



7TH INTERNATIONAL CONFERENCE

Actual Economy

SOCIAL
CHALLENGES
AND FINANCIAL
ISSUES IN XXI CENTURY



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FACULTY OF MANAGEMENT SCIENCE
SUAN SUNANDHA RAJABHAT UNIVERSITY,
BANGKOK, THAILAND

PETER THE GREAT POLYTECHNIC
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TABLE OF CONTAIN

Conference agenda	7
Chapter 1.	
Problems of economic integration and SME development in ASEAN region	19
Equity and efficiency: factors of interdependence in modern social and economic dynamics	
<i>Prateep Wajeetongratana</i>	20
Thailand's SMEs Competitiveness within ACE: prospects, problems and opportunities	
<i>Kunphattra Patarapongsathon</i>	25
Management style and Employee' s Job Satisfaction (the case of Local and International hotels chains in Thailand)	
<i>Chanpen Meenakorn</i>	29
Marketing Mix of Thai Cooking and Thai Massage Teaching Service for Foreign Tourists	
<i>Thammamonr Khunrattanaporn</i>	36
Affecting Factors of the Palm Oil Price and AEC Trade Impact	
<i>Pichamon Chansuchai</i>	43
Consumer Behavior and Marketing Mixed Factor Effect on Consumer Decision Making for Thai Movies Presented in EGV Seacon Bangkae cinema	
<i>Pongsawee Supanonth</i>	48
Development of Trading Service on Thai Border Transport in ASEAN Free Trade Area : Case Study Ranong Province	
<i>Sakapas Saengchai</i>	52
Factors Affecting the Organizational Performance of Direct Sales Business in Thailand	
<i>Nattapong Techarattanased</i>	57
Investigating Innovative Organizational Performance of Small and Medium Enterprises in Thailand	
<i>Bundit Pungnirund</i>	64
An Investigate on the Antecedents Influencing Online Brand Equity of E-Marketplace in Thailand	
<i>Wanida Suwunniponth</i>	70
Insuring Consumption Against The Health Shocks: A case of Thailand	
<i>Yuthapoom Thanakijborisut</i>	76
Factors of consumers' preferences: analyzing and predicting to increase sales of organic food (the case of Thailand)	
<i>Rewadee Waiyawassana</i>	80
Digital economy as a factor of Small Medium Enterprise Empowering (the case of Indonesia)	
<i>Supaporn Prajongjai Somtop Keawchauer</i>	85

Actual Economy: Social Challenges and Financial Issues in XXI century

The Model of Ethical Standard for Communication Arts Students	<i>Supralee Wattanasin</i>	90
Thailand Contemporary History of Newspaper: From the Revolution to Reformation Era	<i>Surasit Vithayarat</i>	94
Chapter 2.		
International labor market development and modern HR-practices		
Gender Pay Gap of the Thai Labor Market	<i>Siriwan Saksiriruthai</i>	100
Corporate organizational management in modern innovative business	<i>Punrapha Praditpong</i>	103
Entrepreneurial Leadership and Effective Management in tactical development of SME (the case of Thai silk industry)	<i>Supaporn Wimonchailerk</i>	107
National Human Resource Development Strategy in context of ACE formation	<i>Preecha Pongpeng</i>	111
Foreign Labor Force as a reason for National budget Loss (the case of Indonesia)	<i>Routsukol Sunalai</i>	114
International Labor Migration as a Factor of Economic Growth	<i>Kanokwan Kaewprasert</i>	117
Urbanization as a factor for ASEAN economic development (example of Indonesia)	<i>Prapoj Na Bangchang</i>	120
Innovative Approaches to Cooperation within the Innovative Education Chain	<i>Ladaporn Pithuk</i>	126
The Comparison of Saving Factors in the Employed Population	<i>Chin Tangtarntana</i>	128
School performance and Financial Adequacy: Evidence from Thailand	<i>Varangkana Chitraphan</i>	131
Economic regulation in terms of the multinational entrepreneurship development	<i>Runglaksamee Rodkam</i>	133
Innovations in Thailand banking Industry development: unlimited source or endless problems	<i>Wipanee Maen-in</i>	139
Mathematics in Economic Analysis: What is its Role?	<i>Charawee Butbumrung</i>	142
The Marketing Communication Strategy of Thai film: Case of GTH's Studio	<i>Pittaya Klongkratoke</i>	144
	<i>Prakaikavin Srijinda</i>	

Chapter 3.

