is a big challenge. As the result, key strategies to Thailand digital economy including internet village, innovation, digital education, digital governance and capacity building have been addressed.

As hi speed internet was planned to penetrate nationwide in every province, city, village, school and digital community center, Baan Yafu will be recognized more globally. At present Baan Yafu can access to mobile network and 50% of villagers have mobile phones. Hi speed internet access to the village will be a new alternative approach to socio-economic development and local empowerment. However, infrastructure of Baan Yafu has become a big challenge due to highland location.

Innovation and technology expertise is to leverage and strengthen services to competitive advantage of every business sector. Academic institutions will be a key driver in developing Baan Yafu through technology innovation. Innovative technology to enable alerts, navigator for tourists, and augmented reality of the Baan Yafu views should be developed for tourism services. It is crucial to make good use of digital technology not only for indigenous people, visitor's experiences but also support different views of the area and nature. Tourism business and public institutions should adopt innovative and appropriate technology to improve the efficiency of resource use, and tackle the challenges of tourism.

Digital technology creates a quality society, reduces inequality and increases educational opportunity. Village children of Baan Yafu has been educated through satellite TV. Community learning center of Baan Yafu with internet connection and other digital technology can foster the growth of community, income distribution, community initiatives and leverage living condition from disadvantaged community.

Conclusion

E-tourism has made Asia Pacific region renown for tourism destination by foreign visitors. As such digital Thailand policy has been considered as the key mechanism to national development and creates competitive advantage for the tourism industry. In recent years, the momentum for community visit in Thailand has played an important role as a new way of tourism. Therefore, key stakeholders aligned with digital technology are considered as an integral part of the success on community tourism development in order to ensure the awareness of the natural environment, cultural heritage and the livelihood of indigenous people.

Acknowledgement

The study could not be completed without the full support of Suan Sunandha Rajabhat University. The researcher would also like to convey special thanks to government agencies, district leader, and community head in providing details and supports to make the study succeed.

References

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2. กำหนดการในการนำเสนอผลงาน



ACTUAL ECONOMY: SOCIAL CHALLENGES AND FINANCIAL ISSUES IN XXI CENTURY (ACE-FIIS:2017)

PROGRAM OF INTERNATIONAL CONFERENCE

SAINT-PETERSBURG, RUSSIA

MAY, 2017

Dear ladies and gentleman, participants of International Conference “Actual Economy: Social Challenges and Financial Issues in XXI century-2017”, academics and scholars, presenters of research centers, educational institutes and business!



In the era of globalization, spreading of modern digitized forms of business and public administration, re-evaluation of local resources for global competitiveness and self-sufficiency, an effectiveness of international collaboration in discussing on actual economical issues and challenges, searching for maximum effective solutions of local, regional and global development is timely increasing.

And I would like to express my deep gratitude to Peter the Great Saint-Petersburg Polytechnic University, editorial board of partnered journals, educational institutions of Thailand, Russia, Slovakia, Kazakhstan, Germany, whose efforts made possible this meeting of scholars and businessmen, interested in effective solution of global economy challenges using local resources of competitiveness and economical, social, cultural and innovative success.

And, of course, I would like to thank all participants for coming here, for their wonderful and useful research. I want to say, that Suan Sunandha Rajabhat University – as a leading public University of Thailand – is very proud to be an organizer of this significant and important conference.

To each participant I wish success, finding a new colleagues and friends, development of scientific and business contacts, new scientific discoveries that are benefit for society, business and government. And also enjoy your time in the most bright, beautiful Russian cultural capital.

*Dr.Luedech Girđwichai, professor
President of Suan Sunandha Rajabhat University
Bangkok, Thailand*

In the modern conditions world economy transfers from the multilevel system of national economies with strictly identified boundaries of economical interests and kinds of international collaboration to the absolutely complicated mix of transnational business, national states and international organizations whose economical interests are actively interact, intersect, overlap and even conflict each other's! Private sector is effectively using advantages of globalization, is mostly able to create multilevel markets and complex market strategies, to spread internal corporative net-work outside – to the directions of states, customers, competitors.



It shows how important and how significant is international science collaboration, international research and discussions on different issues of actual economy development. Practical experience in economical stimulation, reformation of tax systems, regional integration, governmental support of small business, increasing of national external competitiveness is very difficult to over-evaluate.

Being an educational and science leader of Eastern Europe, an effective example of business-government-science collaboration in Russia, our University is really appreciated to be a co-organizer and informational partner of International conference “Actual Economy: Social Challenges and Financial Issues in XXI century-2017”, to be involved in the processes of international science collaborations and innovative ideas’ transfer! Hope these collaborations will have bright and significant prospects.

Finally, I would like to welcome all participants of ACE:FIIS – 2017 and to wish new science results and findings, ideas and conclusions!

*Dr. Rodionov Dmitriy Grigorievich, professor,
Director of Graduate School of Public Administration
and Financial Management,
Peter The Great St. Petersburg Polytechnic University*

On behalf of the Organizational Committee, I welcome you to the 2017 International Conference “Actual Economy: Social Challenges and Financial Issues in XXI century-2017” in Russia Empire capital, shining and mysterious Saint - Petersburg! Our conference always attracts researchers, educators and practitioners in all economic fields and related disciplines in the world.



Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The ACE: FIIS – 2017 has been established on a global basis. We have received more than 190 submissions from 11 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 89 papers were accepted for presentation in the conference.

Accepted papers are scheduled for presentation in 9 parallel sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of ACE: FIIS -2017 conference for their precious time and expertise. The welcoming dinner provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened.

Please accept our best wishes for a wonderful stay in Russia!

Dear friends and colleagues!

I would like to thank you all for attending the Fourth International conference “Actual Economy: Social Challenges and Financial Issues in XXI century-2017”.

This conference is a meaningful crystallization of international initiatives among the number of institution towards practical cooperation in interdisciplinary studies, which will be contribute to the strengthening of the national economy.



The characteristic of the economy in our era is change at the speed of light, which led us to the consensus that experts from many countries and many different disciplines must meet and discuss the phenomena, and then suggest solutions. We should be able to delve deeper by discussing problems across different disciplines as widely as possible, and thus grasping more profound solutions and suggestions.

The motivation for this conference is to help one's country through offering individual expertise and point of view based on one's individual discipline. As we gather from many different countries and many different disciplines, I believe that we should be able to expand the scope of our efforts and must aim at more challenging global contributions.

I hope all the participants of this conference will enjoy and get opportunities to enhance relationships of knowledge exchange. I would like to extend my sincere gratitude to the organizing committee, and especially to my Thai colleagues for given abilities to be a key-not speaker in ACE: FIIS – 2017, to be involved in the process of new international tradition formation!

*Dr. Elena Rogova, professor
dean of St. Petersburg School of Economics
and Management, Russia*

Warm greetings from ACE:FIIS – 2017 organizing committee!

As a coordinator of our International conference organization I tried to do everything for making this year conference the best one!

We spent many hours for choosing venue; we spent gigabytes of internet traffic sending mails and calls for papers!

Hope, all these spent were not useless. And our conference will be very successful, productive and important for society, science and business.

I am glad to note, that a number of ACE : FIIS – 2017 participants is still high!

Geography of our conference is covered three continents! I am proud to welcome our participants from more than 5 countries!

Enjoy Russian hospitality and Nordic nature, historical sites and cultural background! Don't forget to make selfy with Bronze Horseman and masterpieces of Hermitage, to walk along Nevsky in magic white nights, to ride a small boat under 250 bridges and to see the world best ballet performances in Mariinsky Theater.

And to get new knowledge, new ideas and new friends from ACE:FIIS – 2017!!!



