

International Academic Multidisciplinary Research Conference 2017

Conference Proceedings

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

*London, United Kingdom
5 – 7 April, 2017*

THE 2017 ICBTS



Conference Three Themes

The International Business Tourism and Applied Sciences Research Conference

The International Education Social Sciences and Humanities Research Conference

ISBN 978-616-406-840-7

Conference Proceedings

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

*London, United Kingdom
5 - 7 April, 2017*

THE 2017 ICBTS

Organised by

ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

In Academic Scholars Cooperation with



Wismar University



Lincoln University



Hamdan Bin Smart University



Suan Sunandha Rajabhat University

Sponsored by



Ryerson University



University of Sunderland



Thai Airways International

Edited by Chayanan Kerdpitak, CK Research, Thailand
Kai Heuer, Wismar University, Germany
Ebrahim Soltani, Hamdan Bin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom

Published by Chayanan Kerdpitak (ICBTS Institute Conference Center & CK research)
Phaholyothin Road, Klongnuang, Klongnuang
Pathumtani 12120, Thailand: Tel 087 0287 287, Fax +662 994 5021

Abstracting and nonprofit use of the material is permitted with credit to the source. Instructors are permitted to photocopy isolated articles for noncommercial use without fee. The authors have the right to republish, in whole or in part, in any publication of which they are an author or editor, and to make other personal use of the work. Any republication or personal use of the work must explicitly identify prior publication in Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of the International Business and Economics Research Conference, International Social Sciences Humanities and Education Research Conference, International Tourism Transport and Technology Research Conference (C.Kerdpitak, K. Heuer, E. Soltani, G. Nartia Editors) including the page numbers.

Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of The International Business Economics Tourism Transport Technology Social Sciences Humanities and Education Research Conference

Copyright©2016

By Dr. Chayanan Kerdpitak & Professor Dr. Kai Heue & Professor Dr. Ebrahim Soltani, ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

All rights reserved.

All papers in the proceedings have been peer reviewed by experts in the respective fields responsibility for the contents of these papers rests upon the authors.

ISBN: 978-616-406-840-7 (electronic book)

Published by Chayanan Kerdpitak (ICBTS Institute & CK Research)

Pramsiri Boutique Park, 18/83 Building A, Prasertmanukid Rd. Bangkok, 10900, Thailand

Plum Condo Park Rangsit, 91/194 moo4, Phaholyothin Road, Klongnung Klongluang Pathumtani 12120, Thailand

INTRODUCTION

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

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

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

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

INTERNATION ADVISORY COMMITTEE

Academic Advisory Chairs

Prof. Dr. Ebrahim Soltani

Hamdan Bin Mohammed Smart University
Dubai, United Arab Emirate
Phone. +44(0) 1227 827405

Academic Advisory Chairs

Prof. Dr. Kai Heuer

Wismar University of Business School, Germany
Studiengangsleiter Master Betriebswirtschaft
ABWL/Controlling
Hochschule Wismar
Fakultät für Wirtschafts wissenschaften
Philipp-Müller-Str. 14
23966 Wismar
Haus 19, Raum 113
phone.: +49 (3841) 753 - 7578

Conference Coordinator & Program Chair

Dr. Chayanan Kerdpitak

CK Research Consultant
Bangkok, Thailand
Tel.+66 087 0287 287
Email: icbts@icittconference.com
Email: conferenceteam@icbtsconference.com

Proceeding Editors

Prof. Dr. Gilbert Nartea

Lincoln University, New Zealand
Phone +64 3 4230233

Proceeding Editors & Program Chair

Dr. Vipin Nadda

University of Sunderland, United Kingdom
Phone 02075317333
Email: vipin.nadda@sunderland.ac.uk

INTERNATIONAL COMMITTEE

INTERNATIONAL ADVISORY COMMITTEE

Gilbert Nartea, Lincoln University, New Zealand
Susan L. Solis, Asian Institute of Tourism, University of the Philippines
Kamon Budsaba, Thammasart University, Thailand
Aruna Apte, Naval Postgraduate School, USA
Dag Nastund, University of North Florida, USA
Anthony Beresford, Knn Toosi University of Technology, Iran
Erik J. de Bruijn, University of Twente, The Netherlands
Reza Lashkari, University of Winsor, Canada
Tore Markeset, University of Stavanger, Norway
Vinod Singhal, Georgia Institute of Technology, USA
Tariq Khan, Brunel University, United Kingdom
Hiromi Ban, Fukui University of Technology, Japan
Vipin Nadda, University of Sunderland, London UK

ACADEMIC REVIEW COMMITTEE

Chayanan Kerdpitak, CK Research, Thailand
Kai Heuer, Wismar University of Business School, Germany
Ebrahim Soltani, University of Kent, Canterbury, UK
Tariq Khan, Brunel University, London, UK
Gilbert Nartea, Lincoln University, New Zealand
Marian S. Stachowicz, University of Minnesota, USA
Per Engelseth, Molde University College, Norway
Phaopak Sirisuk, King Mongkut's Institute of Technology Ladkrabang, Thailand
Susan L. Solis, Asian Institute of Tourism, University of the Philippines
Kamon Budsaba, Thammasart University, Thailand
Aruna Apte, Naval Postgraduate School, USA
Vinod Singhal, Georgia Institute of Technology, USA
Hiromi Ban, Fukui University of Technology, Japan
Thanakorn Naenna, Mahidol University, Thailand
Vipin Nadda, University of Sunderland, London UK

