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

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

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, Klongmuang, Klongluang
Pathumtani 12120, Thailand  Tel 087 0287 287,  Fax +662 994 5021
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 alike. 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@ictttconference.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, Knt 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 Singhhal, 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
Chayana 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 Singhhal, 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.
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.

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**

**INTERNATIONAL 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
   *Raghad Ibrahim, Mohammed Bagir*  
   1

THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON EGYPTIANS’ PURCHASE INTENTION “THE CASE OF TELECOMMUNICATION SECTOR IN ALEXANDRIA”
   *Dina ElSalmy, Ahmed ElSamadicy, Mohamed Mostafa*  
   22

DEVELOPMENT OF ANALYTICAL READING BASED ON THE TRANSACTIONAL STRATEGIES INSTRUCTION
   *Tasanees Satthapong*  
   33

BLENDED LEARNING MODEL AND ACHIEVEMENT IN A FOUNDATION OF MARKETING COURSE
   *Narumon Chomchom*  
   39

TOURISM LIFE CYCLE ANALYSIS AND SUSTAINABLE TOURISM MANAGEMENT FOR URBAN CULTURAL TOURIST ATTRACTION: A CASE STUDY OF KOH KRED, THAILAND
   *Siripen Yiamjanya*  
   46

OPPORTUNITY TO INCLUDE A SECONDARY DESTINATION FOR TOURIST EXPERIENCES WITH HERITAGE POTENTIALS THE CASE STUDY OF KRHIWONG COMMUNITY, LANSAKA DISTRICT, NAKHON SI THAMMARAT, THAILAND
   *Nuntana Ladplee*  
   56

GENERATION ‘Y’ (MILLIANIAL TOURIST) PERCEPTIONS AND VISITATION PATTERNS TOWARDS MUSEUMS
   *Tran Trung Kien and Dr. Vipin Nudda*  
   64

THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CORPORATE REPUTATION CAPITAL
   *Kritchanat Santawee*  
   89

MARKETING MIX OF OTOP: FROM THAI LOCAL WISDOM TO GLOBAL THROUGH THAI AIRWAYS INTERNATIONAL
   *Krongthong Khairiree*  
   99

THAILAND AND TECHNOLOGICAL PRODUCTS: A SOCIAL SCIENCES CASE STUDY
   *Darma R. Khairiree*  
   104

FACTORS RELATED TO SPORTS OR EXERCISE BEHAVIORS OF THAI PEOPLE
   *Dr. Rattanamai Panrimsaen, Dr. Kingkanok Saowapawong and Kantapong Prabsangoba*  
   110

9/11 THE DOMESTICS CRUSADERS REGISTERS VIOLENCE AGAINST MUSLIMS FOLLOWING 9/11
   *Rehab Farouk and Mona Anwar*  
   116

THE CONTRIBUTIONS OF WOMEN ENTREPRENEURS IN SOCIOECONOMIC DEVELOPMENT (A STUDY OF SELECTED LOCAL GOVERNMENTS IN ANAMBRA STATE NIGERIA)
   *Muogbo Uju .S. PhD*  
   143

FACTORS AFFECTING TOURISTS DECISION MAKING IN CHOOSING HOMESTAY IN AMPHAWA DISTRICT, SAMUTSONGKRAM, THAILAND
   *Kanamon Suwantada*  
   154

INTENTION TO VISIT GREEN HOTELS OF THAI TOURISTS IN BANGKOK, THAILAND
   *Kanyapilai Kunchornsirimongkon*  
   159

NEW DIMENSIONS TO ADMINISTRATE HUMAN DEVELOPMENT TO CONSERVE BUDDHISM OF MAHAYANA CHINESE SECT: THE STUDY OF MUNGKORNKAMALAWAS CHINESE TEMPLE, BANGKOK
   *Saowapa Phaihayawat, Suwaree Yodchim, Yaninnie Phaihayawat*  
   167