*Dr. Denis Ushakov, professor
ACE:FIIS – 2017 coordinator
International college
Suan Sunandha Rajabhat University,
Bangkok, Thailand*

ACTUAL ECONOMY:
SOCIAL CHALLENGES AND FINANCIAL ISSUES IN XXI CENTURY-2017”
ACE: FIIS -2017 @ SAINT-PETERSBURG.RU

=AGENDA=

- Day 1** Venue:
Science-Research building, Peter the Great Saint Petersburg Polytechnic University,
Address:
Politeknicheskaya street, 29, building 11
MRT (subway, metro) station “Politeknicheskaya”
Saint-Petersburg, Russia
- 8.30 Registration open Conference – hall
9.00 Opening ceremony Conference – hall
Welcome speeches:
Dr. Shchepinin Vladimir Engelevich
*Director of Institute of Industrial Management, Economics and Trade,
Peter the Great Saint Petersburg Polytechnic University, Russia*
Dr. Somdech Rungsisawat
*Vice president of Academic Affairs, Suan Sunandha Rajabhat University,
Bangkok, Thailand*
Dr. Rodionov Dmitriy Grigorievich
*Director of Graduate School of Public Administration and Financial Management,
Peter The Great St. Petersburg Polytechnic University, Russia*
Dr. Prateep Wajeetongratana
*Dean of Faculty of Management Science
Suan Sunandha Rajabhat University, Bangkok, Thailand*
Dr. Magdalena Privarova
University of Economics in Bratislava, Slovakia
Dr. Denis Ushakov
Organizational board of ACE : FIIS – 2017 conference
- 09.40 Key-note speech by Dr. Elena Rogova
dean of St. Petersburg School of Economics and Management, Russia
- 10.30 Group photo Conference – hall
10.40 Coffee-break Foyer
11.00 Key-note speech by Dr. Igor Il'in
*Director of high-school of business management,
Peter the Great Saint Petersburg Polytechnic University, Russia*
Signing of MOU between Peter The Great Polytechnic University and Suan Sunandha Rajabhat University // Fireplace Hall (Kaminyy Zal)
Only for authorized participants
- 12.30 Lunch Canteen (Stolovaya) of Science Research Building

14.00	Session 1.1	Lecture hall 1
	Session 1.2	Lecture hall 2
	Session 1.3	Lecture hall 3
	Special seminar “Publish Internationally” (in Russian)	Conference – hall
15.30	Coffee-break	Winter garden (Zimniy sad)
15.45	Session 2.1	Conference – hall
	Session 2.2	Lecture hall 1
	Session 2.3	Lecture hall 2
17.30	Dinner	Canteen (Stolovaya) of Science Research Building

Day 2 Venue:

Science-Research building, Peter the Great Saint Petersburg Polytechnic University,

Address:

Politekhnicheskaya street, 29, building 11

MRT (subway, metro) station “Politekhnicheskaya”

Saint-Petersburg, Russia

08.30	Registration open	Foyer
09.00	Session 3.1	Lecture hall 1
	Session 3.2	Lecture hall 2
10.30	Coffee-break	Winter garden (Zimniy sad)
10.45	Session 4.1	Lecture hall 1
	Session 4.2	Lecture hall 2
12.30	Lunch	Canteen (Stolovaya) of
	Conference closing	Science Research Building

LIST OF SESSIONS:

- Day 1 Lecture hall 1
14.00 – 15.30
Session 1.1 **Problems of economic integration and SME development in ASEAN region**
Chairman: Dr. Prateep Wajeetongratana
- 1 Kunphattra Patarapongsathon Thailand's SMEs Competitiveness within ACE: prospects, problems and opportunities
*Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
 - 2 Chanpen Meenakorn Management style and Employee's Job Satisfaction (the case of Local and International hotels chains in Thailand)
*Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
 - 3 Thammamonr Khunrattanaporn Marketing Mix of Thai Cooking and Thai Massage Teaching Service for Foreign Tourists
*Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
 - 4 Pichamon Chansuchai Affecting Factors of the Palm Oil Price and AEC Trade Impact
*Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
 - 5 Pongsawee Supanonth Consumer Behavior and Marketing Mixed Factor Effect on Consumer Decision Making for Movies Presented in EGV seacon bangkae cinema
*Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
 - 6 Sakapas Saengchai Development of Trading Service on Thai Border Transport in ASEAN Free Trade Area : Case Study Ranong Province
*Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
 - 7 Nattapong Techarattanased Factors Affecting the Organizational Performance of Direct Sales Business in Thailand
*Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
 - 8 Bundit Pungnirund Investigating Innovative Organizational Performance of Small and Medium Enterprises in Thailand
*Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
 - 9 Wanida Suwunniponth An Investigate on the Antecedents Influencing Online Brand Equity of E-Marketplace in Thailand
*Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
 - 10 Yuthapoom Thanakijborisut Insuring Consumption Against The Health Shocks: A case of Thailand
*Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
 - 11 Rewadee Waiyawassana Factors of consumers' preferences: analyzing and predicting to increase sales of organic food (the case of Thailand)
*Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
 - 12 Supaporn Prajongjai,
Somtop Keawchuer Digital economy as a factor of Small Medium Enterprise Empowering (The case of Indonesia)
*Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*

- | | | |
|----|---|--|
| 13 | Prateep Wajeetongratana
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Equity and efficiency: factors of interdependence in modern social and economic dynamics |
| 14 | Supraneer Wattanasin
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | The Model of Ethical Standard for Communication Arts Students |
| 15 | Surasit Vithayarat
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Thailand Contemporary History of Newspaper : From the Revolution to Reformation Era |

Day 1. Lecture hall 2

14.00 – 15.30

Session 1.3 International labor market development and modern HR-practices
 Chairman: Dr. Siriwan Saksiriruthai

- | | | |
|---|---|---|
| 1 | Siriwan Saksiriruthai
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Gender Pay Gap of the Thai Labor Market |
| 2 | Punrapha Praditpong,
Supaporn Wimonchailerk
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Corporative organizational management in modern innovative business |
| 3 | Preecha Pongpeng
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Entrepreneurial Leadership And Effective Management in tactical development of SME (the case of Thai silk industry) |
| 4 | Routsukol Sunalai
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | National Human Resource Development Strategy in context of ACE formation |
| 5 | Kanokwan Kaewprasert
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Foreign Labor Force as a reason for National budget Loss (the case of Indonesia) |
| 6 | Prapoj Na Bangchang
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | International Labor Migration as a Factor of Economic Growth |
| 7 | Ladaporn Pithuk
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Urbanization as a factor for ASEAN economic development (example of Indonesia) |
| 8 | Chin Tangtarntana
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Innovative Approaches to Cooperation within the Innovative Education Chain |

- | | | |
|----|---|--|
| 9 | Varangkana Chitraphan
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | The Comparison of Saving Factor in the Employed Population |
| 10 | Runglaksamee Rodkam
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | School performance and Financial Adequacy: Evidence from Thailand |
| 11 | Wipanee Maen-in
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Economic regulation in terms of the multinational entrepreneurship development |
| 12 | Charawee Butbumrung
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Innovations in Thailand banking Industry development: unlimited source or endless problems |
| 13 | Pittaya Klongkratoke
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Mathematics in Economic Analysis: What is its Role? |
| 14 | Prakaikavin Srijinda
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | The Marketing Communication Strategy of Thai film : a Case of GTH's Studio |

Day 1.
14.00 – 15.30
Session 1.3

Lecture hall 3

Tourism and service markets' development: issues, problems and solutions
 Chairman: Dr. Pisit Potjanajaruwit