Tourism and service markets' development: issues, problems and solutions	147
Destination Branding As A Tool For Effective Tourism	
Macro-Marketing (The Case Of Bangkok, Thailand)	
	<i>Pisit Potjanajaruwit</i>
Implementation of Servuction Service Model: instruments, issues, prospects (the case of Zenith Hotel, Bangkok, Thailand)	148
	<i>Supattra Kanchanopast</i>
Cashless Payment: new technologies Application in Thai tourism industry	153
	<i>Ratsamee Ratana-u-bol</i>
Mega-event promotion and organization as tools of National Image-Building	156
	<i>Narong Anurak</i>
Travelers' Motivation: impact of information factors in Tourists Visiting Intentions	160
	<i>Nareenad Panbun</i>
Studying Motivation to develop tourists satisfaction (the case of Russian visitors of Pattaya, Thailand)	163
	<i>Phakit Treesukol</i>
Passengers' Pre-Flight Expectations and overall quality of airlines services: functional role and current influence	167
	<i>Suwimol Apapol</i>
Tourist Threats To Cultural Heritage: An Investigation Of Tourist Behavior Violating The Culture of Wat Pho	171
	<i>Poramatdha Chutimant</i>
Factors Influencing Consumers' Repurchase Intention of Low-Cost Airline: A Case Study of Thai AirAsia	176
	<i>Siri-Orn Champatong</i>
Managing Customer loyalty: A study of Budget Rent A Car in Bangkok, Thailand	182
	<i>Mananya Meenakorn</i>
International Business Trends Under Impact Of Innovative Modernization	189
	<i>Somchai Buarong</i>
Economy of Thailand North-East (Isarn): local advantages and global prospects	193
	<i>Suvimon Wajeetongratana</i>
	<i>Huda Wongyim</i>
News Values of Thai Mass Media in Convergence Journalism Era, in Attitudes of the People in Bangkok	196
	<i>Wiroj Srihiran</i>
Challenges of Thailand Digital Economy Towards Community Tourism Development: Case Study of Baan Yafu, Maeyao District, Chiangrai Province	200
	<i>Niracharapa Tongdhamachan</i>
	205

Actual Economy: Social Challenges and Financial Issues in XXI century

Using 3D Animation in Promoting Tourism in Baan Yafu, Thailand	207
<i>Siridej Sirisomboon</i>	
Chapter 4.	
New sources for effective economic and social development	210
State-of-the-Art and further developments in Business Model Research for Industry 4.0	
<i>Richard Stechow, Magdalena Miffler-Behr</i>	211
An Investigation into the Reduction of Supply Chain Risks of Supplier and Producer due to Industry 4.0	
<i>Katharina Hobusch, Magdalena Miffler-Behr</i>	217
Methodological Features Of Modeling GRP Production In The Northern And Arctic Regions	
<i>Tatiana Skufina, Sergey Baranov, Vera Samarina</i>	222
Estimation of projected changes in the geological environment that affect the economy: new formulation of the problem and results of the study	
<i>Tatiana Skufina, Sergey Baranov, Vera Samarina</i>	226
Corporate tax as a direct tool for supporting the public sector in the Slovak Republic	
<i>Jana Kušnirová</i>	229
City as an Object of Ecological and Economic Researches: the Example of Russian Cities	
<i>Shcherbakova Nadezhda Viktorovna, Khaikin Mark Mikhailovich</i>	232
Matrix Structures of Science and Technology Innovation Development and Implementation Trajectory	
<i>Mokeeva Tatiana Vasilievna</i>	235
Investments in human capital: Effectiveness of investment in higher education in Russia	
<i>Y.Y. Kuporov, EA Avduyevskaya</i>	236
Aspects of Globalization Impact on Economic and Financial Processes	
<i>Volkova Nadejda V., Guzikova Ludmila A., Olga S. Nadezhina</i>	240
A Model Of Economic Growth, Including Taxation And Public Sector	
<i>Chernogorskiy Sergey A., Shvetsov Konstantin Vladimirovich</i>	241
Chapter 5.	
National eco-social system progress: challenges and promising	243
Illicit Capital Flow: Evaluation And Forecasting	
<i>Guzikova Ludmila, Lukevich Igor, Smirnova Olga</i>	244
Optimization of the Innovation Process Management at a Manufacturing Enterprise	
<i>Daniel S. Demidenko, Ekaterina D. Malevskaia-Malevich, Yulia A. Dubolazova</i>	247
Investigation of the Interrelation between Diversification of the Enterprise's Operations and its Financial Stability	
<i>Sokolitsyn Alexander Sergeevich, Ivanov Maxim Vladimirovich, Sokolitsyna Natalya Alexandrovna</i>	256