DEVELOPMENT OF STUDENT TEACHERS’ REFLECTIVE THINKING ABILITIES
   *Sucheera Mahtmuang*  
   172
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAFETY BEHAVIOR OF OPERATION STAFFS IN WATER PRODUCTION AND SUPPLY</td>
<td>177</td>
</tr>
<tr>
<td>DEPARTMENT BANGKHEN WATER PLANT, BANGKOK, THAILAND</td>
<td></td>
</tr>
<tr>
<td>Pongsak Jaroenngarmsamer, Wanwimon Mekwimon Kingkaew</td>
<td></td>
</tr>
<tr>
<td>PROSPECTIVE STUDY OF RABIES ELIMINATION MODEL AND STRATEGY,</td>
<td>184</td>
</tr>
<tr>
<td>FORMULATED BY THE PEOPLE IN 2-EPIDEMIC COMMUNITIES</td>
<td></td>
</tr>
<tr>
<td>Thavatchai Kamoltham, Wattanasak Somrung, Chalatchawan Namui</td>
<td></td>
</tr>
<tr>
<td>JOB SATISFACTION AND EMPLOYEE PRODUCTIVITY IN THE NIGERIAN PUBLIC</td>
<td>191</td>
</tr>
<tr>
<td>SECTOR (A STUDY OF ANAMBRA STATE UNIVERSITY)</td>
<td></td>
</tr>
<tr>
<td>Ezeamama Ijeinwa G.</td>
<td></td>
</tr>
<tr>
<td>AN OUTLOOK OF STOCK MARKET PERFORMANCE AND ITS CONTRIBUTION TO</td>
<td>202</td>
</tr>
<tr>
<td>ECONOMIC GROWTH: BRICS AND MINT</td>
<td></td>
</tr>
<tr>
<td>Behiye Korpess</td>
<td></td>
</tr>
<tr>
<td>DEMONETIZATION IN INDIA: AN OVERVIEW</td>
<td>203</td>
</tr>
<tr>
<td>Abhinav Singh Chandel</td>
<td></td>
</tr>
<tr>
<td>EFFECT OF AROMA OIL MASSAGE AND HERBAL COMPRESSION WITH ANALGESIC</td>
<td>205</td>
</tr>
<tr>
<td>DRUGS ON PAIN IN PERSONS WITH LOW BACK PAIN</td>
<td></td>
</tr>
<tr>
<td>Ladaval Ounprasertpong Nicharojana, Chanvate satthapath MD</td>
<td></td>
</tr>
<tr>
<td>THE APPLICATION OF PALMISTRY KNOWLEDGE IN THE DIAGNOSIS OF DISEASES</td>
<td>212</td>
</tr>
<tr>
<td>FOLLOWING THE PRINCIPLES OF TRADITIONAL THAI MEDICINE</td>
<td></td>
</tr>
<tr>
<td>Phatphong Kamoldilok, Orawan Sinpaiboonlert, Mukda Tosang</td>
<td></td>
</tr>
<tr>
<td>PIET MONDRIAN’S PAINTING INSPIRED YVES SAINT LAURENT, THE WORLD CLASS</td>
<td>217</td>
</tr>
<tr>
<td>FASHION DESIGN</td>
<td></td>
</tr>
<tr>
<td>Jaruphan Supprung</td>
<td></td>
</tr>
<tr>
<td>SOCIAL SUPPORT OF POSTPARTUM MOTHERS BASED ON FOLK MEDICINE IN</td>
<td>223</td>
</tr>
<tr>
<td>NAKORNPATOM PROVINCE, THAILAND</td>
<td></td>
</tr>
<tr>
<td>Supparas Oatsawaphonthanaphat, Wichai Srikam, Vichai Chokevivat</td>
<td></td>
</tr>
<tr>
<td>DEA MODEL MEASURING AIRPORT PERFORMANCE IN THAILAND</td>
<td>231</td>
</tr>
<tr>
<td>Piyaoon Sriwan</td>
<td></td>
</tr>
<tr>
<td>COMMUNICATION BILINGUAL APPROACH IN A THAI SCHOOL ON VOCABULARY AT</td>
<td>237</td>
</tr>
<tr>
<td>HOME AND AT SCHOOL</td>
<td></td>
</tr>
<tr>
<td>Suwatee Yordchim, Goragot Butnian, Palaunnaphat Siritwongs</td>
<td></td>
</tr>
<tr>
<td>DIABETES CARE AND PATIENTS’ PERSPECTIVES ON DIABETES MELLITUS IN RURAL</td>
<td>243</td>
</tr>
<tr>
<td>THAILAND: A QUALITATIVE STUDY</td>
<td></td>
</tr>
<tr>
<td>Kantapong Prabsangob</td>
<td></td>
</tr>
<tr>
<td>AN ANALYTICAL STUDY OF SOCIAL PROBLEMS OF WOMEN RELATED TO SPORTS</td>
<td>249</td>
</tr>
<tr>
<td>Shagufta Jahangir, Dr. Asma Manzoor, Dr. Nusreen Aslam Shah, Raisa</td>
<td></td>
</tr>
<tr>
<td>Jahangir</td>
<td></td>
</tr>
<tr>
<td>THE INVESTIGATION OF CLINICAL EXPERIENCE ONLEARNING BEHAVIORS AND</td>