- | | | |
|---|---|--|
| 1 | Pisit Potjanajaruwit
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Destination branding as a tool for effective tourism Macro-marketing (the case of Bangkok, Thailand) |
| 2 | Supattra Kanchanopast
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Implementation of Servuction Service Model: instruments, issues, prospects (the case of Zenith Hotel, Bangkok, Thailand) |
| 3 | Ratsamee Ratana-u-bol
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Cashless Payment: new technologies Application in Thai tourism industry |
| 4 | Narong Anurak
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Mega-event promotion and organization as tools of National Image-Building |
| 5 | Nareenad Panbun
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Travelers' Motivation: impact of information factors in Tourists Visiting Intentions |
| 6 | Phakit Treesukol
<i>Faculty of managements science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | Studying Motivation to develop tourists satisfaction (the case of Russian visitors of Pattaya, Thailand) |

- | | | |
|----|--|--|
| 7 | <p>Suwimol Apapol
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | <p>Passengers' Pre-Flight Expectations and overall quality of airlines services: functional role and current influence</p> |
| 8 | <p>Poramatdha Chutimant
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | <p>Tourist Threats To Cultural Heritage: An Investigation Of Tourist Behavior Violating The Culture of Wat Pho</p> |
| 9 | <p>Siri-Orn Champatong
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | <p>Factors Influencing Consumers' Repurchase Intention of Low-Cost Airline: A Case Study of Thai AirAsia</p> |
| 10 | <p>Mananya Meenakorn
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | <p>Managing Customer loyalty: A study of Budget Rent A Car in Bangkok, Thailand</p> |
| 11 | <p>Somchai Buaroong
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | <p>International Business Trends Under Impact Of Innovative Modernization</p> |
| 12 | <p>Suvimon Wajeetongratana,
 Huda Wongyim
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | <p>Economy of Thailand North-East (Isarn): local advantages and global prospects</p> |
| 13 | <p>Wiroj Srihirun
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | <p>News Values of Thai Mass Media in Convergence Journalism Era, in Attitudes of the People in Bangkok</p> |

Day 1 Conference hall

15.45 – 17.30

Session 2.1 **New sources for effective economic and social development**
Chairman: Dr. Andrej Privara

- | | | |
|---|---|---|
| 1 | <p>Richard Stechow
 Magdalena Mißler-Behr
 <i>Brandenburg University of Technology
 Cottbus-Senftenberg, Cottbus, Germany</i></p> | <p>State-of-the-Art and further developments in Business Model Research for Industry 4.0</p> |
| 2 | <p>Tatiana Skufina
 Sergey Baranov
 <i>Luzin Institute for Economic Studies of the Kola Science
 Centre, Russian Academy of Sciences, Apatity, Russia</i>
 Vera Samarina
 <i>Staryy Oskol Technological Institute, branch of National
 Research Technological University "MISIS", Staryy
 Oskol, Russia</i></p> | <p>Methodological Features Of Modeling GRP Production In The Northern And Arctic Regions</p> |
| 3 | <p>Jana Kušnírová
 <i>Faculty of National Economy,
 University of Economics in Bratislava, Slovakia</i></p> | <p>Corporate tax as a direct tool for supporting the public sector in the Slovak Republic</p> |
| 4 | <p>Katharina Hobusch
 Magdalena Mißler-Behr
 <i>Brandenburg University of Technology Cottbus-
 Senftenberg, Cottbus, Germany</i></p> | <p>An Investigation into the Reduction of Supply Chain Risks of Supplier and Producer due to Industry 4.0</p> |

- 5 **Tatiana Skufina**
Sergey Baranov
Luzin Institute for Economic Studies of the Kola Science Centre, Russian Academy of Sciences, Apatity, Russia
Vera Samarina
Staryy Oskol Technological Institute, branch of National Research Technological University "MISIS", Staryy Oskol, Russia
- 6 **Shcherbakova Nadezhda Viktorovna**
Khaikin Mark Mikhailovich
St. Petersburg Mining University, St. Petersburg, Russia
- 7 **Mokeeva Tatiana Vasilievna**
Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia
- 8 **Kuporov Y. Y.**
Avduyevskaya EA
Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia
- 9 **Chernogorskiy Sergey**
Shvetsov Konstantin
Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia
- 10 **Niracharapa Tongdhamachart**
Suan Sunandha International School of Art, Suan Sunandha Rajabhat University, Bangkok, Thailand
- 11 **Siridej Sirisomboon**
Suan Sunandha International School of Art, Suan Sunandha Rajabhat University, Bangkok, Thailand
- Estimation of projected changes in the geological environment that affect the economy: new formulation of the problem and results of the study
- City as an Object of Ecological and Economic Researches: the Example of Russian Cities
- Matrix Structures of Science and Technology Innovation Development and Implementation Trajectory
- Investments in human capital: Effectiveness of investment in higher education in Russia
- A Model Of Economic Growth, Including Taxation And Public Sector
- Challenges of Thailand Digital Economy Towards Community Tourism Development: Case Study of Baan Yafu, Maeyao District, Chiangrai Province
- Using 3D Animation in Promoting Tourism in Baan Yafu, Thailand

Day 1 Lecture hall - 1

15.45 – 17.30

Session 2.2 **National eco-social system progress: challenges and promising**
Chairman: Dr. Daniel S. Demidenko

- 1 **Volkova Nadejda**
Guzikova Ludmila
Nadezhina Olga
Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia
- 2 **Guzikova Ludmila**
Lukevich Igor
Smirnova Olga
Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia
- 3 **Daniel S. Demidenko**
Ekaterina D. Malevskaia-Malevich
Yulia A. Dubolazova
Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia
- Aspects of Globalization Impact on Economic and Financial Processes
- Illicit Capital Flow: Evaluation And Forecasting
- Optimization of the Innovation Process Management at a Manufacturing Enterprise

- 4 **Olga S. Popova**
*State Institute of Economics Finance law and technology,
Gatchina, Leningrad region, Russia*
Natalia N. Yakimchuk
Olga S.Nadezhina
*Peter the Great St. Petersburg Polytechnic University,
St. Petersburg, Russia*
- 5 **Sokolitsyn Alexander Sergeevich**
Ivanov Maxim Vladimirovich
Sokolitsyna Natalya Alexandrovna
*Peter the Great Saint-Petersburg Polytechnic University,
Saint-Petersburg, Russia*
- 6 **Degtereva Victoriia**
Goncharova Natalia
*Peter the Great Saint-Petersburg Polytechnic University,
Saint-Petersburg, Russia*
- 7 **Victorova N.G.**
Yevstegneev E.N.
Yablokov D.U.
*Peter the Great Saint-Petersburg Polytechnic University,
Saint-Petersburg, Russia*
- 8 **Guzikova L.A.**
Bataev A.V.
Plotnikova E.V.
*Peter the Great Saint-Petersburg Polytechnic University,
Saint-Petersburg, Russia*
- 9 **Nikolova L.V.**
Velikova M.D.
*Peter the Great Saint-Petersburg Polytechnic University,
Saint-Petersburg, Russia*
Serov P.S.
*«Bank «Saint-Petersburg» Public Joint-Stock Company,
St. Petersburg, Russia*
- 10 **Juraj Válek**
*Faculty of National Economics, Department of Finance
University of Economics in Bratislava, Slovakia*
- 11 **Marcela Rabatinová**
*Faculty of National Economy, University of Economics in
Bratislava, Slovakia*
- 12 **Kovaleva E.A.**
Bogacheva T.V.
Kutlyeva G.M.
*Peoples' Friendship University of
Russia (RUDN University),
Moscow, Russia*
- Management of socio-economic security of housing and utilities
- Investigation of the Interrelation between Diversification of the Enterprise's Operations and its Financial Stability
- Contradictions In Regional Innovative Activity And Ways To Overcome Them
- Electronic Tax Administration: Development Trends
- Assessment of the Housing Policy Efficiency in Russia
- Problems of Trade Financing in the Russian Federation
- Environmental protection by environmental taxes
- The VAT Revenue Losses and Increasing Efficiency of VAT Collection in the Slovak Republic
- Influence of Cultural Dimensions "Individualism" and "Power Distance" on Entrepreneurial Activity