ORGANIZING BY

ICBTS Conference Center & CK Research Thailand

SPEAKER BACKGROUND



Professor Dr. Ebrahim Soltani

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

SPEAKER BACKGROUND



Professor Dr. Kai Heuer

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

SPEAKER BACKGROUND



Dr. Tariq Khan

Dr Tariq Khan is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming ,Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

SPEAKER BACKGROUND



Dr. Chayanan Kerdpitak

Dr. Chayanan Kerdpitak is a Lecturer and management committee of Doctor of Business Administration Programmes of College Management Innovation in Valaya Alongkorn Rajabhat University in Thailand and a management committee of CK Research Consultant in Bangkok. I was a Lecturer of Principle Marketing, Sales Management, Consumer Behavior, and Marketing Research at The Suan Dusit University in Thailand. She received a Ph.D. in the field of Business Logistics within Industrial at Ramkhamhaeng University, Thailand. She has published over 20 proceeding paper and some reports in such journals as International Journal Business and Economics Research. She has been a consultant on Import Automobile Industry from Germany for International Marketing and Marketing Research. Chayanan graduated a B.B.A and M.B.A in Business Administration from The Ramkhamhaeng University, Bangkok, Thailand (Major in Marketing).

TABLE OF CONTENTS

ORGANIZE

INTRODUCTION

INTERNATION ADVISORY COMMITTEE

INTERNATIONAL COMMITTEE

SPEAKER

CROSS-SECTIONAL STUDY TO IDENTIFY THE PREVALENCE OF ABUSE AND ITS TYPES, ITS CAUSES AND ITS RESOURCES FOR A SAMPLE OF CHILDREN AND ADOLESCENTS	1
<i>Raghad Ibrahim, Mohammed Baqir</i>	
THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON EGYPTIANS' PURCHASE INTENTION "THE CASE OF TELECOMMUNICATION SECTOR IN ALEXANDRIA"	22
<i>Dina ElSalmy, Ahmed ElSamadicy, Mohamed Mostafa</i>	
DEVELOPMENT OF ANALYTICAL READING BASED ON THE TRANSACTIONAL STRATEGIES INSTRUCTION	33
<i>Tasanee Sathapong</i>	
BLENDED LEARNING MODEL AND ACHIEVEMENT IN A FOUNDATION OF MARKETING COURSE	39
<i>Narumon Chomchom</i>	
TOURISM LIFE CYCLE ANALYSIS AND SUSTAINABLE TOURISM MANAGEMENT FOR URBAN CULTURAL TOURIST ATTRACTION: A CASE STUDY OF KOH KRED, THAILAND	46
<i>Siripen Yiamjanya</i>	
OPPORTUNITY TO INCLUDE A SECONDARY DESTINATION FOR TOURIST EXPERIENCES WITH HERITAGE POTENTIALS THE CASE STUDY OF KHIRIWONG COMMUNITY, LANSKA DISTRICT, NAKHON SI THAMMARAT, THAILAND	56
<i>Nuntana Ladplee</i>	
GENERATION 'Y' (MILLIANIAL TOURIST) PERCEPTIONS AND VISITATION PATTERNS TOWARDS MUSEUMS	64
<i>Tran Trung Kien and Dr. Vipin Nadda</i>	
THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CORPORATE REPUTATION CAPITAL	89
<i>Kritchana Santawee</i>	
MARKETING MIX OF OTOP: FROM THAI LOCAL WISDOM TO GLOBAL THROUGH THAI AIRWAYS INTERNATIONAL	99
<i>Krongthong Khairiree</i>	
THAILAND AND TECHNOLOGICAL PRODUCTS: A SOCIAL SCIENCES CASE STUDY	104
<i>Darma R. Khairiree</i>	
FACTORS RELATED TO SPORTS OR EXERCISE BEHAVIORS OF THAI PEOPLE	110
<i>Dr.Rattana Panriansaen, Dr.Kingkanok Saowapawong and Kantapong Prabsangoba</i>	
9/11 THE DOMESTICS CRUSADERS REGISTERS VIOLENCE AGAINST MUSLIMS FOLLOWING 9/11	116
<i>Rehab Farouk and Mona Anwar</i>	
THE CONTRIBUTIONS OF WOMEN ENTREPRENEURS IN SOCIOECONOMIC DEVELOPMENT (A STUDY OF SELECTED LOCAL GOVERNMENTS IN ANAMBRA STATE NIGERIA)	143
<i>Muogbo Uju .S. PhD</i>	
FACTORS AFFECTING TOURISTS DECISION MAKING IN CHOOSING HOMESTAY IN AMPHAWA DISTRICT, SAMUTSONGKRAM, THAILAND	154
<i>Kanamon Suwantada</i>	
INTENTION TO VISIT GREEN HOTELS OF THAI TOURISTS IN BANGKOK, THAILAND	159
<i>Kanyapilai Kunchornsirimongkon</i>	
NEW DIMENSIONS TO ADMINSTRATE HUMAN DEVELOPMENT TO CONSERVE BUDDHISM OF MAHAYANA CHINESE SECT: THE STUDY OF MUNGKORNKAMALAWAS CHINESE TEMPLE, BANGKOK	167
<i>Saowapa Phaitayawat, Suwaree Yodchim, Yaninie Phaitayawat</i>	
DEVELOPMENT OF STUDENT TEACHERS' REFLECTIVE THINKING ABILITIES	172
<i>Sucheera Mahimuang</i>	