Actual Economy: Social Challenges and Financial Issues in XXI century

Contradictions In Regional Innovative Activity And Ways To Overcome Them		
	<i>Degtereva Victoriia, Goncharova Natalia</i>	260
Electronic Tax Administration: Development Trends	<i>N.G. Victorova, E.N. Yevstegneev, D.U. Yablokov</i>	260
Assessment of the Housing Policy Efficiency in Russia	<i>L.A. Guzikova, A.V. Bataev, E.V. Plotnikova</i>	262
Problems of Trade Financing in the Russian Federation	<i>L.V. Nikolova, M.D. Velikova, P.S.Serov</i>	265
Environmental protection by environmental taxes	<i>Juraj Válek</i>	268
The VAT Revenue Losses and Increasing Efficiency of VAT Collection in the Slovak Republic	<i>Marcela Rabatinová</i>	272
Influence of Cultural Dimensions "Individualism" and "Power Distance" on Entrepreneurial Activity	<i>Kovaleva E.A., Bogacheva T.V., Kutlyeva G.M.</i>	276
Chapter 6		
Actual economy: local solutions for global challenges		279
The Innovation Development in the Slovak Republic in the Context of the Europe 2020 Strategy and Initiative Innovation Union	<i>Gonda Vladimír, Adamovský Peter</i>	280
Assessing The Impact Of Fossil Fuel Production On Territorial Economic Development	<i>O. E. Kichigin</i>	283
The Microeconomic and Macroeconomic Contexts of Remittances	<i>Magdaléna Přívarová, Andrej Přivara</i>	286
Impact of fiscal measures on the costs and consequences of unemployment	<i>Marta Martinčová</i>	288
Alternative Approaches to Fiscal and Monetary Policy in the Course of the Economic Cycle	<i>Ján Lisý</i>	291
The Sustainable Economic Development Of Kazakhstan Through Improving Ecological State Of The Country	<i>I. Onyusheva, S. Kalenova, R. Nurzhaubayeva</i>	293
Comparison Of The Monetary Policy Of The Visegrad Four Countries In Terms Of Its Impact On The Economic Cycle	<i>Veronika Piovarčiová</i>	296
Human capital as an important aspect of the green economy	<i>Anufriev Valery, Kaminov Aitkali</i>	299
Evaluating The State Of Eco-Economy Of Kazakhstan	<i>S. Kalenova, I. Onyusheva, G. Yerabayeva</i>	301
How Taxation Affects Financial Decisions of a Firm in an Open Economy	<i>S.A. Chernogorskiy, K.V. Shvetsov, L.L. Pokrovskaya</i>	304

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Marketing Mix of Thai Cooking and Thai Massage Teaching Service for Foreign Tourists

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Abstract

This research aimed to study marketing mix of Thai cooking and Thai massage teaching service for foreign tourists. The data were compiled by examining related documents, websites, and interview of the administrators of the service for teaching Thai cooking and Thai massage in Bangkok metropolitan and the surrounding provinces such as Chaingmai and Phuket. The research found that there were 8 P's of marketing mix as follow: (1) Product, the service places had a variety of courses, the courses were in short term, long term, set packages, and customized courses. (2) Price, the prices of the courses were cost plus with target profit. (3) Place, the courses were sold through a variety of channels e.g. website, e-mail, social media, counter service, and travel agency. (4) Promotion, advertising through internet, social media, brochures, and other media. In addition, availability of sales promotion to attract the clients with premium, discount or members' privilege offered. (5) People, the service places were taught with Thai cooking and Thai massage experts. Furthermore, officers were skillful and capable of giving services. (6) Process, studying both theory and practice were friendly and easily with English language. (7) Physical, regarding place was decorated with Thai climate and giving certificate to guarantee learning was finished. Finally, (8) Partnership, a variety of courses were joined with travel agency in touring programs.