Day 1	Lecture hall - 2	
15.45 – 17.30		
Session 2.3	Actual economy: local solutions for global challenges	(in Russian)
	Chairman: Dr. Vladimír Gonda	
1	Gonda Vladimír Adamovský Peter <i>Department of Economics, University of Economics in Bratislava, Bratislava, Slovakia</i>	The Innovation Development in the Slovak Republic in the Context of the Europe 2020 Strategy and Initiative Innovation Union
2	Kichigin O. E.	Assessing the impact of fossil fuel production on territorial eco-economic development
3	Magdaléna Přívarová Andrej Přívara <i>University of Economics in Bratislava, Bratislava, Slovakia</i>	The Microeconomic and Macroeconomic Contexts of Remittances
4	Marta Martincová <i>University of Economics in Bratislava, Bratislava, Slovakia</i>	Impact of fiscal measures on the costs and consequences of unemployment
5	Ján Lisý <i>University of Economics in Bratislava, Bratislava, Slovakia</i>	Alternative Approaches to Fiscal and Monetary Policy in the Course of the Economic Cycle
6	Onyusheva I. Kalenova S. Nurzhaubayeva R. <i>Turan University, Almaty, Kazakhstan</i> <i>Academy of Economics and Law named after Dzholdasbekov, Talaykurgan, Kazakhstan</i>	The Sustainable Economic Development Of Kazakhstan Through Improving Ecological State Of The Country
7	Veronika Piovarčiová <i>University of Economics in Bratislava, Bratislava, Slovakia</i>	Comparison Of The Monetary Policy Of The Visegrad Four Countries In Terms Of Its Impact On The Economic Cycle
8	Anufriev Valery Kaminov Aitkali <i>Ural federal university named after the first President of Russia B.N. Yeltsin, Ekaterinburg, Russia</i>	Human capital as an important aspect of the green economy
9	Onyusheva I. Kalenova S. Yerubayeva G. <i>Turan University, Almaty, Kazakhstan</i>	Evaluating The State Of Eco-Economy Of Kazakhstan
10	Chernogorskiy S.A. Shvetsov K.V. Pokrovskaya L.L. <i>Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia</i>	How Taxation Affects Financial Decisions of a Firm in an Open Economy

- Day 2** Conference hall
09.00 – 10.45
Session 3.1 **Environmental issues of global economy development**
Chairman: Dr. Denis Ushakov
- 1 Tyapkina M. F.
Ilina E.A.
Institute of economy, management and applied informatics, Irkutsk State Agrarian University named after A.A. Eshevsky, Irkutsk, Russia
Assessment of the reproduction process of agricultural enterprises
 - 2 Zolochevskaya E.
Popova E.
Medyakova E.
South-Russia Institute of Management – Branch of Russian Presidential Academy of National Economy and Public Administration, Russia
Key Performance Indicators in the Public Procurement Management: National Aspect
 - 3 Mochalina Olga Sergeevna
Crimea Federal University, Simferopol, Russia
The Activation Of The Investment Process In The Agrarian Sector Of The Republic Of Crimea
 - 4 Alexey Shmatko
North-West Institute of Management of RANEPA, St. Petersburg, Russia
Valery Yanovskiy
Lubov' Shamina
Financial University under the Government of the Russian Federation, St. Petersburg branch, St. Petersburg, Russia
Adaptability as a Tool for Managing an Enterprise in a Turbulent External Environment
 - 5 Konstyntine Malyshenko
Vadim Malyshenko
Elena Ponomareva
V. I. Vernadsky Crimean Federal University, Humanitarian and Pedagogical Academy (branch), Yalta» Russian Federation, Republic of Crimea
Change Of Financial Behavior Paradigm Of The Stock Market Subjects
 - 6 Pakhomova Anna Ivanovna Buryakov
Stepan Anatolyevich Degtyaryova
Tatiana Viktorovna
The Institute of Service and Business (branch) of Don State Technical University in Shakhty, Shakhty, Russia
Assessment of conditions of stationary state of the cities in the region due to the system approach
 - 7 Ostovskaya Anastasiya Andreevna
Crimea Federal University, Simferopol, Russia
Public-private partnership as a tool for seaports' investment attractiveness increasing
 - 8 Druzhinina Irina
Kurushina Elena
Kurushina Victoria
Institute of Management and Business, and Institute of Transport, Tyumen Industrial University, Tyumen, Russia
Attractiveness of the Arctic zone and the northern territories of Russia for migrants
 - 9 Kharchenko Ivan
Kharchenko Lana
South-Russia Institute of Management – Branch of Russian Presidential Academy of National Economy and Public Administration, Russia
Government expenditures on education in the XXI century: quantitative evaluation and Limits of rationality
 - 10 Aliya Medebayeva
Academy of Public Administration under the President of the Republic of Kazakhstan
Effective management of coal industry as a condition of rational subsoil

- 11 Denis Ushakov
*International College
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand* MNCs as a factor for governance modernizing
 in XX century
- 12 Yingsak Vanpetch
*Suan Sunandha Rajabhat University,
 Bangkok, Thailand* Small and Medium Business Owners and
 Constructs of Entrepreneurs: A Case Study of
 Thai Business Owners in Southern California,
 USA
- Mahachai Sattayathamrongthian
*Rajamangala University of Technology Rattanakosin,
 Nakhon Pathom, Thailand*

Day 2 Lecture hall 1
 09.00 – 10.45
JUNIOR-
Session 3.2 **Issues on local administration and governance in XXI century**
 Chairman: Nasonov A. S.

Day 2 Lecture hall 2
 09.00 – 10.45
JUNIOR-
Session 3.3 **Financial markets and financial products development**
 Chairman: Biryukov D. S.

Day 2 Lecture hall 1
 11.00 – 12.30
JUNIOR-
Session 4.1 **Industrial and local features of global economy development**
 Chairman: Skhvediani A.E.

3. สื่อประกอบการนำเสนองานวิจัย

Presentation



Challenges of Thailand Digital Economy Towards Community Tourism Development: Case Study of Baan Yafu, Mae Yao District, Chiangrai Province

DR. NIRACHARAPA TONGDHAMACHART

SUAN SUNANDHA RAJABHAT UNIVERSITY
THAILAND



OBJECTIVES

1

To survey the area of Baan Yafu and way of life of Hill Tribe people

2

To examine and study Thailand digital economy towards community tourism development



❖ Qualitative study

- In-depth interviews
- Site observation
- Focus group
- Books, articles and related research
- Tourism standard form

WWW.SISA.SSRU.AC.TH



WWW.SISA.SSRU.AC.TH



REVIEW OF LITERATURE



WWW.SISA.SSRU.AC.TH



ANALYSIS



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SISA

ANALYSIS



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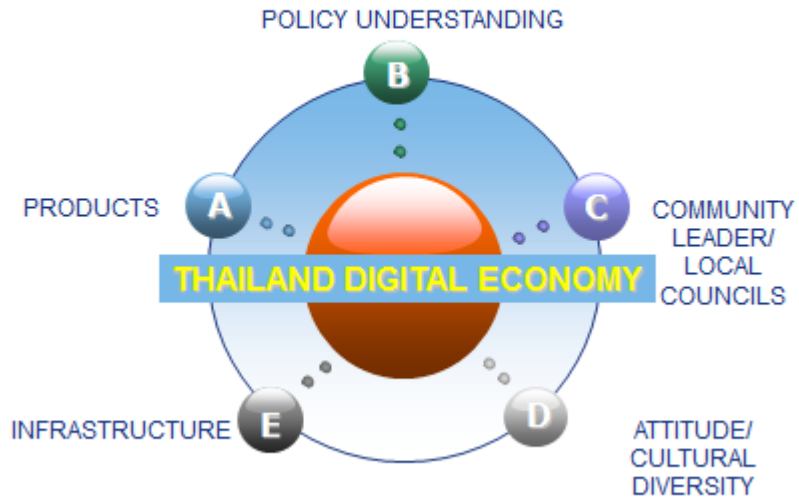
ANALYSIS



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FINDINGS



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CONCLUSION



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Thank You !