<td>250</td>
</tr>
<tr>
<td>STRESS FOR NURSING STUDENTS</td>
<td></td>
</tr>
<tr>
<td>Yen-ju Hou</td>
<td></td>
</tr>
<tr>
<td>LONDON INTERBANK OFFER RATE VOLATILITY: THE US DOLLAR, THE BRITISH</td>
<td>262</td>
</tr>
<tr>
<td>POUND, THE JAPANESE YEN AND THE EURO: HOW IT AFFECTS MULTINATIONAL</td>
<td></td>
</tr>
<tr>
<td>COMPANIES (1986-2016)</td>
<td></td>
</tr>
<tr>
<td>Alhassan Ndekuogri</td>
<td></td>
</tr>
<tr>
<td>CORRUPTION, POLITICAL ACCOUNTABILITY AND THE CHALLENGES OF</td>
<td>280</td>
</tr>
<tr>
<td>GOVERNANCE IN NIGERIA</td>
<td></td>
</tr>
<tr>
<td>Imoukhuede Benedict Kayode</td>
<td></td>
</tr>
<tr>
<td>THE PARTICIPATION IN THE DEVELOPMENT OF PACKAGING AND LOGOS TO THE</td>
<td>290</td>
</tr>
<tr>
<td>NEEDS OF THE CONSUMER PRODUCTS KHANEONGHIN COMMUNITY PERSONNEL</td>
<td></td>
</tr>
<tr>
<td>BANGKOK</td>
<td></td>
</tr>
<tr>
<td>Jitima Saathong, Supassawee Morakul, Worrraethai Harnchotipan</td>
<td></td>
</tr>
<tr>
<td>LIFE QUALITY PROMOTION FOR THE ELDERLY</td>
<td>295</td>
</tr>
<tr>
<td>Pompun Vorasita, Anchalee Jantapo</td>
<td></td>
</tr>
<tr>
<td>FABRIC PRINTING DESIGN, AN INSPIRED FROM THAI TRADITIONAL TIN TOYS</td>
<td>301</td>
</tr>
<tr>
<td>Sivit Sadsunk</td>
<td></td>
</tr>
<tr>
<td>THE ART OF DESIGNING, FABRIC PATTERN BY MOLD WITH NATURAL DYES</td>
<td>311</td>
</tr>
<tr>
<td>Chanoknart Mayasoh</td>
<td></td>
</tr>
<tr>
<td>HEALTH PROBLEMS AND NEEDS FOR HEALTH SERVICE OF THE ELDERLY: A CASE</td>
<td>319</td>
</tr>
<tr>
<td>STUDY OF ELDERLY IN TAMBON WANGTAKOO, NAKORN PATHOM PROVINCE,</td>
<td></td>
</tr>
<tr>
<td>THAILAND</td>
<td></td>
</tr>
<tr>
<td>Prapaiwan Danpradit, Boonsri Kittichotipanich</td>
<td></td>
</tr>
</tbody>
</table>
OUTCOME OF FOOT CARE EDUCATION PROGRAM IN DIABETES MELLITUS AT PREM RUTHAI PRAVATE COMMUNITY BANGKOK
Tipapan Sungkapon, Boonsri Kittichottipanich, Namthip Martkoksaoong
TOURISM IMPACT ON DESTINATION ECONOMY: EVALUATING THE RELATIONSHIP BETWEEN TOURISM RECEIPTS AND ECONOMIC GROWTH IN THE UK
Abimbola Alexandra Dada, Adenike Adebola Adesanmi, Dr. Vipin Nadda
MEDIA LITERACY: ADVANTAGES AND APPLICATIONS A CASE STUDY OF SRINAKHARINWIROT UNIVERSITY
Sasithon Yuwakosol
ASSESSMENT OF THE RELATIONSHIP BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES AND PERFORMANCE OF HOTELS IN KENYA
Owiti, Phelix Onyango, Erick Fwaya
PARENTAL EDUCATION BACKGROUND AND STUDY MATERIALS AS CORRELATES OF ACADEMIC PERFORMANCE OF SECONDARY STUDENTS IN ABIA STATE
Beatrice Okore Ogbonnaya
THE CONSEQUENCES OF POOR CURRICULUM IMPLEMENTATION IN NIGERIA
Okorafior philomena nnennaya (ph.d)
THE EFFECTS OF WORK CHARACTERISTICS AND SELF-ESTEEM ON WORK BURNOUT FOR ENTRY—LEVEL EMPLOYEES IN HOTELS
Hany Hosny Sayed Abdelhamied
EMPOWERMENT PROGRAM ON PROMOTING PERCEIVED SELF-EFFICACY AMONG PREGNANT WOMEN FOR PREVENTING GESTATIONAL DIABETES MELLITUS
Napissara Dhiranaratha, Petcharat Techathawewon
THE STUDY OF SEXUAL HEALTH BEHAVIORS IN ADOLESCENT
Boonsri Kittichottipanich, Udomporn Yingpaiboonsak, Saree Dangtongdee, Ancha Dangtongdee
EDUCATION PROGRAM ON PROMOTING PERCEIVED SELF-EFFICACY IN PREGNANCY WOMEN FOR DIABETES MELLITUS PREVENTION
