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

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THE 2017 ICBTS

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INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seventh in 2016 series 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
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- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
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SPEAKER BACKGROUND

**Professor Dr. Kai Heuer**

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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.

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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

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

PROSPECTIVE STUDY OF RABIES ELIMINATION MODEL AND STRATEGY, FORMULATED BY THE PEOPLE IN 2-EPIDEMIC COMMUNITIES
Thavatchai Kamoltham, Wattanasak Sorrongn, Chalatchawan Namui

JOB SATISFACTION AND EMPLOYEE PRODUCTIVITY IN THE NIGERIAN PUBLIC SECTOR (A STUDY OF ANAMBRA STATE UNIVERSITY)
Ezeamama Ifeyinwa G.

AN OUTLOOK OF STOCK MARKET PERFORMANCE AND ITS CONTRIBUTION TO ECONOMIC GROWTH: BRICS AND MINT
Behiye Korpe

DEMONETIZATION IN INDIA: AN OVERVIEW
Abhinav Singh Chandel

EFFECT OF AROMA OIL MASSAGE AND HERBAL COMPRESSION WITH ANALGESIC DRUGS ON PAIN IN PERSONS WITH LOW BACK PAIN
Ladaaval Ounprasertpong Nicharojana, Chanvate satthapath MD

THE APPLICATION OF PALMISTRY KNOWLEDGE IN THE DIAGNOSIS OF DISEASES FOLLOWING THE PRINCIPLES OF TRADITIONAL THAI MEDICINE
Phatphong Kamoldilok, Orawan Sinpaiboonlert, Mukda Tosang

PIET MONDRIAN’S PAINTING INSPIRED YVES SAINT LAURENT, THE WORLD CLASS FASHION DESIGNER
Jaruphan Supprung

SOCIAL SUPPORT OF POSTPARTUM MOTHERS BASED ON FOLK MEDICINE IN NAKORNPATHOM PROVINCE, THAILAND
Supparas Oatsawaphonthanaphat, Wichai Srikan, Vichai Chokevivat

DEA MODEL MEASURING AIRPORT PERFORMANCE IN THAILAND
Piyaon Sriwan

COMMUNICATION BILINGUAL APPROACH IN A THAI SCHOOL ON VOCABULARY AT HOME AND AT SCHOOL
Suwatee Yordchim, Goragot Butnian, Palumphonphat Siriwongs

DIABETES CARE AND PATIENTS’ PERSPECTIVES ON DIABETES MELLITUS IN RURAL THAILAND: A QUALITATIVE STUDY
Kantapong Prabsangob

AN ANALYTICAL STUDY OF SOCIAL PROBLEMS OF WOMEN RELATED TO SPORTS
Shagufta Jahangir, Dr. Asma Manzoor, Dr. Nusreen Aslam Shah, Raisa Jahangir

THE INVESTIGATION OF CLINICAL EXPERIENCE ON LEARNING BEHAVIORS AND STRESS FOR NURSING STUDENTS
Yen-ju Hou

Alhassan Ndekugri

CORRUPTION, POLITICAL ACCOUNTABILITY AND THE CHALLENGES OF GOVERNANCE IN NIGERIA
Imoukhuede Benedict Kayode

THE PARTICIPATION IN THE DEVELOPMENT OF PACKAGING AND LOGOS TO THE NEEDS OF THE CONSUMER PRODUCTS KHANEONGHIN COMMUNITY PERSONNEL BANGKOK
Jitima Suathong, Supassawee Morakul, Worrraethai Harnchotipan

LIFE QUALITY PROMOTION FOR THE ELDERLY
Porpun Vorasita, Anchalee Jantapo

FABRIC PRINTING DESIGN, AN INSPIRED FROM THAI TRADITIONAL TIN TOYS
Suwit Sadsunk

THE ART OF DESIGNING, FABRIC PATTERN BY MOLD WITH NATURAL DYES
Chanoknart Mayusoh