Mr. Ushakov Denis,
18/143, Wish@Samyan Condo, Si Praya rd, Mahaputharam, Bangrak,
Bangkok, 10500, Thailand
Account Name: Mr. Ushakov Denis
Bank name: Bangkok bank.
Branch: 1091, University Suan Sunandha Rajabhat
1 U-Thong Nok Rd., Dusit, Bangkok, 10300, Thailand
Swift Code: BKK BTH BK
Account Number: 074-710311-7

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(payment by PayPal is also acceptable)



Dr. Denis Ushakov
Coordinator of International Conference ACE:FIIS -2017
International College,
Suan Sunanadha Rajabhat University
Bangkok, Thailand



ACCEPTANCE LETTER

18 April 2017

To: Niracharapa Tongdhamachart

Suan Sunandha Rajabhat University,
Bangkok, Thailand

Based on the recommendation of the peer reviewers, we are pleased to inform you that your paper titled
"Challenges of Thailand Digital Economy Towards Community Tourism Development: Case Study of Baan
Yafu, Mae Yao District, Chiangrai Province"

has been accepted for presentation at the International conference

"Actual Economy: Social Challenges and Financial Issues in XXI century (ACE:FIIS-2017)"

Your paper has been assigned a submission number of EU17-062.

Please use this number for all future correspondence regarding your submission.

The conference will be held on 18-19 May in Peter the Great Saint-Petersburg Polytechnic University,
Saint-Petersburg, Russia.

This notification email serves as our formal acceptance of your paper as well as an invitation to present your
research at ACE:FIIS - 2017.

All registered papers will be published in the conference proceedings and will be recommended for publishing
in journals "International Journal of Ecological Economics and Statistics" or "International Journal of Ecology
& Development" (depending on full paper contain and after making all required corrections and formatting)
within 1 year after the conference dates.

We kindly ask you to make a payment for your participation and future publication 495 (four hundred and
ninety five) US dollars before 25 April 2017 (for early birds) to:

Beneficiary:

Mr. Ushakov Denis,
18/143, Wish@Samyan Condo, Si Praya rd, Mahaputharam, Bangrak,
Bangkok, 10500, Thailand
Account Name: Mr. Ushakov Denis
Bank name: Bangkok bank.
Branch: 1091, University Suan Sunandha Rajabhat
1 U-Thong Nok Rd., Dusit, Bangkok, 10300, Thailand
Swift Code: BKK BTH BK
Account Number: 074-710311-7

(payment by PayPal is also acceptable)



Dr. Denis Ushakov
Coordinator of International Conference ACE:FIIS -2017
International College,
Suan Sunanadha Rajabhat University
Bangkok, Thailand

5. เกียรติบัตร (Certificate)