Key-words Marketing mix, Thai cooking, Thai massage, Cultural tourism, Teaching service

Introduction

Generally, part of the revenue spent on economic development of the country comes from the service sector especially inbound tourism of foreign tourists. This kind of income drives Thailand in job creation in manufacturing and other economic sectors, and increasing gross domestic product (GDP). Tourism revenue not only helps developing the country's economy but also help developing the society of creating jobs for people to improve their quality of life and their families. It also promotes cultural exchanges between tourists and the people in the visiting countries, results in creating good relationship between people, languages and religions. (Chutchakul, 2007: 59; Daengroj, 2001: 31)

From the importance of tourism services that affects income generation for the country economic and social development, many governments have set a policy to promote tourism in the National Economic and Social Development plan. Like the 11th Economic and Social Development Plan (2012-2016) which focused on developing tourism-related services to serve the special interest tourist groups

since tourism trends for learning a different language and culture are increasing (UNWTO World Tourism Barometer cited in Lochaiyakul, 2009). Also, the report of the Tourism Authority of Thailand on the survey of the attitude and behavior of tourists in three of the 12 major markets, including the United State, the United Kingdom and the Republic of China has found that tourists pay more attention to cultural tourism and cultural activities. (Tourism Authority of Thailand, 2008: 11; 20). Therefore, cultural tourism in Thailand has gained more popularity among foreign tourists. However, the cultural tourism of foreign tourists is not only a tour to visit historical places, culture, traditions but also visit rituals or lifestyle in rural or local villages. It is more to learn about Thai culture, especially Thai Cooking and Thai Massage (Tourism Authority of Thailand, 2006: 26). Therefore, there are more foreign tourists coming to learn Thai cooking and Thai massage in Thailand each year.

The interest in Thai food and Thai massage is increasing because Thai food is a culture of Thai people with complex ingredients and cooking processes which can create a variety of artistic food in terms of texture, aroma, delicacy, good taste and health effects. Throughout the long period, Thai food has become products of interest to many countries around the world in the form of Thai restaurants, Thai food ingredients, Thai condiment or even Thai food. For Thai massage, it is a technique that helps relieve stress, relieve aches and pains, reduce muscle sprains, and also allows the body to heal itself and health care. Therefore, the knowledge of massage techniques has been extended to the society in order for people to know how to help themselves and closed people for a better quality of life, as well as reducing unnecessary drug use (Aphajit, 2008: 10) and building the good relationship between the massage therapist and the clients. From the value of two bodies of knowledge, there are more foreigners learn to cook Thai food and traditional Thai massage.

However, the tourists will learn Thai cooking classes and traditional Thai massage in Thailand when they travel in this country, so most Thai cooking schools and traditional Thai massage institutes for foreign tourists are located in the provinces which are large tourist attraction such as Bangkok, Chiang Mai and Phuket. So it is interesting to study to gain knowledge to promote the management of Thai cooking school business and Thai massage business in other provinces in Thailand. In addition, research has found that marketing mix is important to service business since it has a positive influence on value perception (Thamrin, 2012), (Cengiz & Yayla, 2007). Results in satisfaction and finally loyalty (Murshid, Halim & Osman: 2014) which will cause repurchasing and word-of-mouths (Lee, Jeon, & Kim, 2011).

This research is in line with the National Economic and Social Development Plan about the development of the tourism business to serve the niche market segments that follow the global market trends. This research can also fulfill the research vision and research mission of developing economic potential through cultural tourism. This is linked to the added value of social and cultural capital. The information provided by the research will be useful for the entrepreneurs of Thai cooking and Thai massage businesses to determine the service marketing mix that attracts foreign tourists to learn Thai cooking and Thai massage at the institutes in a province that is not a major tourist attraction in Thailand. New teaching places and improvement of the marketing mix of existing properties to be more attractive can maintain Thailand's potential tourism management advantage. As a result, the revenue of the tourism industry is generated from related businesses including accommodation, food & Beverage services, communication and transportation, souvenirs business, entertainment and leisure services. Therefore, the research study on marketing mix for Thai cooking school and Thai massage business for foreign tourists is important. The objective of this research was to study marketing mix of Thai cooking and Thai massage service for foreign tourists.