SAFETY BEHAVIOR OF OPERATION STAFFS IN WATER PRODUCTION AND SUPPLY DEPARTMENT BANGKHEN WATER PLANT, BANGKOK, THAILAND <i>Pongsak Jaroengarmsamer, Wanwimon Mekwimon Kingkaew</i>	177
PROSPECTIVE STUDY OF RABIES ELIMINATION MODEL AND STRATEGY, FORMULATED BY THE PEOPLE IN 2-EPIDEMIC COMMUNITIES <i>Thavatchai Kamoltham, Wattanasak Sornrung, Chalatchawan Nanui</i>	184
JOB SATISFACTION AND EMPLOYEE PRODUCTIVITY IN THE NIGERIAN PUBLIC SECTOR (A STUDY OF ANAMBRA STATE UNIVERSITY) <i>Ezeamama Ifeyinwa G.</i>	191
AN OUTLOOK OF STOCK MARKET PERFORMANCE AND ITS CONTRIBUTION TO ECONOMIC GROWTH: BRICS AND MINT <i>Behiye Korpe</i>	202
DEMONETIZATION IN INDIA: AN OVERVIEW <i>Abhinav Singh Chandel</i>	203
EFFECT OF AROMA OIL MASSAGE AND HERBAL COMPRESSION WITH ANALGESIC DRUGS ON PAIN IN PERSONS WITH LOW BACK PAIN <i>Ladaval Ounprasertpong Nicharajana, Chanvate satthaputh MD</i>	205
THE APPLICATION OF PALMISTRY KNOWLEDGE IN THE DIAGNOSIS OF DISEASES FOLLOWING THE PRINCIPLES OF TRADITIONAL THAI MEDICINE <i>Phatphong Kamoldilok, Orawan Sinpaiboonlert, Mukda Tosang</i>	212
PIET MONDRIAN'S PAINTING INSPIRED YVES SAINT LAURENT, THE WORLD CLASS FASHION DESIGNER <i>Jaruphan Supprung</i>	217
SOCIAL SUPPORT OF POSTPARTUM MOTHERS BASED ON FOLK MEDICINE IN NAKORN PATOM PROVINCE, THAILAND <i>Supparas Oatsawaphonthanaphat, Wichai Srikam, Vichai Chokevivat</i>	223
DEA MODEL MEASURING AIRPORT PERFORMANCE IN THAILAND <i>Piyaon Sriwan</i>	231
COMMUNICATION BILINGUAL APPROACH IN A THAI SCHOOL ON VOCABULARY AT HOME AND AT SCHOOL <i>Suwaree Yordchim, Goragot Butnian, Palaunnaphat Siriwongs</i>	237
DIABETES CARE AND PATIENTS' PERSPECTIVES ON DIABETES MELLITUS IN RURAL THAILAND: A QUALITATIVE STUDY <i>Kantapong Prabsangob</i>	243
AN ANALYTICAL STUDY OF SOCIAL PROBLEMS OF WOMEN RELATED TO SPORTS <i>Shagufta Jahangir, Dr. Asma Manzoor, Dr. Nusreen Aslam Shah, Raisa Jahangir</i>	249
THE INVESTIGATION OF CLINICAL EXPERIENCE ON LEARNING BEHAVIORS AND STRESS FOR NURSING STUDENTS <i>Yen-ju Hou</i>	250
LONDON INTERBANK OFFER RATE VOLATILITY: THE US DOLLAR, THE BRITISH POUND, THE JAPANESE YEN AND THE EURO: HOW IT AFFECTS MULTINATIONAL COMPANIES (1986-2016) <i>Alhassan Ndekugri</i>	262
CORRUPTION, POLITICAL ACCOUNTABILITY AND THE CHALLENGES OF GOVERNANCE IN NIGERIA <i>Imoukhuede Benedict Kayode</i>	280
THE PARTICIPATION IN THE DEVELOPMENT OF PACKAGING AND LOGOS TO THE NEEDS OF THE CONSUMER PRODUCTS KHANEONGHIN COMMUNITY PERSONNEL BANGKOK <i>Jitima Suathong, Supassawee Morakul, Worraruethai Harnchotipan</i>	290
LIFE QUALITY PROMOTION FOR THE ELDERLY <i>Ponpun Vorasiha, Anchalee Jantapo</i>	295
FABRIC PRINTING DESIGN, AN INSPIRED FROM THAI TRADITIONAL TIN TOYS <i>Suwit Sadsunk</i>	301
THE ART OF DESIGNING, FABRIC PATTERN BY MOLD WITH NATURAL DYES <i>Chanoknart Mayusoh</i>	311
HEALTH PROBLEMS AND NEEDS FOR HEALTH SERVICE OF THE ELDERLY: A CASE STUDY OF ELDERLY IN TAMBON WANGTAKOO, NAKORN PATHOM PROVINCE, THAILAND <i>Prapaiwan Danpradit, Boonsri Kittichotipanich</i>	319