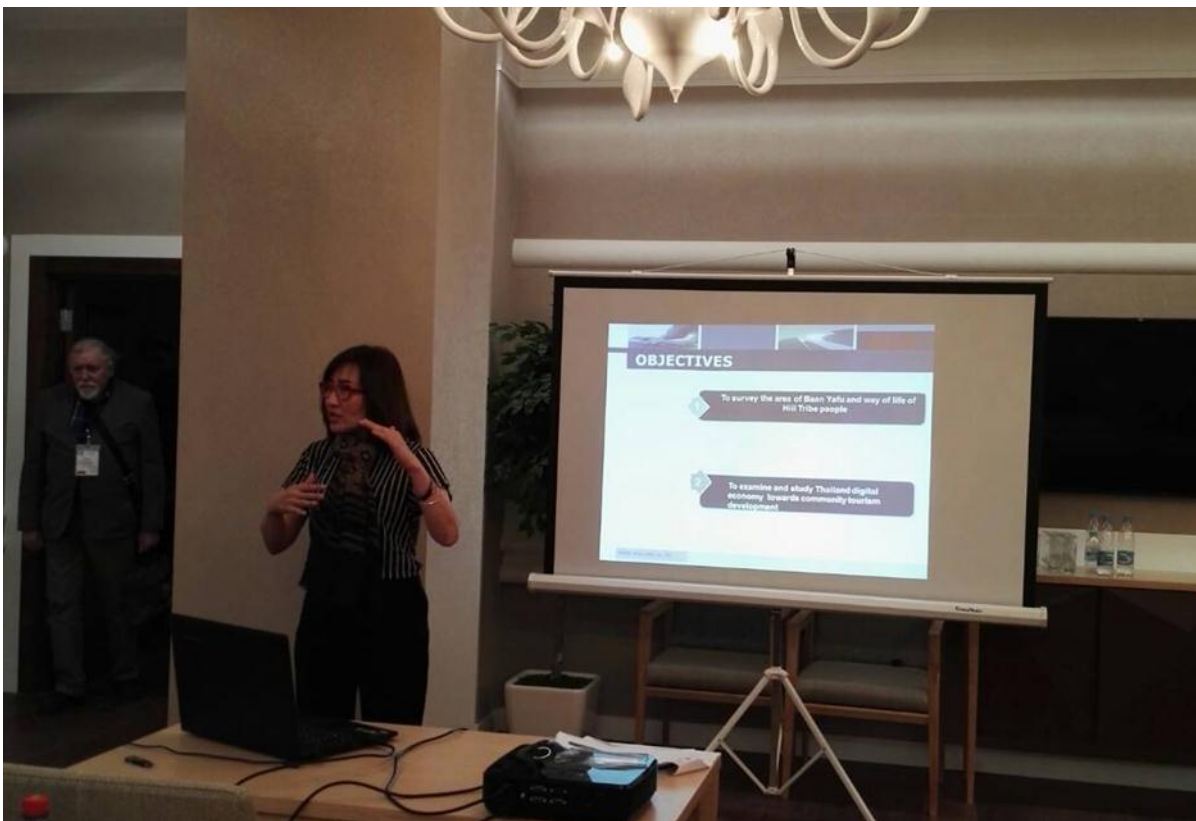
6. ภาพการนำเสนองานวิจัย



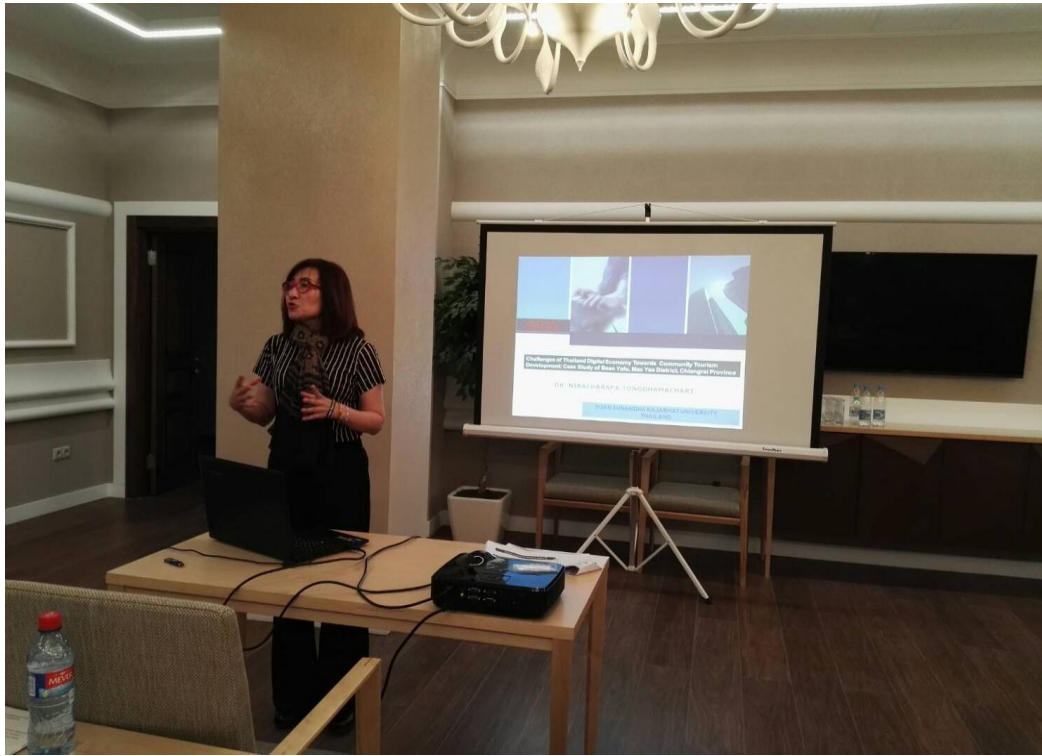


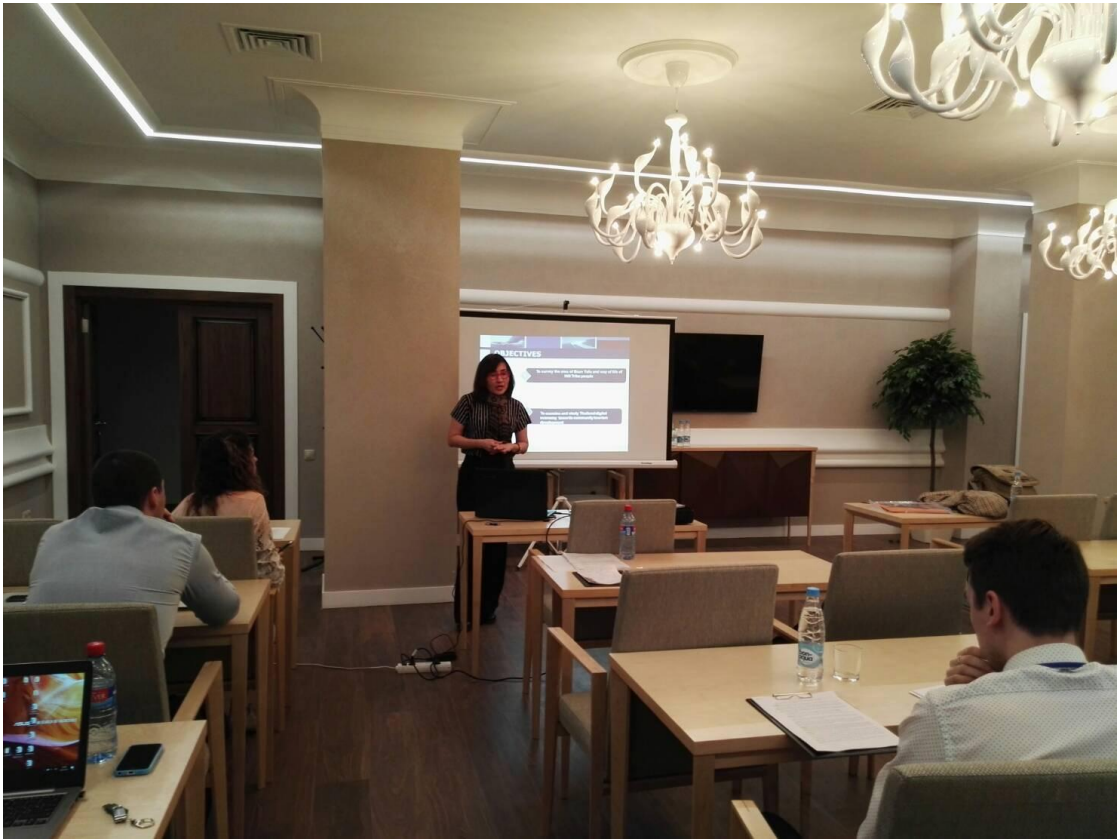


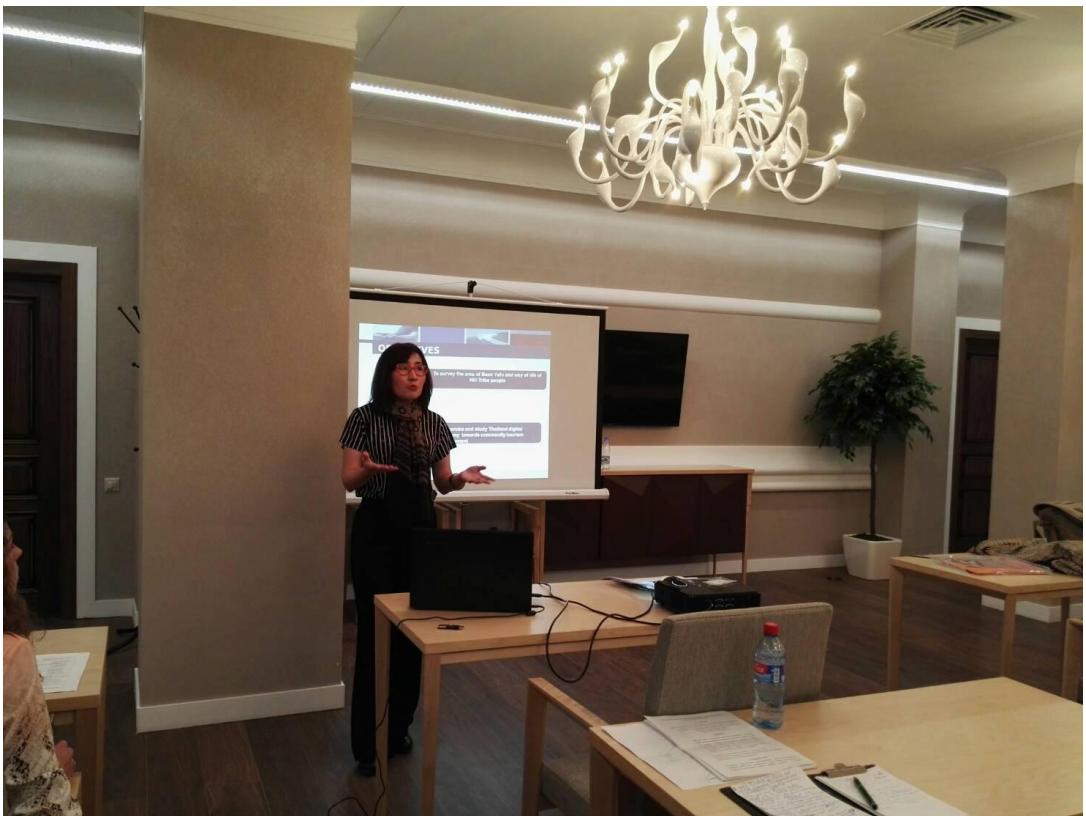












7. คำสั่งไปราชการและอื่นๆ

-งานราชการ-	มหาวิทยาลัยราชภัฏสวนสุนันทา
เลขที่รับ ๑๙๕๓/๒๕๖๐	เลขที่รับ ๑๙๒๘/๒๕๖๐
วันที่ ๑๗ พ.ศ. ๖๐	วันที่ ๑๖ พ.ศ. ๖๐
เวลา ๐๙.๐๐ น.	เวลา ๑๐.๓๐ น.