HEALTH PROBLEMS AND NEEDS FOR HEALTH SERVICE OF THE ELDERLY: A CASE STUDY OF ELDERLY IN TAMBON WANGTAKOO, NAKORN PATHOM PROVINCE, THAILAND
Prapaiwan Dunpradit, Boonsri Kittichotipanich
OUTCOME OF FOOT CARE EDUCATION PROGRAM IN DIABETES MELLIITUS AT PREMFRUTHAI PRAVATE COMMUNITY BANGKOK
Tipapan Sungkapong, Boonsri Kittichottipanich, Namthip Martkoksoong
325

TOURISM IMPACT ON DESTINATION ECONOMY: EVALUATING THE RELATIONSHIP BETWEEN TOURISM RECEIPTS AND ECONOMIC GROWTH IN THE UK
Abimbola Alexandra Dada, Adenike Adeoba Adesanmi, Dr. Vipin Nadda
331

MEDIA LITERACY: ADVANTAGES AND APPLICATIONS A CASE STUDY OF SRINAKHARINWIROT UNIVERSITY
Sasithon Yuwakosol
343

ASSESSMENT OF THE RELATIONSHIP BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES AND PERFORMANCE OF HOTELS IN KENYA
Owiti, Phelix Onyango, Erick Fwaya
354

PARENTAL EDUCATION BACKGROUND AND STUDY MATERIALS AS CORRELATES OF ACADEMIC PERFORMANCE OF SECONDARY STUDENTS IN ABIA STATE
Beatrice Okore Ogbonnaya
355

THE CONSEQUENCES OF POOR CURRICULUM IMPLEMENTATION IN NIGERIA
Okorafor philomena nnennaya (ph.d)
356

THE EFFECTS OF SOCIAL CHARACTERISTICS AND SELF-ESTEEM ON WORK BURNOUT FOR ENTRY—LEVEL EMPLOYEES IN HOTELS
Hany Hosny Sayed Abdelhamied
357

EMPOWERMENT PROGRAM ON PROMOTING PERCEIVED SELF-EFFICACY AMONG PREGNANT WOMEN FOR PREVENTING GESTATIONAL DIABETES MELLIITUS
Napissara Dhiranathara, Petcharit Techathawewon
358

THE STUDY OF SEXUAL HEALTH BEHAVIORS IN ADOLESCENT
Boonsri Kittichottipanich, Udomporn Yingpaiboonsuk, Saree Dangtongdee, Ancha Dangtongdee
364

EDUCATION PROGRAM ON PROMOTING PERCEIVED SELF-EFFICACY IN PREGNANCY WOMEN FOR DIABETES MELLIITUS PREVENTION
Petcharit Techathawewon, Warunsiri Praneetham
369

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
374

EDUCATION PROGRAM OUTCOMES IN PREGNANCY PREVENTION OF SEX-RISK FEMALE ADOLESCENTS: A CASE STUDY OF STUDENTS IN S AMUT-SONGKRAM PROVINCE, THAILAND
Premwadee Karuehadej
380

STUDY OF SEX HEALTH KNOWLEDGE AND DEMAND OF SEX HEALTH CARE IN UNDERGRADUATE STUDENTS
Udomporn Yingpaiboonsuk, Kanya Napanglek, Boonsri Kittichottipanich, Ancha Dangtongdee
386

ENVIRONMENTAL MANAGEMENT BEST-PRACTICE AND STRATEGIES WITHIN THE INSTITUTIONAL CONTEXT: THE CASE OF (UAE)
Dr. Ahmed Zain Elabdin Ahmed
394

Activity-Based Costing of Library Services in Universities – A Case Study of a Private University
Dr. Hala Elias
409

Influence of Cultural dimensions on Management practices in Hospitals: A Study of Indian Subcontinent
Dr. Devjani Chatterjee
411

PROMOTION OF EXERCISE FOR THE ELDERLY
Anchalee Jantapo, Ponpun Vorasiha
424

PATTERN DESIGN FROM THE CONCEPT OF THE CARP FISH WEAVE
Siracha Samleethong
430

THE HISTORY OF THAI WOMEN LINGERIE
Junjira Monnin
437

SATISFACTION OF URINATION PROMOTION IN BENIGN PROSTATIC HYPERPLASIA
Kanya Napapongs, Warunsiri Praneetham, Nopphornpetcharat Maungtoug, Kanit Ngowsiri
446

