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Conference Proceedings

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

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HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE

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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 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
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PATTERN DESIGN FROM THE CONCEPT OF THE CARP FISH WEAVE

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ABSTRACT

Pattern design fashion products from the carp weave concept aims to investigate the ongoing use of images of fish in contemporary Eastern (Oriental) design patterns. The mixture of fashion and lifestyle achieves commercial success by incorporating the interpretation of the carp weave, a symbol of faith in abundant wealth and prosperity. To weave these elements requires the development of a prototype design with contemporary colors and composition of stripes. This is then brought to experts and business operators to assess the suitability of the patterns. The pattern evaluation is then performed involving the distributor of fashion products and the experimental data are statistically analyzed using percentages.

The results showed that the use of the weave and the composition of the carp weave were developed in the design prototypes with the colors and compositions of the designs numbering 15 shirts; six professionals and entrepreneurs were satisfied at the highest level. The colors and patterns incorporated in fashion products using eight stripes resulted in satisfaction at the highest level for those particular patterns. The fashion product category of scarves had high satisfaction levels with the introduction of the patterns. Other types of fashion and lifestyle products incorporated the patterns in a total of eight designs for the manufacturing of prototypes of fashion scarves sized 100 cm x 100 cm, which were sold experimentally in the BIG & BIH 2016 fairs at the BITEC Exhibition Centre.

Keywords - carp fish weave, pattern design, fashion product, Oriental Pattern

INTRODUCTION

The handmade crafts of the people of Southeast Asia have their own uniqueness and specific identity. In Thailand, the local wisdom and Thai identity, particularly in weaving works, are the old wisdom that has been inherited from generation to generation. Carp fish weave made from palm leaves is another type of traditional Thai craft that is connected to the ways of life of Thai people whose lives are attached to the river. The "Silver Barb" is a freshwater fish that is a symbol of prosperity and fruitfulness. According to the ancient belief, hanging carp weave over the child's cradle is done in order to wish them good health. This belief exists in every social class, from general people to nobility, as we can see in the ceremony of blessing the royal child and his or her cradle. Due to the long-term relationship between the carp fish weave and the Thai lifestyle, the researcher utilized this idea to design the Thai and oriental fusion patterns to be contemporary and able to increase value, and to develop them for commercial fashion products.



Picture 1 Carp weave in the ceremony of blessing the royal child and his or her cradle

Source :<https://www.dek-d.com/board/view/1017802>

LITERATURE & THEORIES

The research of designing fashion pattern from carp fish weave is a study pathway using theories and related documents as follows:

Background of Carp Weave and Coloring

Carp weave is a handmade item from Thai local wisdom, previously made using long and thin palm leaves to weave into the shape of the silver barb. In the past, Thai people mostly worked as farmers. In the canals, there are a lot of silver barbs. Thus, they became the symbol of prosperity because the growth to maturity of the fish is the same time period as that of rice bearing grains. Moreover, people fashionably hang the carp fish weave over the child's cradle in order to wish them to be healthy. There are two types of carp fish weaves: beautiful patterns and decoration in the reign of King Rama V, and the natural pattern.

Oriental Pattern or Southeastern Pattern

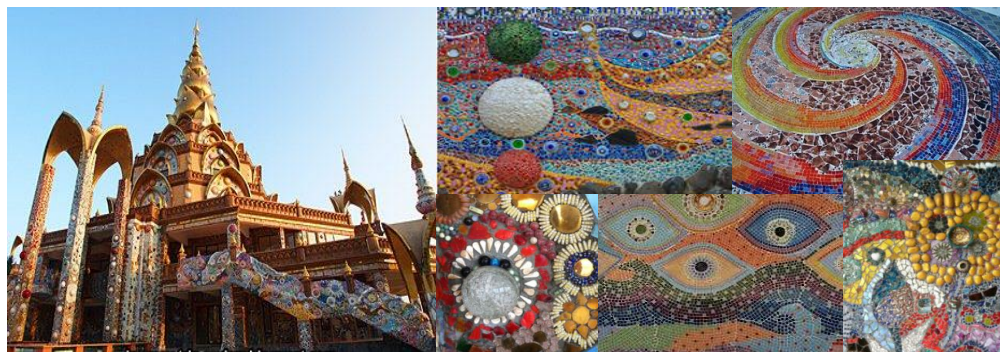
The oriental pattern originates from the idea and composition of the natural landscape in combination with the religious beliefs and local art and culture. In the materialistic era, the modern trends often change as there are many new innovations and technologies causing the mixture of the evolution of pattern design connected to the current and more contemporary ways of living.