Literature review

Marketing mix

Marketing mix refers to the commercial suitable factors offered to consumers (Baron, Harris & Hilton, 2009: 25), or the marketing tools used by the company to achieve marketing objectives. (Kotler & Keller, 2006: 19). McCarthy (1971) introduced marketing mix (4P's) to serve the target market, consisting of four components: product, which includes tangible goods and services that are intangible and cover the service quality, facilities, brand, service standard, packaging services and product classifications; price is a value in the exchange between money and a product, place refers to moving goods to the target market in terms of allocation product to the needed source (place matches) and promotion is the communication between the seller and the buyer includes advertising activities,

sales promotion, personal selling, public relations and other forms of consumer communication.

While Weaver & Lawton (2006: 219-229) states that there are eight marketing mixes for travel industry: place is the destination to go which is relative to the location ;product is product or service that includes quality, warranty, after-sales service and variety of products ; people is a person who is involved in tourism such as service personnel, the tourists and residents in the service area and service personnel cannot be excluded from service performance; price is quantitative value of product or service package, which is a set or all components of a travel experience in one product ,relative to the package includes special events, activities, or programs that incorporate a variety of attractions; promotion is an activity to stimulate demand in tourism products includes product displays, salesman selling, publicity, sell promotion and advertising; partnership is doing travel business in cooperation with other operators involved in similar or related businesses in order to promote or support services coproduction or co management. Mill & Morrison (2002) states that the marketing mix for tourism business consists of seven factors: product, price, distribution channel, marketing promotion, programs, people and partnerships

In researches on marketing mix of cruise ship or ships travel, banking services, accounting services, and restaurant services, product, pricing, distribution channels and marketing promotion are used in studying (Thamrin, 2012; Heryanto, 2011; Nezakati, Abu & Toh, 2011). However, this research which is a study of the cultural tourism in Thai cooking teaching and Thai massage therapy teaching, and the promotion of marketing or marketing communication; more than 4 marketing mixes are used in the actual practice of the business. In addition to the four marketing mixes mentioned, people, service process, physical evidence and partnership are also employed in this study.

Importance of marketing mix

McCarthy (1971) and Li, Kinman, Duan & Edwarda (2000) are marketing scholars who theoretically emphasize the impact of marketing mix on customer value perception and from the model of consumer behavior, the marketing mix is a stimulus to the purchase of a product. (Kotler & Keller, 2016: 187). Based on empirical findings in various industries, it shows that the marketing mix affects customer satisfaction (Irtaimeh, 2012; Sarker, Aimin, & Begum, 2012; Murshid, Halim & Osman, 2014). From the research work of Murshid, Halim & Osman (2014), it shows that the marketing mix has influences on perceived value that leads to customer satisfaction which satisfaction influences loyalty. This will allow customers to buy more products, do the word -of-mouth, and protect the reputation of the company (Lee, Jeon, & Kim, 2011; Chi & Qu, 2008).

Methodology

This study was quantitative research. Research area and a sample plan for this study were Bangkok and vicinity, Chiang Mai and Phuket. The sample were 10 Thai cooking and Thai massage instructors for foreign tourists. Three criteria in selecting the samples were a person with knowledge and experiences in offering Thai cooking classes or Thai massage classes for foreign tourists, a person with the characteristics of opinion leaders, a person who was pleased to sacrifice time for in-depth interviewing. Research tools for this research were field notes, in-depth interviews and non-participant observation. Collection of research data. Documentary study and field studies were used to collect data from in-depth interviews with key informants who were instructors. In addition, non-participant observation of marketing mix of Thai cooking schools and Thai massage schools for foreign tourists in the researched area.

Analysis of data and presentation of analysis results were taking the information collected from the document along with the data recorded from site-visit during the first phase, the analysis was analyzed and set the questions used in in-depth interviews. Data from in-depth interviews with the key informants had been checked for completion by using data triangulation and methodological triangulation. Then, the information is validated and then classified into categories for the objective set forth in the research. In the holistic view, the results of the study were then summarized into analytic induction for the purposes of the research and analytical report.