Petcharat Techathawewon, Warunsiri Praneetham
THE EFFECTS OF THAI MIND-BODY EXERCISE “RUSIE DUTTON” ON BODY WEIGHT AND BLOOD LIPID LEVEL IN MENOPAUSAL WOMEN
Kanit Ngowsiri, Assoc. prof. Suchitra Sukonthasab, Assoc. prof. Prasong Tunmahasamut
EDUCATION PROGRAM OUTCOMES IN PREGNANCY PREVENTION OF SEX-RISK FEMALE ADOLESCENTS: A CASE STUDY OF STUDENTS IN SAMUTSONGKRAM PROVINCE, THAILAND
Premwadee Karuehadej
STUDY OF SEX HEALTH KNOWLEDGE AND DEMAND OF SEX HEALTH CARE IN UNDERGRADUATE STUDENTS
Udomporn Yingpaiboonsuk, Kanya Napapongsa, Boonsri Kittichottipanich, Ancha Dangthongdee
ENVIRONMENTAL MANAGEMENT BEST-PRACTICE AND STRATEGIES WITHIN THE INSTITUTIONAL CONTEXT: THE CASE OF (UAE)
Dr. Ahmed Zain Elabdin Ahmed
Activity-Based Costing of Library Services in Universities – A Case Study of a Private University
Dr. Hala Elias
Influence of Cultural dimensions on Management practices in Hospitals: A Study of Indian Subcontinent
Dr. Devjani Chatterjee
PROMOTION OF EXERCISE FOR THE ELDERLY
Anchalee Jantapo, Ponpun Vorasiha
PATTERN DESIGN FROM THE CONCEPT OF THE CARP FISH WEAVE
Siracha Samleethong
THE HISTORY OF THAI WOMEN LINGERIE
Junjira Monnin
SATISFACTION OF URINATION PROMOTION IN BENIGN PROSTATIC HYPERPLASIA
Kanya Napapongsa, Warunsiri Praneetham, Nopbhornphetchara Maungtoug, Kanit Ngowsiri
EXPLORING HEALTH STATUS AMONG OLDER ADULTS IN THE URBAN COMMUNITY OF BANGKOK, THAILAND
Chotisiri, L. Charoonpongksak, A
Face-to-face learning, cross-cultural virtual teams and study abroad: Incorporating experiential learning into a multi-modal class
Denise Luethge, Carole Cangioni
TOURISM REVENUES REGRESSION FOR TOURISM PROMOTION INVESTMENT DECISION– MADEIRA CASE STUDY
Élvio José Sousa Camacho
Alaudín Malay King Mosque- searching for architectural symbols and identity
Roslan Bin Talib
THE TEACHING OF ENGLISH LANGUAGE AS A MEANS TO AN END FOR BUSINESS TOURISM
Nande C.K. Neeta
Dealing with Identity Loss and Stigma of Unemployment in Georgia - Perspective of Youth
Anastasia Kitiashvili
The Portuguese Presence in the Arabian Gulf as Reflected in Local Omani Historical Narratives
Hasan Al Naboodah
Antecedents of Customer Satisfaction Levels in UAE Museum Shops
Akin Fadahunsi and Salwa Osama
COMPARISON OF SKIN APPEARANCE WITH APPROPRIATE TIME IN SELF REFLEXOLOGY AREA WITH THAI TRADITIONAL MEDICINE IN GERIATRICS
Natsinee Sansuk
PEER OBSERVATION AND SELF-MONITORING IN PRE-SERVICE TEACHERS’ MICROTEACHING
Wipada Prasansaph
ESL STUDENTS’ EXPERIENCE OF PROJECT-BASED LEARNING
Abigail Melad Essien
THE EFFICACY OF EXPLICIT INSTRUCTION ON IMPLICIT AND EXPLICIT KNOWLEDGE OF ENGLISH ARTICLES
Faten A. Alarjani
TOPSIS METHOD TO SELECT LOCATION OF GRASS FLOWER IN WAREHOUSE
Martusorn Khangkhan
ONLINE MARKETING IMPLEMENTED ON HIGHER EDUCATION IN THAILAND: A CASE OF INTERNATIONAL COLLEGE, SUAN SUNANDHA RAJABHAT UNIVERSITY
Nalin Simasathiansophon
GUIDELINES FOR BUDDHIST ORGANISATION DEVELOPMENT IN THE PRESENT THAI SOCIETY
Cholvit Jearajit Ph.D
OUTCOME OF FOOT CARE EDUCATION PROGRAM IN DIABETIS MELLITUS AT PREMRUTHAIPRIVATE COMMUNITY BANGKOK