OUTCOME OF FOOT CARE EDUCATION PROGRAM IN DIABETIS MELLITUS AT PREMRUTHAI PRAVATE COMMUNITY BANGKOK	325
<i>Tipapan Sungkapong, Boonsri Kittichottipanich, Namthip Martkoksoong</i>	
TOURISM IMPACT ON DESTINATION ECONOMY: EVALUATING THE RELATIONSHIP BETWEEN TOURISM RECEIPTS AND ECONOMIC GROWTH IN THE UK	331
<i>Abimbola Alexandra Dada, Adenike Adebola Adesanmi, Dr. Vipin Nadda</i>	
MEDIA LITERACY: ADVANTAGES AND APPLICATIONS A CASE STUDY OF SRINAKHARINWIROT UNIVERSITY	343
<i>Sasithon Yuwakosol</i>	
ASSESSMENT OF THE RELATIONSHIP BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES AND PERFORMANCE OF HOTELS IN KENYA	354
<i>Owiti, Phelix Onyango, Erick Fwaya</i>	
PARENTAL EDUCATION BACKGROUND AND STUDY MATERIALS AS CORRELATES OF ACADEMIC PERFORMANCE OF SECONDARY STUDENTS IN ABIA STATE	355
<i>Beatrice Okore Ogbonnaya</i>	
THE CONSEQUENCES OF POOR CURRICULUM IMPLEMENTATION IN NIGERIA	356
<i>Okorafor philomena nmennaya (ph.d)</i>	
THE EFFECTS OF WORL CHARACTERISTICS AND SELF-ESTEEM ON WORK BURNOUT FOR ENTRY—LEVEL EMPLOYEES IN HOTELS	357
<i>Hany Hosny Sayed Abdelhamied</i>	
EMPOWERMENT PROGRAM ON PROMOTING PERCEIVED SELF-EFFICACY AMONGPREGNANT WOMEN FOR PREVENTING GESTATIONAL DIABETES MELLITUS	358
<i>Napissara Dhiranathara, Petcharat Techathawewon</i>	
THE STUDY OF SEXUAL HEALTH BEHAVIORS IN ADOLESCENT	364
<i>Boonsri Kittichottipanich, Udornporn Yingpaiboonsuk, Saree Dangtongdee, Ancha Dangtongdee</i>	
EDUCATION PROGRAM ON PROMOTING PERCEIVED SELF-EFFICACY IN PREGNANCY WOMEN FOR DIABETES MELLITUS PREVENTION	369
<i>Petcharat Techathawewon, Warunsiri Praneetham</i>	
THE EFFECTSOF THAI MIND-BODY EXERCISE“RUSIE DUTTON” ON BODY WEIGHT AND BLOOD LIPID LEVEL INMENOPAUSAL WOMEN	374
<i>Kanit Ngowsiri, Assoc. prof. Suchitra Sukonthasab, Assoc. prof. Prasong Tunmahasamut</i>	
EDUCATION PROGRAM OUTCOMES IN PREGNANCY PREVENTION OF SEX-RISK FEMALE ADOLESCENTS:	380
A CASE STUDY OF STUDENTS IN S AMUT-SONGKRAM PROVINCE, THAILAND	
<i>Premwadee Karuehadej</i>	
STUDY OF SEX HEALTH KNOWLEDGE AND DEMAND OF SEX HEALTH CARE IN UNDERGRADUATE STUDENTS	386
<i>UdornpornYingpaiboonsuk, KanyaNapanglk, Boonsri Kittichottipanich, AnchaDangthongdee</i>	
ENVIRONMENTAL MANAGEMENT BEST-PRACTICE AND STRATEGIES WITHIN THE INSTITUTIONAL CONTEXT: THE CASE OF (UAE)	394
<i>Dr.Ahmed Zain Elabdin Ahmed</i>	
Activity-Based Costing of Library Services in Universities – A Case Study of a Private University	409
<i>Dr.Hala Elias</i>	
Influence of Cultural dimensions on Management practices in Hospitals: A Study of Indian Subcontinent	411
<i>Dr.Devjani Chatterjee</i>	
PROMOTION OF EXERCISE FOR THE ELDERLY	424
<i>Anchalee Jantapo, Ponpun Vorasiha</i>	
PATTERN DESIGN FROM THE CONCEPT OF THE CARP FISH WEAVE	430
<i>Siracha Samleethong</i>	
THE HISTORY OF THAI WOMEN LINGERIE	437
<i>Junjira Monnin</i>	
SATISFACTION OF URINATION PROMOTION IN BENIGN PROSTATIC HYPERPLASIA	446
<i>Kanya Napapongsa, Warunsiri Praneetham, Nopbhornphetchara Maungtoug, Kanit Ngowsiri</i>	
EXPLORING HEALTH STATUS AMONG OLDER ADULTS IN THE URBAN COMMUNITY OF BANGKOK, THAILAND	452
<i>Chotisiri, L, Charoonpongsak, A</i>	
Face-to-face learning, cross-cultural virtual teams and study abroad: Incorporating experiential learning into a multi-modal class	458
<i>Denise Luethge, Carole Cangioni</i>	