Fashion Trends

The fashion trends in 2017 are stated in the articles about Hometown Discovery, Andaman Sun Spirit, Oriental Express, and Zen & Serene. The researcher selected the Oriental Express trend group by choosing the similar colors or natural colors that transmits warmth, liveliness, happiness, energy and fruitfulness.

RELATED WORKS OR DISCUSSION

The research of the fashion pattern design from carp fish weave referred to the related researches such as the design and development of patterns from the arts in Wat Phra Dhat Pha sorn kaew Temple to be applied for the casual clothes.



Picture 2 :Arts in Wat Phra Dhat Pha sorn kaew Temple in Phetchaboon Province



Photo 3 Master Patterns and Design of Casual Clothes

Source:www.sciencedirect.com/siracha samleethong,201

Based on the reference research, the researcher adapted the design and development process of the patterns from the arts found in Wat Phra Dhat Pha sorn kaew Temple to use with the casual style clothes as reference.

METHODOLOGY

To design the patterns of fashion products from the carp fish weave idea, the researcher applied the method

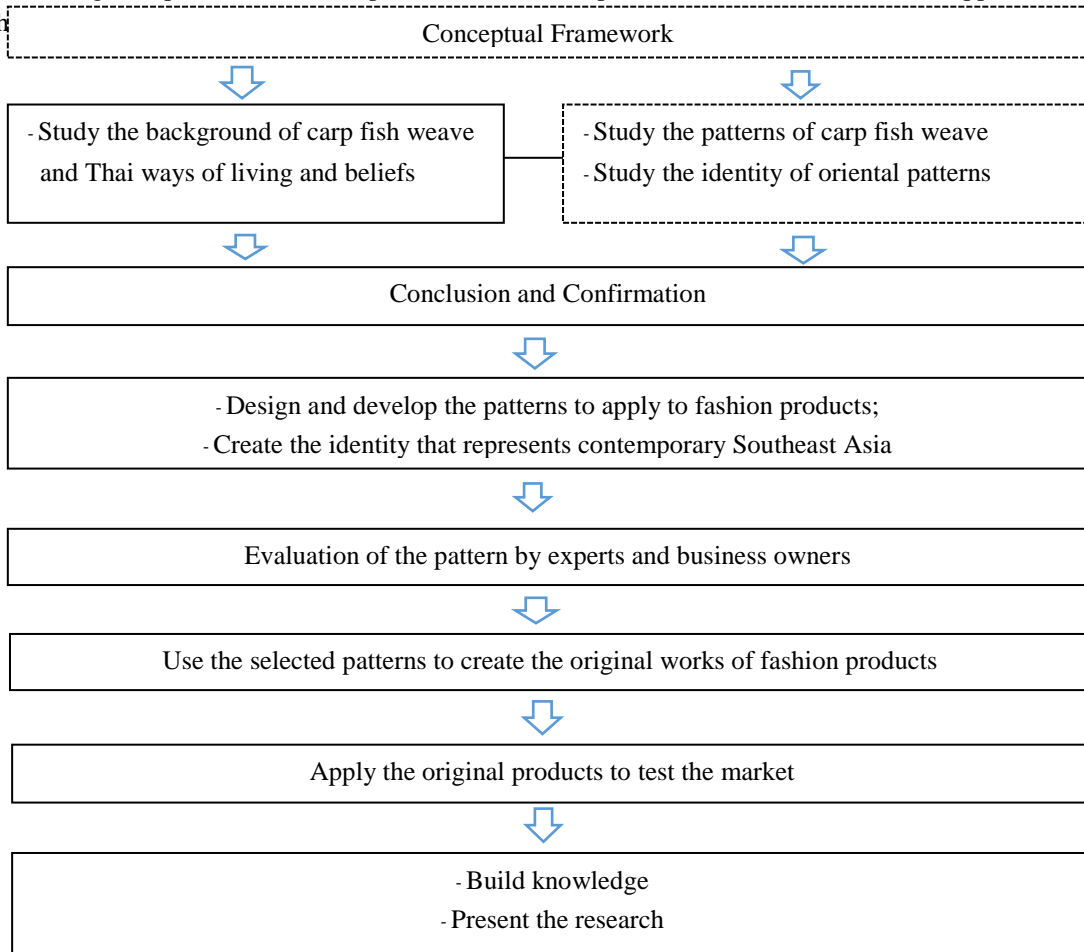


Table 1 Research Methodology

RESULTS SUMMARY AND FUTURE WORK

According to the study of the carp fish weave background and Thai ways of life and beliefs, patterns, coloring, the carp fish weave and the uniqueness of the oriental patterns, the researcher summarized the interpretation of patterns in connection with Southeast Asian lifestyles as follows:

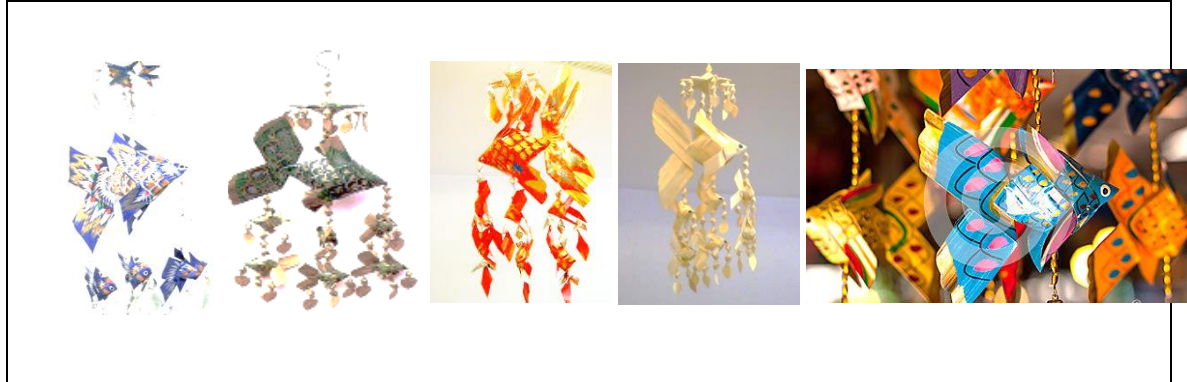
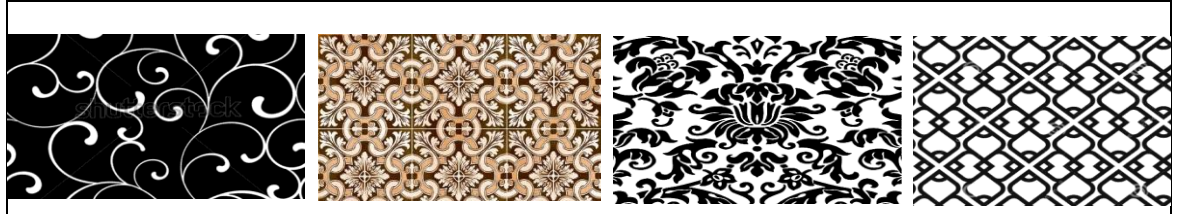
Carp Fish Weave Patterns

Patterns representing the Oriental style

New designs and developments


Table 2 Results Summary and Future Work

Analysis from the experts and business owners

According to Table 2 showing the Results Summary and Future Work, the researcher brought the 15 patterns to be evaluated by the experts and business owners to determine if the patterns can be used for commercial products. The process rated eight patterns, which are as follows:






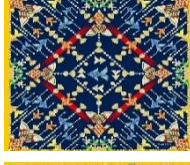





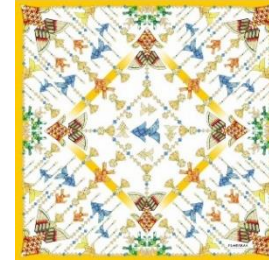

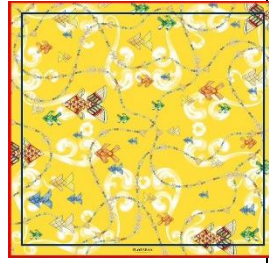


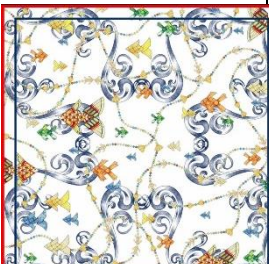
New designs and developments					
					
					
					
The design the experts/the business owners selected.					
					
					

Table 3 Selections of the experts and business owners

According to the analysis results from the experts and business owners consisting of three persons, the satisfaction toward the eight patterns is at the highest level with the mean at 4.42.

- The respondents were satisfied with the patterns and coloring of scarves at the highest level with the mean at 4.42.

- The respondents were satisfied with the patterns and coloring of the other products at the highest level with the mean at 4.25.

In addition, the researcher applied the patterns to product scarves, the size of 100 cm x 100 cm, and sold them in BIG & BIH at BITEC Bangna Bangkok in May 2016, in collaboration with Siam Malaya Co., Ltd. under the brand name "Plataaraa".



Photo 4 The sample original products of scarves sold in BIG & BIH at BITEC Bangna, Bangkok

CONCLUSION

The results showed that the imports of the weave and the composition of carp weave develop a design prototype with the color and composition of marking number 15 shirt, professionals and entrepreneurs of six people are satisfied at the most. The color and pattern masters saw fit to fashion products of eight stripes satisfaction is at the highest level at that pattern, the fashion product category scarf and satisfaction levels with the introduction of patterned it to do.

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