Tipapan Sungkapong*, Boonsri Kittichottipanich** & Namthip Martkoksoong***

*Tipapan Sungkapong, Associate Professor, College of Nursing and Health, Suan Sunandha Rajabhat University, Thailand
E-mail: tipapant.su@ssru.ac.th

**Boonsri Kittichottipanich, Assistant Professor Dr., College of Nursing and Health, Suan Sunandha Rajabhat University, Thailand
E-mail: boonsri.kt@gmail.com

***Namthip Martkoksoong, Registered Nurse, Practitioner Level, Premruthai Pravate Community Bangkok
E-mail: jang25261@hotmail.com

ABSTRACT

Aims: To change the ability of self-efficacy, self regulation and self-care health behavior about foot care health behavior for prevention and control of diabetic foot problem with Foot Care Education Program.

Methods: The sample of subjects at risk and patients with diabetes mellitus. A total of 28 people from the Premruthi community 20 at Pravate Bangkok. Most are female have lower education. Entitled to healthcare Gold card in Bangkok. The Vulnerable groups and groups with diabetes and high blood pressure 51.3 percent. Accounted for 10.6 per cent of the risk factors is important. Obese / BMI was 24.7 percent. By the method of participatory learning with foot care education program. Research design 4 times meeting each time consisted of 4 steps (planning, action, observe and reflect). The main activities in foot care education program behavior were motivate compliance by ice breaker to know each other, demonstration and return demonstration care and share about experience and information, empowerment, story telling, two-way communication, reflective thinking, team-based learning, flipped class, active learning about self care in the prevention and control of diabetic foot among participants in group.