EXPLORING HEALTH STATUS AMONG OLDER ADULTS IN THE URBAN COMMUNITY OF BANGKOK, THAILAND
Chotisiri, L, Charoonpongsak, A
452

FACE-TO-FACE LEARNING, CROSS-CULTURAL VIRTUAL TEAMS AND STUDY ABROAD: INCORPORATING EXPERIENTIAL LEARNING INTO A MULTI-MODAL CLASS
Denise Luethge, Carole Cangioni
458
TOURISM REVENUES REGRESSION FOR TOURISM PROMOTION INVESTMENT DECISION– MADEIRA CASE STUDY
Élvio José Sousa Camacho
Alauddin 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
Hasan Al Naboodah

The Portuguese Presence in the Arabian Gulf as Reflected in Local Omani Historical Narratives
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
FACTORS RELATED TO SPORTS OR EXERCISE BEHAVIORS OF THAI PEOPLE

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ABSTRACT

A purpose of this study was to survey sports or exercise behaviors, health status and related factors of sports or exercise behaviors among Thai People. The sample consisted of 30,800 people who aged 11 years and over, selected by using the Multi-Stage Sampling technique, from 77 provinces of Thailand. Data of 400 people from each province were collected during August – September 2016. The statistics used in data analysis were percentage, mean, and standard deviation. The relationship of variables was evaluated by using the Pearson correlation coefficient.

The results showed that during the one month prior to interview, the percentage of population doing sports or exercise was 54.9. Most of the population were male (57.8%), living in the municipality (percentage 58.3), living in Bangkok (74.5 percent), aged 11-14 years (63.9%), single status (61.6%), a career civil servant/employee pensions (65.5%). Most of the population practiced sport (20.1 percent), sports or exercise at a time over 30 minutes (39.9%), 3-10 days per month (43.2%), during the day (41.1%), continued to practiced sports or exercise 1-3 months (35.0%), practiced sports and exercise in house area (27.6%). The reason to practiced sports or exercise was to keep the body healthy (57.5%), most of the population had ever got a medical examination or a doctor visit once a year (54.3%), good health status (85.8%) and never admitted in the hospital (70.4%). Factors related to sports or exercise behaviors of Thai People were include gender, occupation, marital status, age and health status (p <0.05). The results of this study will lead to the plan to promote sports and exercise of Thailand in further.

Keywords: sports behaviors, exercise behaviors, Factors related to sports or exercise behaviors

INTRODUCTION

Exercise or sports are important to the health of the local population and contributes to the complete physical and mental well-being. The development of human resources in promoting physical activity or sports is important. If people in the country see the importance of exercise or sports and changing behaviors to exercise or sports regularly, it will result in healthy and strong people. This is an important force in the country’s development (Ministry of Tourism and Sports, 2011). Good exercise or sport behaviors contribute to health promotion and disease prevention. Each exercise or sport has different forms, processes, and criteria. The study found that most people lack of exercise due to lack of time, inappropriate physical condition or no place to exercise. The fact that people do not exercise will adversely affect their health (De Bruijn GJ, 2011). Although the government has a policy to promote health though exercise, Thais are not exercising or exercising on a very small scale. As seen by the exercise behavior survey, the population aged 11 years and
over, 2004 and 2007, slightly increased form 29.1 to 29.6 percent, respectively, but decreased in 2011, 26.1 percent (National Statistical Office, 2011).

In 2011, people aged 11 years and over mostly have the duration of exercise approximately 21-30 minutes and 31-60 minutes (34.6% and 36.6% respectively). People who have the duration of exercise for more than 60 minutes were at least 8.3%. Interestingly in 2007 population aged 11 years and over who have the duration of exercise for more than 60 minutes, were more than 14.2%. This may be due to the time that they actively promote exercise. In the study of 16.3 million by the four age groups, it was found that children (11-14 years) were 18.4 percent, youth (15-24 years) were 29.3 percent, working ages (25-59 years) were 40.3 percent and older persons (60 years and over) were 12.0 percent.