TOURISM REVENUES REGRESSION FOR TOURISM PROMOTION INVESTMENT DECISION– MADEIRA CASE STUDY <i>Élvio José Sousa Camacho</i>	460
Alauddin Malay King Mosque- searching for architectural symbols and identity <i>Roslan Bin Talib</i>	461
THE TEACHING OF ENGLISH LANGUAGE AS A MEANS TO AN END FOR BUSINESS TOURISM <i>Nande C.K. Neeta</i>	462
Dealing with Identity Loss and Stigma of Unemployment in Georgia - Perspective of Youth <i>Anastasia Kitiashvili</i>	468
The Portuguese Presence in the Arabian Gulf as Reflected in Local Omani Historical Narratives <i>Hasan Al Naboodah</i>	469
Antecedents of Customer Satisfaction Levels in UAE Museum Shops <i>Akin Fadahunsi and Salwa Osama</i>	470
COMPARISON OF SKIN APPEARANCE WITH APPROPRIATE TIME IN SELF REFLEXOLOGY AREA WITH THAI TRADITIONAL MEDICINE IN GERIATRICS <i>Natsinee Sansuk</i>	471
PEER OBSERVATION AND SELF-MONITORING IN PRE-SERVICE TEACHERS’ MICROTEACHING <i>Wipada Prasansaph</i>	476
ESL STUDENTS’ EXPERIENCE OF PROJECT-BASED LEARNING <i>Abigail Melad Essien</i>	483
THE EFFICACY OF EXPLICIT INSTRUCTION ON IMPLICIT AND EXPLICIT KNOWLEDGE OF ENGLISH ARTICLES <i>Faten A. Alarjani</i>	489
TOPSIS METHOD TO SELECT LOCATION OF GRASS FLOWER IN WAREHOUSE <i>Martusorn Khangkhan</i>	509
ONLINE MARKETING IMPLEMENTED ON HIGHER EDUCATION IN THAILAND: A CASE OF INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY <i>Nalin Simasathiansophon</i>	515
GUIDELINES FOR BUDDHIST ORGANISATION DEVELOPMENT IN THE PRESENT THAI SOCIETY <i>Cholvit Jearajit Ph.D</i>	523

STUDY OF SEX HEALTH KNOWLEDGE AND DEMAND OF SEX HEALTH CARE IN UNDERGRADUATE STUDENTS

UdompornYingpaiboonsuk*, KanyaNapanglk,
BoonsriKittichottipanich*** &AnchaDangthongdee***

**Instructor of College of Nursing and Health,SuanSunandhaRajabhat University, Thailand*

E-mail:udomporn.yi@ssru.ac.th

***Instructor of College of Nursing and Health,SuanSunandhaRajabhat University, Thailand*

E-mail:kanya.na@ssru.ac.th

****Instructor of College of Nursing and Health,SuanSunandhaRajabhat University, Thailand*

E-mail:boonsri.ki@ssru.ac.th

*****Instructor of College of Nursing and Health,SuanSunandhaRajabhat University, Thailand*

E-mail:ancha.da@ssru.ac.th

ABSTRACT

The purpose of this study are gaining more knowledge about sex health and demand of sex health care. The result was analyzing based on questionnaire toward the knowledge of topic. The volunteer, total 316 people, were chose from both male and female students from one university in Thailand. From the result shown that most of the volunteers, 334 people (92.52%), originally from other provinces or rural area. It was female 251 people or 69.53%, whereas most of them are around 21-22 years old. From here, under the topic of sexual preference, 83.3% are heterosexual, 9.42% are bisexual. While the knowledge about sex health 240 people (66.48%) are in moderate level, 94 people (26.04%) are below average, and 27 people (7.48%) are above average. As for the need of sex health care service, 356 people (98.61%) chose to has it in university; whether in nurse room, student council, accordingly. The most wanted activity is before-hand pregnancy consulting service, as much as 221 people or 61.22%. Next 177 people (49.30%) seek for medical check up and treatment of STD. Family planning also in the top list, chose by 171 people (43.47%). Moreover, clinic should have computer or internet service, magazine about this topic, and relax area. The performable service care should be through social network; i.e. Facebook. More than 60% suggested clinic should open daily and be able to consult by phone 24/7. Or else, should held some activities to gain more knowledge about sex health, maybe do some presentation. From the questionnaire, can be conclude that undergraduate students needed a knowledge of sex health via SNS. Also, should be able to consult 24/7 by phone. In addition, co-space should provides internet and computer, or some magazine that context related to this topic. This research and result will help us improve our service to meet the limit of demand.

Keywords--Sex Health, STD, Family Planning

INTRODUCTION

The problem of teenage pregnancy is paid attention to by many countries and organizations. The study found that the teenage pregnancy in the United States did not decline in the year 2007, in Thailand, mothers aged 16-20 years is the highest in Asia, and second rank in the world after South Africa, the overall adolescent birth rate is 70 per 100,000 women (about 140 cases/day). [1,11,12,13] Teenage pregnancy has many causes, including a lack of comprehensive sex education, an inappropriate sexual health, young people engaging in sex without understanding the consequences, teenagers' lack of knowledge or access to

reproductive health services, as well as authorities' lack of awareness about their need for knowledge, services and social support. The consequent of teenage pregnancy, opportunities are lost for the teenager. a number of pregnant teenagers drop out of school, while some quit their job, [13] 30 percent of teen pregnancy will end up with abortion, 10 percent of teen leave their child at the hospital.