บันทึกข้อความ

ส่วนราชการ วิทยาลัยการภาพยนตร์ ศิลปะการแสดง และสื่อใหม่ มหาวิทยาลัยราชภัฏสวนสุนันทา
ที่ **วันที่** ๑๕ พฤษภาคม ๒๕๖๐
เรื่อง ขออนุญาตลงนามในคำสั่งเดินทางไปนำเสนอผลงานทางวิชาการระดับนานาชาติ ณ ประเทศรัสเซีย และขออนุมัติเบิกค่าใช้จ่ายในการเดินทางไปราชการ

เรียน อธิการบดี

ด้วยคณาจารย์วิทยาลัยการภาพยนตร์ ศิลปะการแสดงและสื่อใหม่ มหาวิทยาลัยราชภัฏสวนสุนันทา ศูนย์การศึกษาจังหวัดนครปฐม จำนวน ๒ ราย (รายชื่อตามคำสั่งที่แนบมา) ได้รับการตอบรับให้นำเสนอผลงานวิจัย ในการประชุมวิชาการระดับนานาชาติ International Conference "Actual Economy : Social Challenger and Financial Issues In xxi Century" ในระหว่างวันที่ ๑๖ - ๒๒ พฤษภาคม ๒๕๖๐ ณ Saint - Petersburg ประเทศรัสเซีย ที่สามารถนำมาเป็นตัวชี้วัดการประเมินคุณภาพมหาวิทยาลัยและเป็นคะแนนในการจัดอันดับโลกได้ นั้น

ในกรณี คณาจารย์วิทยาลัยการภาพยนตร์ ศิลปะการแสดงและสื่อใหม่ จึงขออนุมัติเดินทางไปราชการต่างประเทศชั่วคราว (ตามเอกสารคำสั่งที่แนบมา) ในระหว่างวันที่ ๑๗ - ๒๓ พฤษภาคม ๒๕๖๐ ขออนุมัติเบิกจ่ายค่าใช้จ่ายในการเดินทางไปราชการดังกล่าว จากโครงการส่งเสริมการตีพิมพ์ แพร่ และการนำเสนอบทความทางวิชาการและงานวิจัยไป ในระดับชาติหรือนานาชาติ ท่านละ ๒๐,๐๐๐ บาท/คน และโครงการพัฒนาบุคลากรของวิทยาลัยการภาพยนตร์ ศิลปะการแสดงและสื่อใหม่ ท่านละ ๑๐,๐๐๐ บาท/คน

จึงเรียนมาเพื่อโปรดพิจารณา

๑. ขออนุมัติ/ลงนามในคำสั่งเดินทางไปราชการ
๒. ขออนุมัติเบิกจ่ายค่าใช้จ่ายในการเดินทางไปราชการ

(พิมพ์ชื่อ) สัมแก้ว

(ว่าที่ ร.ต. หญิงฉันทรัฐ สัมแก้ว)
 นักวิเคราะห์นโยบายและแผน



คำสั่งมหาวิทยาลัยราชภัฏสวนสุนันทา
ที่ ๑๗๕๗/๒๕๖๐
เรื่อง อนุญาตเดินทางไปราชการต่างประเทศชั่วคราว

ด้วยวิทยาลัยการภาพยนตร์ ศิลปะการแสดงและสื่อใหม่ ได้รับการตอบรับให้นำเสนอผลงานวิจัย ในการประชุมวิชาการระดับนานาชาติ International Conference "Actual Economy : Social Challenger and Financial Issues In xxi Century" ระหว่างวันที่ ๑๖-๒๒ พฤษภาคม ๒๕๖๐ ณ Saint - Perersburg ประเทศรัสเซีย นั้น

อาศัยอำนาจตามความในมาตรา ๓๑ แห่งพระราชบัญญัติมหาวิทยาลัยราชภัฏสวนสุนันทา พ.ศ. ๒๕๔๗ จึงอนุญาตให้คณาจารย์มหาวิทยาลัยเดินทางไปราชการในระหว่างวันที่ ๑๗ - ๒๓ พฤษภาคม ๒๕๖๐ ณ Saint - Perersburg ประเทศรัสเซีย โดยเบิกค่าใช้จ่ายในการเดินทางไปราชการดังกล่าว จากโครงการส่งเสริมการตีพิมพ์ เผยแพร่ และการนำเสนอบทความทางวิชาการและงานวิจัยไป ในระดับชาติหรือนานาชาติ ประจำปีงบประมาณ ๒๕๖๐ และโครงการพัฒนาบุคลากรของวิทยาลัยการภาพยนตร์ฯ ดังรายชื่อต่อไปนี้

๑. อาจารย์ ดร.นิรชราภา ทองธรรมชาติ
๒. อาจารย์ ศิริเดช ศิริสมบุญ

ทั้งนี้ให้คณาจารย์เดินทางไปราชการดังกล่าว ระหว่างวันที่ ๑๗ - ๒๓ พฤษภาคม ๒๕๖๐ ณ Saint - Perersburg ประเทศรัสเซีย โดยถือว่าเป็นการเดินทางไปราชการ

สั่ง ณ วันที่ ๑๗ พฤษภาคม ๒๕๖๐

<standardcommmsg>อนุมัติ</standardcommmsg>

(ผศ.ดร.วิทยา นนษา)

รองอธิการบดีฝ่ายแผนงานและประกันคุณภาพ
รักษาราชการแทนอธิการบดี
17 พ.ค. 60 เวลา 09:16:34 Non-PKI Server Sign
Signature Code : NgBEA-DQARA-BFAEY-AQwA2

8. บันทึกขออนุมัติทุนและมติกองทุนพัฒนาบุคลากร

วิทยาลัยการอาชีพนครชัยบุรินทร์
เขตเมืองและเมืองใหม่

เลขที่รับ ๓๒๗/๒๕๖๐

วันที่ ๒ พ.ค. ๖๐

ปี ๒๕๖๐



บันทึกข้อความ

ส่วนราชการ ฝ่ายกองทุนพัฒนาบุคลากร กองบริหารงานบุคคล โทร ๐๒-๑๖๐๑๐๓๕

ที่ บบ. ๓๗๑.๔

วันที่ ๑ พฤษภาคม ๒๕๖๐

เรื่อง แจ้งมติที่ประชุมกองทุนพัฒนาบุคลากร ของผู้รับทุนอุดหนุนการนำเสนอผลงานวิจัย ณ ประเทศสหพันธรัฐรัสเซีย

เรียน ผู้รับทุนอุดหนุนการนำเสนอผลงานวิจัย ณ ประเทศสหพันธรัฐรัสเซีย

ตามที่คณะกรรมการบริหารกองทุนพัฒนาบุคลากร ได้ประชุมครั้งที่ ๔/๒๕๖๐ เมื่อวันที่ ๒๗ พฤษภาคม พ.ศ. ๒๕๖๐ ระเบียบวาระที่ ๕.๖ (๓๙ - ๔๐) ขอสนับสนุนค่าใช้จ่ายการนำเสนอผลงานวิจัย เพื่อเข้าร่วมในการประชุมวิชาการระดับนานาชาติ ACE : FIS - ๒๐๑๗ : Actual Economy : Social challenges and financial issues in XXI Century ระหว่างวันที่ ๑๘ - ๑๙ พฤษภาคม ๒๕๖๐ ณ กรุงเซนต์ปีเตอร์สเบิร์ก ประเทศสหพันธรัฐรัสเซีย นั้น