Conclusions

Research result

The research found that Thai cooking and Thai massage schools manage marketing mix in 8 areas as follows:

1) Product is the management of the curriculum. Thai cooking schools and Thai massage schools offer product mix with a variety of courses, short-term and long-term courses which are based on the interests of the learner. Open from Monday to Sunday. Usually, Thai cooking school offers a short-term course consisting of half day-3 hours, or full day -6 hours. The cooking course is consisted of 3-7 items of savor food and sweet food, some menus are compulsory and some menus are free choices for the learners to choose according to their interests. Long term courses range from basic Thai cooking courses to advance Thai cooking courses and vegetable and fruit carving courses with study hours of 150-300 hours. There are varieties of Thai cuisine in the course of savor dish, main courses, vegetarian cuisine Thai traditional royal food and integrated courses. Every class is unique and each learner can select what he wants to learn. However, the popular dishes in the savor dishes courses are sour prawn soup (tom yum kung), pork in peanut-coconut cream curry, chicken in coconut milk and galangal, green curry chicken in coconut milk, ground pork salad, chicken curry and potato, fish cake, pork satay, Thai fried noodle (pad Thai), Thai fried rice and fried thin noodles with soy sauce, etc. For snacks courses, the popular dishes are fried spring rolls and steamed rice-skin dumplings, etc. For Thai desserts courses, the popular dishes are banana in sweet coconut milk, mock pomegranate seeds, and dumplings in coconut cream, etc. Some places offer free tea, coffee, dessert or snacks to students.

For the traditional Thai massage courses, there are broad range of products including traditional massage courses, massage for medical healing, foot massage, oil massage, and aromatherapy, infant & child massage, basic Thai traditional massage, Intermediate Thai Massage and advanced Thai massage. Duration of study is about 4-90 days or learning by hours. From Monday - Sunday at 9.00 am - 4.00 pm. After finishing the courses, the learners will receive a certificate. The most popular course for foreigners is the Thai traditional massage course which mostly taught in English. Some Thai massage schools offer food and accommodation for students. However, for potential Thai massage institutes may teach spa treatments, offer massage and spa services, and sell massage and spa products. It can be seen that Thai cooking schools and Thai massage schools are likely to develop new curriculums to better serve the learners.

2) Price. For Thai cooking class and Thai traditional massage class for tourists, it is found that the price is primarily determined by the cost factor, the desired profit and the reputation of the schools. The factors of competition and the demand of the learners are also considered. Although Thai cooking schools and Thai massage schools take these factors into account but each school charges different price. Generally, the famous Thai cooking school institutes of academies or hotels will charge a higher price than the cooking school institutes in the form of restaurant. Long term courses are usually offered by the cooking schools which are registered to Ministry of Education rather than, the cooking schools in the form of houses, restaurants or dining rooms type. Usually, the half-day course is priced at 21-90 U.S. dollars (700-3,000 baht) while the full course is priced at 27-148 U.S. dollars (900-5,000 baht). The long-term course is 5-day around 450-890 U.S. dollars (15,000-30,000 baht) and the 10-day course is about 890-1,440 U.S. dollars (30,000 baht -50,000 baht), etc. Long-term courses when calculating the average price per item of food will be cheaper than the short course. In case the learners learn many courses, they will get the discount. For the Thai massage classes, the prices are around 148-1,200 U.S. dollars (5,000-40,000 baht). However, the prices of Thai cooking classes and traditional Thai massage courses are mostly included raw materials, materials, supplies and equipment.

3) Distribution channels (Place). Thai cooking schools and Thai massage schools employ distribution channels through the counter of the service place and the school branches or the students can apply through the social media such as e-mail, Facebook, Twitter and the line as well as by phone. In addition to the described distribution channels the name lists of Thai cooking school and traditional Thai massage school are also available through the Travel Agency or as part of a travel program and be available for sale through the hotel and accommodation businesses. The location of most Thai cooking school are located near tourist attraction places or in the city. If any

school is far from the city center, there will offer commuting service to the learners. In addition, some of the popular schools for foreigners expand their branches.

4) Promotion or Marketing Communication. Thai cooking schools and Thai massage schools uses advertising through brochures, website, e-mail, Facebook, Twitter and the line, as well as telephone. They conduct sale Promotion by giving discount for learning many courses, group study and repurchase, also use the premium such as, giving textbooks, learning materials or special classes. Personal selling is conducted through the use of salesman at a counter service or the use of employees to receive orders and answer the questions of the clients clearly and quickly. Direct Marketing is also used by offering courses and subscription services through the Internet, social media and telephone media. In addition, special event is used by the Thai cuisine demonstration booth or offer free Thai traditional massage at the booth in promotion of tourism in trade fairs in Thailand and abroad. Moreover, the entrepreneurs of the two businesses can join the meetings and seminars related to these businesses at local and overseas. Electronic word of mouth or viral marketing is also used such as provides the opportunity for the students to comment through the E-mail, Facebook, Twitter and Line. The school will clarify or answer questions through the media and then put a positive message on the site of the business.