Results: Most members were satisfied with the high level of 97.3 per cent suggested in the project next time. After receiving behavior modification ago have efficacy in their health behavior (self-efficacy), self-regulation and self-care in foot care behaviors better than before the event: 92.3 percent, 90.0 and 96.6 of the participants, respectively. It is a change in a better direction.

Conclusion: This research focused on the development of activities that encourage participants have the skills and knowledge through practical action. Make sustainable approach is organized in accordance with activities that blend into everyday life. Obtaining social support to encourage volunteerism, good foot care health behaviors personals. These factors resulting trust and cooperation from members and communities of practice to foster healthy.

Keywords-- Diabetic foot care participatory action research, Health education

INTRODUCTION

Diabetes is one of the largest global health emergencies of the 21st century. Each year more and more people live with this condition, which can result in life-changing complications. In addition to the 415 million adults who are estimated to currently have diabetes, there are 318 million adults with impaired glucose tolerance, which puts them at high risk of developing the disease in the future Diabetes is a common cause of illness and premature death1. Of complications to the eyes, kidneys, nervous system, heart and stroke1.
In Thailand are facing diabetes Data from the Bureau of Policy and Strategy Ministry of Public Health Meet people died from diabetes in the year 2009, about 7,019 people, or about 19 people per day prevalence increased from 4.4 percent to 6.9 percent for the fourth time as last time. Year 2551-2552 Found the same prevalence of diabetes is 6.9 percent. Diabetes is a common cause of illness and premature death. Of complications to the eyes, kidneys, nervous system, heart and stroke. And a survey of the health status of Thailand found that one in three times, four of those with diabetes do not know they have diabetes before. For those who have been diagnosed by a physician as diabetes, 3.3 percent were not treated. And those who were treated with only 28.5 percent of the control of blood sugar levels in the less than 126 milligrams per deciliter. Reducing risk factors and treatment of early stage as well as encouraging people with diabetes to take care of themselves properly, will reduce and slow down the disease and the effects. By helping vulnerable groups and people with diabetes understand and realize the threat of disease, knowing the causes of disease, know the early warning signs of diabetes, knowing how to prevent delay diabetes. Learn self-care on diabetes control and prevent complications that arise as a consequence. Diabetes Mellitus has several forms, but each is characterized by hyperglycaemia. Over time, hyperglycaemia damages the basement cell membrane of the blood vessels, causing damage to organs – specifically the eyes, kidneys, and heart. Nerve damage (neuropathy) also occurs diabetes foot disease is the most common cause of non-traumatic lower-limb amputation globally. Prevalence of Diabetic foot is higher in diabetes and leading cause of non traumatic amputation. Diabetic foot problems had the greatest burden on health-related quality of life. Duncan, I, Ahmed T, Li Q et al Assessing the Value of the Diabetes Educator. The Diabetes Educator, 2011, August 30. In the US, based on claims made to Medicare and insurance over a 4 year period: Diabetes education associated with decreasing cost trends, increasing alignment to guidelines and clinical process measures, more regular DSMT results in better outcomes and more DSMT = better adherence to medications. Therefore the diabetic foot care should emphasized in clinical practice to prevent diabetic foot problems. Living with diabetes is not easy; people with diabetes must assimilate a great deal of information and complete a series of daily tasks in order to effectively self-manage their condition.

Because there is a wide range to levels of foot risk. This needs to be taken into consideration when providing foot education programmes. The first step is to educate in order to facilitate informed decision making. Although many people with type 2 diabetes do not view their condition as serious, it needs to be acknowledged and understood that complications occur with all types of diabetes. Diabetes is largely managed by the person with the condition on a day-to-day basis. Thus, caring for diabetes is a personal responsibility.