คณะกรรมการฯ พิจารณาแล้ว มีมติอนุมัติทุนอุดหนุนการนำเสนอผลงานวิจัย เนื่องจากเป็นไปตามประกาศมหาวิทยาลัยราชภัฏสวนสุนันทา เรื่อง หลักเกณฑ์ และวิธีการจัดสรรเงินสนับสนุนบุคลากร เพื่อเสนอผลงานวิจัย ภายในประเทศ หรือต่างประเทศ จำนวน ๕ วัน ๔ คืน โดยมีรายละเอียดดังต่อไปนี้

๑. ค่าลงทะเบียน เบิกจ่ายตามจริง จำนวนเงินไม่เกิน ๑๐,๐๐๐ บาท (หมื่นบาทถ้วน)

๒. ค่าเดินทางโดยสารเครื่องบินไป - กลับ ค่าที่พัก ค่าเบี้ยเลี้ยง จำนวนเงินไม่เกิน ๑๐,๐๐๐ บาท (สามหมื่นบาทถ้วน)

รวมจำนวนเงินทั้งสิ้น ๔๐,๐๐๐ บาท (สี่หมื่นบาทถ้วน) ทั้งนี้ การเบิกจ่ายให้เป็นไปตามระเบียบกระทรวงการคลัง

ว่าด้วยการเบิกค่าใช้จ่ายในการเดินทางไปราชการ (ฉบับที่ ๒) พ.ศ. ๒๕๕๔ และ (ฉบับที่ ๙) พ.ศ. ๒๕๖๐ (เรื่อง ระยะเวลาการเดินทาง, อัตราค่าเช่าที่พัก และอื่นๆ) (ตั้งเอกสารแนบ) โดยมีรายชื่อและรายละเอียดรายการดังต่อไปนี้

- ค่าลงทะเบียน	๑๐,๐๐๐	บาท
- ค่าโดยสารเครื่องบินไป - กลับ	๔๒,๐๐๐	บาท
- ค่าที่พัก (๑,๕๐๕ บาท x ๔ คืน)	๖,๓๐๐	บาท
- ค่าเบี้ยเลี้ยง (๒,๑๐๐ บาท x ๕ วัน)	๑๐,๕๐๐	บาท

ลำดับที่	ชื่อ - สกุล - สังกัด	ชื่อบทความวิจัย
๑	อาจารย์ ดร.นิชกรภก ทองธรรมชาติ สังกัด : วิทยาลัยการอาชีพนครชัยบุรินทร์	Challenges of Thailand Digital Economy Towards Community Tourism Development : Case Study of Baan Yafu, Mae Yao District, Chiangrai Province
๒	อาจารย์ศิริเดช ศิริสมบูรณ์	Using 3D Animation in Promoting Tourism in Baan Yafu

หลังจากสิ้นสุดการนำเสนอผลงานวิจัยแล้ว ผู้รับทุนจะต้องดำเนินการตามเงื่อนไข เพื่อเผยแพร่ไปยัง สาขา คณะ หรือหน่วยงานที่เกี่ยวข้อง ดังรายละเอียดต่อไปนี้

๑. ทำบันทึกข้อความรายงานการเดินทางไปนำเสนอผลงานวิจัย จำนวน ๑ ฉบับ
๒. แบบสรุปผลการนำเสนอผลงานวิจัย (FM-PD-04) (ตั้งเอกสารแนบ) จำนวน ๑ ฉบับ
๓. รูปเล่มรายงานการเดินทางไปนำเสนอผลงานวิจัย จำนวน ๑ เล่ม (๑ เล่มต่อคน) โดยมีรายละเอียดดังนี้
 - ๓.๑ ปก คำนำ สารบัญ
 - ๓.๒ ข้อมูลที่เกี่ยวข้องกับการประชุมวิชาการ
 - ๓.๓ บทความวิจัย (ฉบับสมบูรณ์)
 - ๓.๔ เอกสารประกอบการนำเสนอผลงานวิจัย
 - ๓.๕ ประโยชน์ที่ได้รับจากการนำเสนอผลงานวิจัย
 - ๓.๖ ภาคผนวก

๓.๖.๑ หนังสือตอบรับเข้าร่วมการนำเสนอผลงานวิจัย (Invitation Letter และ Acceptance Letter)

๓.๖.๒ บันทึกต้นเรื่องการขอรับทุนอุดหนุนการนำเสนอผลงานวิจัย

๓.๖.๓ แจ้มติที่ประชุมกองทุนพัฒนาบุคลากร

๓.๖.๔ คำสั่งมหาวิทยาลัยฯ เรื่อง อนุญาตให้เดินทางไปราชการ

๓.๖.๕ เกียรติบัตร (Certificate)

๓.๖.๖ ภาพกิจกรรมการนำเสนอผลงานวิจัย

๔. สำเนาหนังสือประมวลผลการประชุมทางวิชาการ (Proceedings) ฉบับสมบูรณ์ จำนวน ๑ เล่ม พร้อมแผ่นซีดีรอม จำนวน ๑ แผ่น โดยมีรายละเอียดดังนี้

๔.๑ ปก คำนำ สารบัญ และรายชื่อผู้ทรงคุณวุฒิ (Peer Review) (สแกนไฟล์ PDF จำนวน ๑ ไฟลเดอร์)

๔.๒ บทความวิจัยจาก (Proceedings) เลือกเฉพาะบทความวิจัยของท่านเท่านั้น (สแกนไฟล์ PDF จำนวน ๑ ไฟลเดอร์)

เมื่อสิ้นสุดระยะเวลาการดำเนินงานให้ท่านนำหลักฐานการจ่ายเงินมาทำการเบิกจ่ายเงินทุนอุดหนุนการนำเสนอผลงานวิจัย ให้เสร็จสิ้นภายใน ๑๕ วัน นับจากวันที่กลับมาเริ่มปฏิบัติงานราชการ วันแรก

ผู้รับทุนอุดหนุนต้องดำเนินการส่งเอกสารตาม ข้อ ๑ - ข้อ ๔ ให้เสร็จสิ้นภายใน ๓๐ วัน นับจากวันที่กลับมาเริ่มปฏิบัติงานวันแรก (หากไม่สามารถดำเนินการส่งเอกสารได้ เนื่องจากหน่วยงานผู้จัดการประชุมยังไม่จัดทำ Proceedings อนุโลมให้ท่านส่งเอกสารดังกล่าวได้ ไม่เกินสิ้นปีงบประมาณที่ขอรับทุนอุดหนุนการนำเสนอผลงานวิจัย หากครบกำหนดท่านยังไม่สามารถส่งเอกสารดังกล่าวได้ ผู้รับทุนอุดหนุนจะต้องคืนทุนอุดหนุนการนำเสนอผลงานวิจัยให้แก่มหาวิทยาลัยทั้งหมดที่ได้เบิกจ่ายไป)

จึงแจ้งมติที่ประชุมเพื่อโปรดทราบ และติดต่อฝ่ายกองทุนพัฒนาบุคลากรเพื่อดำเนินการเบิกจ่ายต่อไป



(นายธานี นิลอรุณ)

เลขานุการคณะกรรมการกองทุนพัฒนาบุคลากร

