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 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
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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 Kerdpita

Dr. Chayanan Kerdpita 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).
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THE STUDY OF SEXUAL HEALTH BEHAVIORS IN ADOLESCENT

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ABSTRACT

Healthy sexual behaviors in adolescent can protect unwanted pregnancy and sexually transmitted infection. The purpose of this survey research was to study the prevention of sexual risk behaviors. Samples were 361 of undergraduate students in Bangkok metropolitan, randomly selected by simple sampling technique. The questionnaire were used for collecting data and subsequently analyzed by descriptive statistics. Data were collected by using questionnaires from January, 2014 to May, 2014 and then analyzed by using descriptive statistics. The results revealed that most participants were female (69.53 %) and most of them stayed with their parents (32.96%) and lived in their house or condominium, some of them lived with their friend (20.24%) and stayed alone (15.62%). Most of their age group was 21-22 years and they like heterosexual (83.38%). With regarding to the prevention of sexual risk behaviors which were most of them used condom and contraceptive (84.13%) and never had a sexually transmitted infection (89.55%). Most of them (60.22%) did not agree to have sex during they were a student. At merely 16.26 % they agreed to talk about health sexual with their parents. Of 66.48 percent had moderate level of knowledge about sexual risk behaviors. In conclusion, the majority of adolescent in this study had moderate level of knowledge to prevent sex risk behaviors. However, their attitudes towards sexual risk behaviors were relatively high. This data suggests that the school and university should provide sex education suitable for their students. To prevent sexual risk behaviors, parents should talk about sex healthy behaviors to their teens with more understanding and empathy. Further study is needed the sexual health program for sexual health education and sexual health promotion.

Keywords--adolescent, sexual risk prevention behaviors

INTRODUCTION

Adolescence is an age which have the change in both body and mind, including sex change. Most common teens are starting to pay attention to the opposite sex to have sex with an curious to try. An emotional, intense and may also have an incorrect understanding of sexuality. In addition to the current environment and situations that provoked induction teen sexually inappropriate and may entail having sex and getting pregnant without intending to cause problems, that led to risk sexual behaviors and becoming pregnant unintentionally. This is the precarious and dangerous to teens, especially sexual behavior is a key component of the teen if teen sexual behavior that is inappropriate until the coupling can cause problems mounting AIDS and sexually. [1] Adolescents who have sex early are less likely to use contraception, putting them at greater risk of pregnancy and STDs. [2][3]

Now social conditions in Thailand, the family are less to close each other because of lifestyle and economic conditions and technological advancements. Children can access media content about inappropriate sexual behavior more easily. From the report of the Bureau of Epidemiology, Department of
Disease Control Year 2007 to 2011 showed that Thailand had sex for the first time early in the year 2011. Children both male and female average age 12 years, and the less than 50 percentage of using condom when having sex for the first time, and about 50 percent unprotected, especially among female students. This may be due to lack of knowledge about safe sex and access to sources of knowledge about reproductive health are also less. The problem of premature pregnancy. From the Center for Information Technology and Communications Ministry of Social Development and Human Security to compare the proportion of birth mothers aged 20 years and over with a mother under 20 years of age in 2554 found that in 2554 a mother under the age of 20 years, 114 001 people, representing. 14.32 per cent of all maternal age. A mother aged 15-19 years, 110 325 people aged mother and children under 15 years 3,676 people have my youngest 8 years old in 2554 mothers younger than 15 years of birth, birth weight less than 18.8 percent. This is because the pregnant mother's childhood, the body is not ready to have children. The newborn is likely to be deformed. There are underweight And developments Children generally higher than The mother, aged between 15 -19 years of birth, birth weight less than 12.7 percent, and also found that children often do not receive appropriate care, in both body and mind. And the abandonment of children and youth development report for the year 2011 of the Bureau of Social Learning and Quality found that young children are orphaned, abandoned to 88,730 people, mainly homeless. The cause of the mother is in preschool and mother who can not dribble. In addition, the teens chose abortion. Surveillance data from the storage tank in the year 2011 by the health facilities both in and outside the Ministry of Public Health found that those who practiced abortion, 56 per cent are under 25 years of age group 15-19 years is the most hundreds. 30.4 percent education and 45 percent have no income. It also found that abortions among under 19-year-old than a 60 percent no contraception which is why the decision to have an abortion.

The study of risk sexual behavior in adolescent will be used as a guide to educate sex education that teens need to know accurately. The results of this study to be adopted to solve the problem of teen pregnancy is not ready to break the cycle of child abandonment, abortion and sexually transmitted infection prevention, including the importance of AIDS. This impact of such an approach to solving the problem of teen pregnancy is not ready to break the cycle of child abandonment and abortion.

**METHODOLOGY**

1. **Objective**
   To study the risk of sexual health in adolescent student.

2. **Study design**
   This study design was the pilot survey research health risk behavior in adolescent.

3. **The Samples**
   From a sampling of students at University collected data from 361 questionnaires. Student population is in the university in Bangkok Thailand of 29,702 people. The samples were students by Daniel sample size was 361 people, the number of samples by simple sampling and distribution of all of all ages and both male and female.