What is the difference between education and behavioural change? The two are not distinct entities, but rather overlap to a great degree. We need to educate people with diabetes because we know that it is effective and improves outcomes. These results are based on multiple meta-analyses of educational studies. We need to educate people with diabetes because we know that it is effective and improves outcomes. These results are based on multiple meta-analyses of educational studies. As more research in this area has been carried out and published, education has changed in response to the evidence. Patient-centered teaching takes into consideration the needs of the person first and builds on those needs.

We can think of education as the body of information, skills and technologies that a person with diabetes needs to learn. As discussed in the teaching and learning module, how they learn will have an impact on whether or not behavioural changes follow. In this module we will discuss How To help people take the steps to behavioural change once they have the necessary knowledge.

However, most foot problems are preventable through early detection of the problem and prompt treatment by a skilled multidisciplinary healthcare team in diabetes education, ‘teaching’ can be perceived as offering people with diabetes the opportunity to learn. To maintain good health habits as a way of life of each individual, consisted as the follow:

1. Positive reinforcement
2. Result based management
3. Optimism
4. Motivation
5. Individual or client center
6. Self-esteem
The effect of a behavioral change, therefore, the implementation of the project was to maintain good health habits as a way of life of each individual promote learning how to prevent diabetes foot complications.

Outcome of Foot Care Education Program behaviors for preventing and controlling diabetes foot. This results in reducing complication, morbidity and mortality rates from diabetes foot and maintain good health habits as a way of life of each individual promote learning how to prevent diabetes complications in Premruthai Pravate Community Bangkok

OBJECTIVES

The members who attended this program is maintain good health habits as a way of life of each individual promote learning how to prevent diabetic foot.

RESEARCH DESIGN AND SAMPLES

The research design by using Participatory Action Research (PRA) with 28 purposive sampling at Premruthai Pravate Community Bangkok, who at risk for diabetes. They enroll in the participatory activity with Foot Care Education Program during January 2013 –July2013, for creating self awareness, self regulation and self care as in the step figure 1.

Figure 1

Shows a spin around the operating part for prevention and control of Diabetic Foot Problem.

METHODOLOGY

The duration of the operation in January 6, 2558 - July 31, 2558. By the method of participatory learning with health education foot care program. Research design 4 times meeting each time consisted of 4 steps (planning, action, observe and reflect. The main activities in health education foot care program behavior were motivate compliance by ice breaker to know each other, demonstration and return demonstration, care and share about experience and information, empowerment, story telling, two-way communication, reflective thinking, active learning about self care in the prevention and control of diabetic foot among participants in group. The plan of activities for promoting health and behavioral modification in each time were in the following

1.1 The first meeting activity
- Icebreaker
- Initial health assessment activities
- Teaching demonstration and return demonstration
- Participation for creating self awareness and participation in changing their behavior
- Group discussion, participation in solving problems of the participants

1.2 The second meeting activity
- Icebreaker
- To Improve understanding of health behavior modification
- Training activities to educate about foot care health behavior modification
- Group discussion participation in solving problems of the participants, demonstration, practicing and the empowerment of the self to the self-regulatory

1.3 The third meeting activity
- Icebreaker
- Promoting knowledge to use in foot care match pair practice foot care activity
- Activity for modification health behavioral
- Evaluation activities individually by test phone and home visits by nurse
- Group discussion participation in solving problems of the participants, demonstration, practicing and the empowerment of the self to the self-regulatory of foot care (examine observe do and don’t)

1.4 The fourth meeting activity
- Icebreaker
- Assessment activity after participating, and posttest.
- Summary of the activities and the benefits of participating.
- Group discussion and observation participation in solving problems of the participants, demonstration, practicing and the empowerment of the self to the self-regulatory, Awards and souvenirs
- Evaluate program
- Closed the program

ETHICS

The research takes into account the right of the sample. The objectives of the research process, research. And a period of research The clarification of the right to accept or refuse to participate in this research. Without affecting in any way the lesson. In addition, during the research If the samples do not wish to participate in the research completed on schedule. Can be terminated Without affecting the learning of information obtained from this research are confidential. Presentation of data will be presented in an overview. There is no disclosure of the name and surname When samples are willing participants. The research sample Sign a consent form to participate in the study (informed consent form).