5) People. Usually, Thai cooking are taught by chefs who have experiences in Thai culinary with fun teaching skill. In the Thai massage teaching business, experienced instructors use to be Thai massage service providers. Some places required that the instructor must have at least 5 years of massage experiences with the knowledge in anatomy and have good skill in knowledge transfer. However, the teachers both in Thai cooking schools and Thai massage schools must be able to transfer knowledge in English well. In case of many non-English speaking learners in class, some schools will provide interpreters such as Japanese interpreters, etc. Some schools have clear organizing by departmentalization and provide expert services. For effective knowledge transfer, the school usually offers English and other language training to the instructors to make them more effective in teaching.

6) Process. Generally, Thai cooking courses and traditional Thai massage sources have to made reservation for 1-2 days in advance and are available for payment on the day of booking. Teaching is both theoretical and practical. The theoretical lecture is the explanation, not more formal description. In some schools, there is a process for the learner to visit the market and select raw material or to pick raw materials from the farmland of the school with describing the characteristics and the value of each raw material. Demonstration of peeling crushing, slicing, and decorating raw materials is doing directly by the teachers but in some places is done through television. After that, the students practice cooking, tasting food and dish decoration which is evaluated by the teacher. Evaluation of the long-term course may also use a written test. For the admission of Thai massage classes, the learner can apply in advance or apply and study in the same day by paying tuition on the application day. In some courses, there is a studied theory before practicing. However, some courses can be taught theory in parallel with practices. The lesson can be taught in groups of 2-6 students. Learners and instructors can take turn to massage to examine the practice of the learner. Some courses require a lot of practice and the school will recruit the person for the students to do massage practice. In some schools, meditation is prepared before class by praying and giving each student to take turn in leading the prayer. At the end of the course, there will be assessed by a practice examination. Learners who pass the examination will receive a certificate. However, even Thai massage instruction is more academic than Thai cooking but both are the same in terms of teaching with a friendly atmosphere.

7) Physical Evidences. Thai cooking school and traditional Thai massage school are usually designed and decorated in the Thai style such as the decoration of Thai cloth, Thai art pictures and Thai style decorated things including the Thai style dress of the staff. Some of the schools show Thai cooking ingredients. If the school has more space, it will arrange one set of training equipment per student. If space is limited, the school will provide one set of training equipment for 2-3 students. For traditional Thai massage courses, the specific classrooms are available for each course and create nice atmosphere with air conditioning instalment, and Thai aromatic scents and a mattress for massage training. In addition, some Thai massage schools let their staff wear specifically designed uniform.

8) External Partnership. Most Thai cooking schools and most traditional Thai massage schools are being partners with travel agencies, hotels and other accommodation businesses to get the cooperation in sales and admissions as well as linking the website of the schools with such business's site. Also, being partner with the accommodation in order to provide a place to stay for foreigners who come to learn Thai cooking and Thai massage in the long-term course. In addition, Thai cooking instructors may be assisted by the raw material suppliers who offer the ingredients to be sold in accordance with their training needs.

Discussion

The research found that the Thai cooking school offers many courses to provide a variety of services, both short-term courses, long-term courses, customized food courses and curriculum based on the interests of each student. At the same time, each course is divided into different menus. It is classified as savory food, snacks, sweet food, vegetable and fruit carvings, food sets, main dishes and vegetarian food, etc. In addition, each menu can be arranged in a variety of menus to choose from several classes. For Thai massage, the instructors offer a wide variety of courses for foreigners to apply whether it is a traditional massage, massage for healing, foot massage, oil massage and aromatherapy, infant & child massage, basic Thai traditional massage, intermediate Thai massage and advanced massage. Also, some schools sell materials and massage and spa equipment. It shows that the Thai cooking schools and Thai massage schools employ product mix in both width and depth, resulting in a variety of courses which offer service choices for learners that are consistent with Kotler, Bowen, & Makens (2014: 209) concept. Considering the broad product mix or product line, and the depth of product mix, it is found that the product mix is consistent in terms of service items, need for Thai cooking classes and Thai massage classes, using the Join building and use the same distribution channel. Consequently, adding consistent product lines will make business management easier and lower costs than adding inconsistent service product lines.