It is evident that people in working age in Thai society have low exercise behavior, especially the working-age people in Bangkok. This may be due to a number of factors, such as traffic problems in the city, the lack of exercise place, stress from work, and inappropriate environment. From the importance and the problems discussed, researchers were interested in the study of sports or exercise behaviors, health status and related factors of sports or exercise behaviors among Thai people. It was intended that it could be used as a guideline to promote appropriate exercise or sports behaviors. As well as this would provide information to interest parties. It also would be useful to the plan for the promotion of public health by exercising or playing sports.

THE OBJECTIVE OF STUDY

The purpose of the study was to survey sports or exercise behaviors, health status and related factors of sports or exercise behaviors among Thai People.

METHODOLOGY

This survey research was to study the factors related to exercise behaviors of 65,931,550 Thai people in 2016. Thai people aged 11 years and older sampled using multi-stage sampling from 77 provinces, 400 people in each province, totaling 30,800 people, collected from August to September 2019. Data were collected by using questionnaires, including Part 1: Personal Information, Part 2: Exercise / Sporting Behavior and, Part III Health Status. Data were analyzed by using descriptive statistics including frequency, percentage, mean, and standard deviation to describe personal factors, exercise and sport behaviors, and health status. The relationship of variables was analyzed by using Pearson's correlation coefficient.

RESULTS

1. For personal information, It was found that from the 11-year-old and older population of 30,800 households, there were 16,920 persons did exercise or play sport. Men had higher exercise or sports participation rate than women (29.65% and 25.26%, respectively). There was a higher exercise or sports activity rate inside the municipality than outside the municipality (29.05% and 25.89%, respectively). There was the highest rate of exercise at 25.13% in Bangkok (Table 1). The majority were adults (25-59 years) and the lowest were the elderly (60 years and over, 6.26%). The single persons (59.75%) had the highest rate of exercise or sports. The students (44.74%) had the highest rate of exercise or sports (Table 2).
### Table 1
The rate of exercise or sport of the population aged 11 years and over by sex, area, and region in 2016

<table>
<thead>
<tr>
<th>Sex, area, and region</th>
<th>The rate of exercise or sport of the population</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>27.46</td>
</tr>
<tr>
<td>Male</td>
<td>29.65</td>
</tr>
<tr>
<td>Female</td>
<td>25.26</td>
</tr>
<tr>
<td><strong>Area</strong></td>
<td></td>
</tr>
<tr>
<td>Inside the municipality</td>
<td>29.05</td>
</tr>
<tr>
<td>Outside the municipality</td>
<td>25.89</td>
</tr>
<tr>
<td><strong>Region</strong></td>
<td></td>
</tr>
<tr>
<td>Bangkok</td>
<td>25.13</td>
</tr>
<tr>
<td>Central (exclude Bangkok)</td>
<td>16.53</td>
</tr>
<tr>
<td>North</td>
<td>20.31</td>
</tr>
<tr>
<td>North East</td>
<td>19.87</td>
</tr>
<tr>
<td>South</td>
<td>18.15</td>
</tr>
</tbody>
</table>

### Table 2
The rate of exercise or sport of the population aged 11 years and over by sex, area, and region in 2016

<table>
<thead>
<tr>
<th>Age, status and occupation</th>
<th>The rate of exercise or sport of the population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>11-14 years</td>
<td>18.09</td>
</tr>
<tr>
<td>15-24 years</td>
<td>35.97</td>
</tr>
<tr>
<td>25-59 years</td>
<td>39.69</td>
</tr>
<tr>
<td>60 years and over</td>
<td>6.26</td>
</tr>
<tr>
<td>Status</td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>59.75</td>
</tr>
<tr>
<td>Merit</td>
<td>35.34</td>
</tr>
<tr>
<td>Widow</td>
<td>4.91</td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>44.74</td>
</tr>
<tr>
<td>Government officials / pensioners</td>
<td>5.23</td>
</tr>
<tr>
<td>Contractors</td>
<td>13.21</td>
</tr>
<tr>
<td>Employee (Production Dept.)</td>
<td>4.01</td>
</tr>
<tr>
<td>No occupation</td>
<td>3.85</td>
</tr>
<tr>
<td>Government officials / employees</td>
<td>9.50</td>
</tr>
<tr>
<td>Business Owner / Business</td>
<td>8.63</td>
</tr>
<tr>
<td>Farmer / Farmer (fishing / animal husbandry)</td>
<td>6.16</td>
</tr>
<tr>
<td>Employee Office</td>
<td>4.07</td>
</tr>
<tr>
<td>Others</td>
<td>0.60</td>
</tr>
</tbody>
</table>