RESULTS

From the risk group with diabetes and high blood pressure 51.3 percent. Accounted for 10.6 per cent of the risk factors is important. The results showed that after receiving Health Education Program on Foot Care Behaviors have efficacy in their foot care health behavior (Self-efficacy), Self-regulation and Self-care better than before the event: 92.3 percent, 90.0 and 96.6 of the participants, respectively. It is a change in a better direction Most members were satisfied with the high level of 97.3 per cent. Behaviors were changed as following.

1. That the efficacy of behavioral change their health than before, increasing participation of 26 people, representing 92.8 percent of the total.
2. Directing the behavior of people at increased over the first 25 participants, representing 89.2 percent of the total.
3. Has the self-care behaviors. The increase over the first 26 people to attend the event 92.8 percent of the total.

SATISFACTION OF THE PROGRAM

The satisfaction of participants in this program at the high level of 89.2 percent.

DISCUSSION

The result from this research shows that the biodata of samples mostly 71.4 % is female and 28.6 is male. This results is according to the study of Intharakamhang, A. et.al (2010) “Study of Administration and Evaluation to Health Adaptation of Health Center in Bangkok 21 projects in 2009 found that DM person is female 67.68% and male is 32.32 % compare with World population (2015) DM person is female 199.5 million and male is 215.2 million, contrast with this study and finding of Intharakamhang, A. et.al
It may be different from race context in many areas include economic, life style, nutrition, exercise, sleep and rest, working.

The sampling’s BMI decreased 50%, BP decreased 85.7%. This results is according to the study of Intharakamhang, A. et.al (2010) “Study of administration and evaluation to The health adaptation of Health Center in Bangkok 21 projects in 2009 found that participation group decrease BMI 65.36%, BP 61.45% , BS (DTX) 59.49% , mean that they can modified behavior must good self awareness so they can got self regulation at last they can self management to prevent complication both acute and chronic complication mean that they got self efficacy.

By Health Education Programon Foot Care Behaviors can improve foot Care behaviors. Found that participation is more self management to control and prevent diabetic foot problem in daily life. This results is also according to the study of Sumnuik, N. et.al (2011) “Study of effective program modification behavior people health risk group to hypertension in community, Pakpanung district, Nakornsrithamaraj” found that participation got more knowledge, activities, exercises “Study of behavior modification in risk group to DM and hypertension” found that means of self management behavior about eating exercise increase after the study significant. The most common lifestyle in Thailand which risk metabolic syndrome were reduce physical activity, lack of self control, being overly courteous by not eating a healthy diet. The lack of need to control their food intake is the key to prevention. The satisfaction of participants in this program at the high level of 89.2 percent. Robert Scales, PhD* and Joseph H. Miller, MSW Motivational Techniques for Improving Compliance with an Exercise Program: Skills for Primary Care Clinicians Found that it is one of several useful approaches that can be used by a primary care clinician to improve patient compliance. Thus in this program, the most participant increase knowledge&self regulation behavior. That is the one guideline for controlling and prevention diabetic foot problem.

CONCLUSION AND RECOMMENDATIONS

This research using participatory action research make sustainable approach is organized in accordance with activities that blend into everyday life. Obtaining family friend and social support to encourage remind control and avoid participant for good in foot health care personals, some extra incentive to participate. These factors resulting trust and cooperation from members and communities of healthy community to promotion and modification health behaviors which focused on the development of activities that encourage participants have the skills and knowledge through practical action.

ACKNOWLEDGMENTS

This study was supported by the grant from Research and Development Institute, and Funding for Personnel Development Center, Suan Sunandha Rajabhat University (SSRU), Thailand. The researcher gratefully acknowledge to SSRU and College of Nursing and Health.

REFERENCE

3. Prof Ishwaral Jialal U S A: Preventing C V D in Type 2D M: From Guidelines to Practice. 28 Annual Meeting The Endocrine Society of Thailand. 4th November 2016 Eastin Grand Hotel Sathorn Bangkok P.6
7. Robert Scales, PhD* and Joseph H. Miller, MSW Motivational Techniques for Improving Compliance with an Exercise Program: Skills for Primary Care Clinicians