When the teen has a sexual activity, there could have many different purposes such as for pleasure or to show reciprocity, seeking sex experience, to show themselves as adults, to reward or punish themselves, to escape from loneliness or away from the pressures [6]. The effects of premature sex could causing many problems as follows: 1) unwanted pregnancy the issue of pregnancy or pregnancy undesirable 2) A sexually transmitted disease and AIDS 3) unsafe abortion which lead to the common complications such as bleeding, infection, disability and infant mortality, and so on. 4) adolescent parents face increased barriers to educational achievement - which ultimately impede professional success - and social stigma in their lives 5) some adolescent mothers end up separated from their partner and left to face problems alone, which can lead to emotional insecurity, stress and depression, lack of skills in the role of parenthood [1,4,5]

Preventing and solving sexual problems seem to be the appropriate knowledge of sex education and information in the schools and in the media. Additionally, the ease to access to family planning services and youth development programs could improve the life options of impoverished teens. According to the National Reproductive Health No. 1 (2553 -2557 BE), the government has announced a policy and strategic development that focuses on adolescent and youth health behavior to protect themselves from unwanted pregnancy, sexually transmitted diseases, AIDS and abortion. By the reason, this research was interested in the Sexual Health Education and sexual health care needs of college students for the information to be provided to health care, reproductive health and sexual health in higher education institutions. Contribution to this research would provide the awareness for the students to take care of themselves and to advise the others. It also provides the policy recommendations on the development of reproductive health and sexual health services for the university.

METHODOLOGY

1. Study design

This research was the survey research.

2. Participants

Population in this research was 29,702 students at SuanSunandhaRajabhat University.

Sample was selected from the simple sampling technique. There were 361 participants, both male and female from all faculty in the university. All participants willing to take part of the research.

3. Procedures

Questionnaire has been used to collect data which consists of three parts:

Part 1 Demographic information: hometown, sex, age, sexual orientation, marital status, expense, and residence

Part 2 Knowledge about sexual health care, including perineum care, prevent pregnancy and contraception. questions were multiple choice. The respondents could choose three options: yes, no, and not know.

Part 3 The needs of reproductive health services and sexual health. This part was fill in question.

4. Measurement

Questionnaire has been used to collect data which consists of three parts:

Part 1 Demographic information: hometown, sex, age, sexual orientation, marital status, expense, and residence

Part 2 Knowledge about sexual health care, including perineum care, prevent pregnancy and contraception, questions were multiple choice. The respondents could choose three options: yes, no, and not know.

Part 3 The needs of reproductive health services and sexual health. This part was fill in question.

DATA ANALYSIS

1. Personal Information: frequency, percentage, average, and standard deviation.
2. Information about the sexual health knowledge: descriptive statistics such as frequency and percentage
3. Information about reproductive health services and sexual health: content analysis

RESULTS

Table 1
Overview of the sample demographic

Demographic	Choices	Frequency (n = 361)	Percent
1. Home town	Bangkok	27	7.48
	Other Province	334	92.52
2. Sex	Male	108	29.92
	Female	251	69.53
	N/A	2	0.55
3. Age	Less than 18 years	62	17.17
	19 years- 20 years	126	34.90
	21 years- 22 years	162	44.88
4. Sexual orientation	Hetero sexual	301	83.38
	Monosexual	26	7.20
	bisexual	34	9.42
5. Status	Single	346	95.57
	Live together (with marriage certificate)	0	0
	Live together (without marriage certificate)	7	1.94
	Other (not mention)	7	1.94
6. Year of Education	Year 1	131	36.29
	Year 2	139	38.50
	Year 3	56	15.51
	Year 4	34	9.42
	Year 5	1	0.28
7. Expense average/month	below 5000 baht	110	36.11
	5001.0 - 6000.0 baht	81	21.87
	6001.0 - 7000.0 baht	20	5.40
	7001.0 - 9000.0 baht	7	1.89

	8001.0 – 9000.0 baht	22	5.94
	9.000.1 – 10000.0 baht	34	9.18
	over 10000.0 baht	87	24.36
8. Residence	Parent	119	32.96
	Either father or Mother	23	5.06
	Relatives	39	8.58
	Friends or acquaintances	92	20.24
	Girl/boyfriend or Lover	7	1.54
	Alone	71	15.62
	Other eg. brother/sister	10	2.20

Table 1 showed the overview of the sample demographic that there were 27 Bangkokians (7.48 percent), and 334 people came from other province (92.52 percent). When considering on gender, there were 108 males (29.92 per cent), 251 females (69.53 percent), and 2 people (0.55 percent) did not answer. Most samples were between 21 - 22 years old (162 people, or 44.88 percent), followed by 19 years - 20 years old (126 people, or 34.90 percent). The samples also reported that they were heterosexual 301 people (83.38 percent), and bisexual 34 people (9.42 percent). Table also showed that there were single 346 people (95.57 percent), living together without marriage certificate 7 people (1.94 percent), and not mention 7 people (1.94 percent). The most samples were the second year students (139 people, or 38.50 percent), followed by the first year student (131 people, or 36.29 percent). The students in this study received money from parent or other dependent, the most was below 5,000 baht/ month (110 people, or 36.11 percent), followed by over 10,000 baht/ month (87 people, or 24.36 percent). Students also reported that they live mostly with parents (119 people, or 32.96 percent), followed by friends or acquaintances (92 people, or 20.24 percent). Finally, students reported that they mostly live at home/ condominium (169 people, or 37.18 percent), followed by private residences (151 people, or 33.22 percent).