4. **Procedures**
   In this study, using the time to study and collected between the months of January 2014 to May 2014 total duration of five months by using questionnaires from January, 2014 to May, 2014.

5. **Measurement**
   The measurement were the sexual health behaviors and in adolescent student and the risk health behaviors and the opinion about sex health and the protection from risk behaviors. The questionnaire were used for collecting data.

**DATA ANALYSIS**

This research were analyzed by descriptive statistics.
RESULTS

The results revealed that most participants were female (69.53 %) and most of them stayed with their parents (32.96%) and lived in their house or condominium, some of them lived with their friend (20.24%) and stayed alone (15.62%). Most of their age group was 21-22 years and they like heterosexual (83.38%). With regarding to the prevention of sexual risk behaviors which were most of them used condom and contraceptive (84.13%) and never had a sexually transmitted infection (89.55%). Most of them (60.22%) did not agree to have sex during they were a student. At merely 16.26 % they agreed to talk about health sexual with their parents. Of 66.48 percent had moderate level of knowledge about sexual risk behaviors.

Table 1
Showed the opinion about Sex Health

<table>
<thead>
<tr>
<th>Items</th>
<th>Level of Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Agree</td>
</tr>
<tr>
<td>1. Talking about sex with their parents is a shame.</td>
<td>60</td>
</tr>
<tr>
<td>2. Having sex in adolescent is normal</td>
<td>90</td>
</tr>
<tr>
<td>3. Women having sex with many men are common</td>
<td>25</td>
</tr>
<tr>
<td>4. Abortion is a safe solution to the problem of teen pregnancy is not available.</td>
<td>70</td>
</tr>
<tr>
<td>5. Birth control is the responsibility of women only</td>
<td>32</td>
</tr>
<tr>
<td>6. Do you agree with teenage girls who carry condoms and birth control pills</td>
<td>256</td>
</tr>
<tr>
<td>7. Frequently changing sexual partners was common</td>
<td>33</td>
</tr>
<tr>
<td>8. Using condoms make sexual pleasure is reduced</td>
<td>55</td>
</tr>
<tr>
<td>9. Congress does not have a single chance of pregnancy</td>
<td>26</td>
</tr>
<tr>
<td>10. Women refuse to have sex men are dissatisfied</td>
<td>36</td>
</tr>
<tr>
<td>11. Congress gave the teenager the respect and esteem of less</td>
<td>136</td>
</tr>
<tr>
<td>12. Switching partners is common to occur in today's society</td>
<td>49</td>
</tr>
</tbody>
</table>

Table I shows the comment about sexual health, found that the sample had the correct sequence is the No. 3, women who have sex with men, many of the female's. Normal the sample of 310 people disagree with 85.87 percent, followed by No. 5, contraception is the responsibility of women only. The samples did not agree with the number 303, representing 83.94 per cent and No.7 to change partners frequently is common. The sample of 290 people disagree with 80.33 percent.

DISCUSSION & CONCLUSION
In conclusion, the majority of adolescent in this study had moderate level of knowledge to prevent sex risk behaviors. However, their attitudes towards sexual risk behaviors were relatively high. This data suggests that the school and university should provide sex education suitable for their students. From the 7 point of important data of the sample: 1) I've had a couple of 268 people or 74.24 percent, 2) Congress has 123 members representing 45.56 per cent and had sex. First, when the average age was 17 years, 3) in the third round last month. Congress, 88 percent of 69.84, 4) Congress last heterosexual 107 percent 85.60, 5) Congress last couple most 112 percent 85.60. 6) in the past three months. Use contraception or protection with used condoms, the largest number, 43 percent, 51.19, 7) use contraception the last time, how many condoms as 67 people, representing 51.19 per cent. Although the adolescents who have ever had sex has declined since the early 1990s, [4] but adolescents who have sex early are less likely to use contraception, putting them at greater risk of pregnancy and STDs [2] and not at all adolescents who had active sexually was high-risk sexual behaviors. Thirty-nine percent of females and 33 percent of males who have ever had sex have only had one partner. [5] The risk behaviors that from adolescents who have sex early are less likely to use contraception, putting them at greater risk of pregnancy and STDs. Now the impact from new media play an important role in adolescents’ dating and sexual relationships. More than one-third of adolescents say they have sent or posted messages by e-mail. [6] The lack of self esteem feel that they are one I want others to do teen makes imitation gender roles and sexual behavior extensively. Sometimes a lack of self-esteem and lead to various problems. Failure to seize the moral Teens can develop ethics Recognize the good The evil of their own conscience By learning of values. Attitude and good relations within the family. A person with ethics will be affectionate to others. Can exist in society and to live happily. Additional suggestion for sex health care center the students about the reproductive health and sexual health clinic in high school and university[7] because of many adolescents had risk of sexual behavior some of them were engaging in oral sex with about 51 percent of 15- to 24-year-olds had oral sex before they first had sexual intercourse.[10] For controlling and prevention the STD that must be develop a general local education package and use of sexual health services and adapt to sexual guidance regarding sexual health promotion..[8,9,10] The furthermore to reduce sexual risk behaviors and related health problems among youth must be promote the moral couple with sex education.

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