For pricing of Thai cooking classes and traditional Thai massage classes for tourists, It is found that the pricing is based on the cost factor, desired profit and the reputation of the schools. Then, the competitive factors and the demand of the students are considered. It shows that the pricing of Thai cooking and Thai massage teaching is based on internal factors of production cost, the desired profit and the image of trustworthiness of the schools more than external factors and demand for service. However, this pricing principle will be sustainable by creating a distinctive service or setting different product position from other teaching service providers

Thai cooking schools and Thai massage schools use the direct distribution channel or the zero level distribution channel through the counter of the schools and direct marketing by offering, booking and paying for services through the media. They use the indirect channel or one-level indirect channel through the middleman, e.g. travel agency, hotel and lodging business, is based on the nature of the service that cannot be stored. Thai cooking classes and Thai massage classes are the services that have high involvement of the user, so using direct channel and indirect one is more effective than using multi-level direct channel (Khunrattaporn, 2007: 310-311).

Marketing Promotion or marketing communication for Thai cooking and Thai massage businesses mainly involves advertising via email and social media such as Facebook, Twitter, lines and quick answer to the question of each customer. Communication in this particular interest is communicated with the "Below the line" strategy rather than "Above the Line" because it is more effective in reaching specific targets. At the same time, using the sale promotion strategy with a special program or discounts for group lessons such as studying 4 people but paying 3 people are more commonly used for Thai cooking classes than Thai massage classes

Suggestion

1. To motivate the foreign tourists to learn Thai cooking through the use of word-of-mouth, clear product positioning for each school such as Thai royal cooking school, Thai cooking school with a garden or organic vegetable farm, Thai cooking school of vegetarian food, etc. The school is characterized by beautiful atmosphere and show the original Thai. Some Thai cooking schools provide Thai-style shows.

2. Make a social interaction with the learners to communicate, answer, or clarify misunderstandings by fan club. Sharing Thai cooking experiences with friends and relatives is more credible than the advertising of the school. This communication corresponds to the Thai cooking and Thai traditional massage services that are of specific interest and being a service that

has high-involvement of the customers. Learners can bring in more authentic experiences that the school can use viral marketing with low communication budgets.

3. Privacy Policy should be used to testimony the opinions of those who have been learning Thai cooking and Thai massage before in the advertising. Posting on websites, social media and other media or using personal data to communicate for repurchasing should meet the standards acceptable to foreigners.

Acknowledgement

The author would like to thank Assoc. Prof. Dr. Luedech Girdwichai, the president of Suan Sunandha Rajabhat University, Bangkok, Thailand for financial support and would like to thank Asst. Prof. Dr. Prateep Wajeetongratana, the Dean of Faculty of Management Sciences for the full support in this research. The author is grateful for suggestions from all those who kindly provide consulting advices throughout the period of this research.

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Affecting Factors of the Palm Oil Price and AEC Trade Impact

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Abstract

The purposes of this study were to examine the effects of politics and government policies towards potential production structure and price of palm oil in Thailand, and to find ways to enhance the productivity and cultivated area for palm oil in Thailand. This was a mixed method research, used both qualitative and quantitative techniques. Time series data was performed by utilizing monthly data from January 2001 to April 2016. The variables included crude oil, soybean oil prices, crude palm oil prices, consumption of biodiesel, import of palm oil from foreign and foreign exchange rate. Econometrics analysis was also used as a tool to analyze the factors that affected the price of oil palm modeling in the Multiple Regression with the following steps.

The findings revealed that palm oil fuel was demanded higher than others energy. So the palm oil fuel plays an important role in human life. From the studies found that Thailand is shortage palm oil which results to fuel shortage crisis in the country. Due to price situation of drought has affect to higher price of palm oil and the end-product for consume not shifting as raw materials, because controlled product is in short supply. In term of output quality control is ensure to compliance with government policies. The study found that in term of quality controlling by the government there are increasing numbers of palm plantation. There is also illustrates the development on many old growing areas by the replacement of the better young palm plants.

Keywords Palm oil, Bio-diesel, Energy

Introduction

Palm oil is an important crop which globally demanded. As the variety benefits of the oils made of palm, the more important it become as today. The benefits in terms of nutrition, key ingredients for consumer goods industry and various processed products. It is used in a variety of industries, food processing industry and renewable energy for examples. The production of oil palm fuel cost lesser than other crop oil fuel so the price was put lower comparing to other crop oil. The palm oil trees have less risk of facing usual natural disasters and able to grow in a massive amount to serve a future increasing numbers of world populations. With these reasons