Table 2
Knowledge about sexual health

Level	Frequency	Percent
	(N = 361)	
Good (10 - 12 points)	27	7.48
Moderate (6 - 9 points)	240	66.48
Below moderate (5-0 points)	94	26.04
Average = 6.54		
SD = 2.275		

Table 2 shows the majority of the students with knowledge about sexual health at moderate level (6-9 points), 240 people, or 66.48 percent, followed by below at moderate level (5-0 points), 94 people, or 26.04 percent, and the less at good level (10-12 points), 27 people, or 7.48 percent, at the standard deviation of 2.275. Results reveal that the most answer correctly are question no. 2, sexual emotion caused by hormones and external stimuli which can happen to everyone, and question 4, blood tests before marriage can prevent AIDS, sexually transmitted diseases, and genetic disorders. The majority of the sample, 325 people, or 90.03 percent, choose Yes which means they are knowledgeable, followed by question no. 3, staying alone with the opposite sex/ trip to his or her home/ allow to touch the body/ get drunk or be drugged, would lead to have the inattentive sex. The sample, 320 people, or 88.64 percent, choose Yes. The less knowledgeable about sexual health

is question no. 6, having sex with friend can reduce the risk of HIV infection and sexually transmitted infection, there are 262 people (72.58 percent) answer this question incorrectly. Followed by question no. 5, masturbation is harmful to health, there are 193 people (53.46 percent) answer this question incorrectly.

Table 3
Sexual health care needs for the students.

Item	Choices	Frequency (people)	Percent
1. If we establish the reproductive health and sexual health clinic, where should it be located?	University precinct	356	98.61
	Nursing room	291	81.74
	University Dormitory	21	5.90
	Library	12	3.37
	Student Union	27	7.58
	School building	3	0.84
	Outside the University	215	59.56
	Hospital	93	43.56
	Public Health Unit	87	40.47
	Dormitory	13	6.05
2. Clinic services	Department Store	20	9.77
	Family planning	171	43.37
	Unwanted pregnancy consulting clinic	221	61.22
	Blood examination for HIV	148	40.00
	Referral system	59	16.34
	Sexual Transmitted Disease Clinic	178	49.30
3. Medium/tools/facilities	Per Vaginal Examination	8	2.22
	Computer/Internet	237	65.65
	Journal/Magazine for teenager	152	42.11
	Relaxing corner/Reading corner	129	35.73
	Condom vending/Condom Machine	125	34.63
	Contraception media	98	27.15
	Pregnancy test kit	107	29.64
4. Convenient channel to receive the service	Sexual organ model	49	13.57
	Clinic	178	49.31
	Telephone/Hotline	108	29.92
	Facebook	210	58.17
	Line	94	26.04
	E-mail	71	19.67
5. Preferable service day	Fanpage	83	22.99
	Everyday	222	61.50
	Working Day	84	23.27
	Weekend	58	16.07
6. Preferable service time	Specific day	5	1.39
	24 Hours	167	46.26
	4.30 -8.00 pm.	60	16.62

Item	Choices	Frequency (people)	Percent
7. Channel to publicize	8.00 -12.00 pm.	11	3.05
	Brochure/ Poster	188	52.08
	Voice on wire	46	12.74
	Campaign	103	28.53
	Mainstay	54	14.96
	Lecturer/ Staff	59	16.34
	University Website	109	30.19
	Facebook	222	61.49
	Fan page	101	27.98
	Line	84	23.27
	Teacher/Lecturer	59	16.34
	E-mail	48	13.30
8. Preferable service provider	Others	11	3.05
	Teacher/Lecturer	67	18.56
	Nursing Room Teacher	94	26.04
	Friends/Mainstay/Contemporary	90	24.93
	Medical staff	214	59.28
	Others eg. People, Experience man	7	1.94

Table 3 showed that the majority of the students (356 people, or 98.61 percent) preferred the reproductive health and sexual health clinics in university precinct, especially should located in Nursing room (291 people, or 81.74 percent), followed by student union (27 people, or 7.58 percent). The participants also revealed that they prefer the service in the clinic such as unwanted pregnancy counseling (221 people, 61.22 percent), followed by Sexual Transmitted Disease Clinic (178 people, or 49.30 percent), and family planning services (171 people, or 43.37 percent). In the light of medium, tools, and facilities in the clinic, the participants revealed that they prefer computer or internet, journal or magazine for teenager, and relaxing corner or reading corner, by 237 people (65.65 percent), 152 people (42.11 percent), and 129 people (35.73 percent) in respectively.

In addition, the samples revealed as follows; the convenient channel to receive the service, the majority prefer to use Facebook (210 people, or 58.17 percent); preferable service day, the majority prefer everyday (222 people, or 61.50 percent); preferable service time, the majority prefer 24 hours (167 people, or 46.26 percent); channel to publicize, the majority prefer Facebook (222 people, or 61.49 percent), followed by brochure or poster (188 people, or 52.08 percent); and preferable service provider, the majority prefer Medical staff (214 people, or 59.28 percent), followed by Nursing Room Teacher (94 people, or 26.04 percent).

DISCUSSION & CONCLUSION

Discussion

Results showed that:

1. Students' knowledge on sexual health care. Finding revealed that the students' knowledge about sexual health at moderate level (6-9 points), 240 people, or 66.48 percent, average 6.54, standard deviation at 2.275. Considering the most answer correctly, there was 2 questions, the same number or 90.03 percent, which are: sexual emotion caused by hormones and external stimuli which can happen to everyone; and blood tests before marriage can prevent AIDS, sexually transmitted diseases, and genetic disorders. On the other

hand, the most answer incorrectly was: masturbation is harmful to health (16.07 percent); and having sex with friend can reduce the risk of HIV infection and sexually transmitted infection (262 people, 72.58 percent).