2. For behavior in exercising or playing sports during the 1 month before the interview, most people liked to play sport (20.13%), followed by walking (16.39%), swimming (15.12%) and exercising or aerobics (14.74%). For the duration of exercising or playing sports, most of them did more than 30 minutes (39.91%) followed by 21-30 minutes (28.69%), and 10-20 minutes (24.18%). Most of them did exercise or play sports in
the range of 3 to 10 days per month. The continuation of exercise or sports activities was mostly 1-3 months (34.98%). The time spent in exercising or playing sports was highest during the day, at 41.07%, followed by evening, morning and leisure time at 35.47, 13.18, 7.43 and 2.85 respectively. The place to exercise or play sports was highest in the home (27.65%) followed by parks, health, private playground, private fitness center, playground, and the area within the academy, accounted for 23.04%, 12.30%, and 11.13%, respectively.

Most of them (57.54%) needed physical strength, followed by relax, weight loss and persuading friends (1301%, 9.57% and 8.87%, respectively). As many as 54.33% of the respondents did not do checkup or visit a doctor in the past year. For the health condition, most of them were healthy (85.76%). For the medical treatment, in case of illness, it was found that 70.20% of them were not hospitalized.

3. For analysis of factors relating to sporting or exercise behavior of Thais, It was found that factors relating to sporting or exercise behavior of Thai people were sex, occupation, status, age and health status (p <0.05).

**DISCUSSION**

The study was divided into 2 parts: 1) personal information, behavior in exercise or sports, and the health status of the persons playing sport or exercise, and 2) the analysis of the relationship of factors related to sports or exercise behavior of the Thai people. It found the following key points:

1. The population who played sport or exercised increased more than doubled from 26.1 percent in 2011 to 57.8 percent in 2016. This may be due to the time taken to collect the questionnaire was during the 2016 FIFA World Cup. This was accordant with the data that the sport that people want to play is football. People living in the metropolitan area and Bangkok had an exercise rate of over 50 percent. This may be due to easy access to exercise facilities. There are private fitness facilities such as fitness, football fields, and various commercial centers. Those who exercise or play sports were mostly infancy and under 24 years of age. This may be due to a free time from studying. It is noteworthy that exercise behavior is better. Most of the participants spent more than 30 minutes playing sports or exercising (39.9%), playing sports or exercising for 3-10 days per month (43.26%).

2. Most people exercise or play sports with the main reason that they need to be physically strong (57.5%), which is consistent with the study of health status, exercise or sports, found that most of them did not do checkup or see the doctor in the past year (54.3%), healthy (85.8%) and never hospitalized (70.4%). However, the relevant agencies should encourage more and more regular exercise, which can be achieved by extending or arranging space for exercise or sports close to the community. Within the village park area, they should add more sport machines or types of sports than ever before to accommodate the various ages, especially the elderly. This is accordant with the study of Kaewmak N. (2005) and Pender (1996) that lack of institutional support in place and equipment, people will not have access to sport facilities, and have to pay. As a result, the demand for exercise services face problems and obstacles.

3. Factors relating to sporting or exercise behavior of Thai people were sex, occupation, status, age and health status (p <0.05). This means that in promoting physical activity or sports, planning are required to plan activities, taking into account the regions where people live, sex, occupation, status, age and health status. For example, activities such as physical activity or sports do not again the religious norms. Event alignment with terrain. Utilization of geographic features and climate support are helpful for spot events, such as water sports in the south or walking or running in the north. In addition, the news to stimulate more exercise or sport. It was seen from the information gathered during the World Cup. There were a lot of media relations and sport news. It results in more exercise or sports as well. This is accordant with the study of Kaewta, R. (2008) that getting information about health is associated with exercise behavior. So people who are involved should import exercise or sports information through more public media.
ACKNOWLEDGEMENTS

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