2. Students' needs for the sexual health care. The majority of the students, 356 people, preferred the reproductive health and sexual health clinics in university precinct. In the light of medium, tools, and facilities in the clinic, the students revealed that they prefer computer or internet, journal or magazine for teenager, and relaxing corner or reading corner, by 237, 152, and 129 people, in respectively. The convenient channels to receive the services were as follows: Facebook, Clinic, Telephone/ Hotline, Fanpage, and E-mail, by 210, 178, 108, 94, 83, and 71 people, in respectively. Preferable service day were as follows: everyday (222 people), followed by working day (84 people). The most preferable service time was 24 Hours. Channel to publicize were as follows: Facebook, Brochure/ Poster, University Website, Campaign, Fan page, Line, and Lecturer/ Staff, in respectively. Preferable service providers were as follows: Medical staff, Nursing Room Teacher, and Friends/Mainstay/Contemporary, by 214, 94, and 90 people, in respectively.

Conclusion

Additional suggestion from the students about the reproductive health and sexual health clinic:

- The Place

Conveniently located near the university, is easy to find uncrowded not entirely explicit privacy.

- The decor/ style place

Living with privacy with the curtain closed, clean feel relaxed, safe and quiet.

Spacious, well ventilated, crowded with colorful modern decor with clean-air leisure facilities.

- Services

With international standards, modern equipment, fast service, the service providers have the knowledge and capabilities. The expert advice is easy to recognize good service; polite, well spoken, friendly smile, can talk like a family without the pressure, keep customer information in secret, and free of charge.

Suggestion of Research Results Application

1. Provides knowledge of sexual health for students in university follows the research results that most of the students having moderate knowledge of sexual health by using various means which modern and appropriate to teenage interesting as well as ease of access, convenient, fast and 24-hours a day service.
2. Provide subject related to sexual health in general education section in order to allow student who interested as an option.
3. Provide policy regarding sexual health service and designated responsible organization within the university. Arrange clinic format comply with those recommended by the students in such a way that students can get the service easier and motivate them to participate more.
4. As the results of research, the researcher believe that providing of additional sexual health care in university using social media as the tools would be helpful. Because of the new media play are important role in adolescents. [14]

ACKNOWLEDGMENT

We would like to thank all subjects for their voluntary participation in this study; and Suan Sunandha Rajabhat University, Bangkok, Thailand.

REFERENCES

- [1] Anlaya. Smuseneeto. (2013). Perspective of Reproductive Health from Muslims in Southern Border of Thailand. URL: <http://rupattani.myreadyweb.com/article/topic-42801.html>

- [2] Boonsri Kittichottipanich, Udomporn Yingpaiboonsook, Pongsri Somsauy, Suntaree Kositwon. (2016). Model of Health Promotion Model of Health Promotion for Reducing Risk Behaviors of Preterm Birth In Teenage Pregnancy. Oral presentation, 4 th. International Conference on Business, Economics, Social Science and Humanities, Tokyo, May 26-27, 2016.
- [3] Boonrit, Sukkarat. (2014). **Pregnancy in Teenager: Policy, Procedure, Analyzing, and Follow up**. Bangkok: Cooperative Community Thailand.
- [4] Bureau of Reproductive Health. 2011. **Policy and Strategy of National Reproductive Health Development Book 1 (2010-2014)**. Nontraburi: Bureau of Reproductive Health Department of Reproductive Health Ministry of Public Health.
- [5] Department of Health. (2015). **Handbook for Operation Staff about Reproductive Health**. Bangkok: The War Veterans Organization of Thailand Publishing.
- [6] Lowdermilk, Deitra Leonard and e.t. (2014). **Moternity & Women's Health Care**. St. Louis: Mosby
- [7] Ministry of Social Development and Human Security. (2013). **Teenage Obstetric Status in Thailand 2013**. Bangkok: Khrurusapha Publishing.
- [8] Patcharee, Tonsiri and other. (2013). Western University/Nursingkan/Sexuality Risk Behaviors in Secondary School Students. URL: <http://www.western.ac.th/wertrennew/admin/uploadwd/nursingkan/files.pdf>
- [9] Prapaiwan Danpradit, Boonsri Kittichotipanich, Pongsri Suntaree Kositwon. (2016). Effects of Group Nutritional Health Promotion on Birth Weight In Pregnant Women with Gestational Diabetes Mellitus 4 th International Conference on Business, Economics, Social Science and Humanities, Tokyo, Japan, May.
- [10] Ricci, S.S., (2013) **Essentials of Maternity, Newborn, & Women's Health Nursing (3rd ed.)**. New York: Wolters Kluwer Health.
- [11] Viroj, Areekul. (2010). **Health care and How to Give Advice to Teenager**. Bangkok.
- [12] Udomporn, Yingpaiboonsuk. & Premwadee, Karuhadej. (2011). **Sexual Orientation of College Students in Rattanakosin Area**. Suan Sunandha Rajabhat University, Bangkok, Thailand.
- [13] UNFPA 2013. Available from http://countryoffice.unfpa.org/Thailand/drive/CONTENT_ENG_draft_6.pdf
- [14] The National Campaign to Prevent Teen and Unplanned Pregnancy. (2008). Sex and tech: Results from a survey of teens and young adults. Washington, DC: The National Campaign to Prevent Teen and Unplanned Pregnancy. Retrieved from <http://thenationalcampaign.org/resource/sex-and-teen> Last updated: January 04, 2017