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

Berlin, Germany
23 – 25 October, 2017

THE 2017 ICBTS

Edited by Chayanan Kerdpitak, CK Research, Thailand
Kai Heuer, Wismar University, Germany
Ebrahim Soltani, Hamdanbin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
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Conference Proceedings

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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

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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 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
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- Tourism Strategic
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- Tourism Development Policy and Planning
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- Communication and Sciences
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- Hospitality 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.
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).
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Professor Dr. Kai Heuer, Germany  
Dr. Hen Friman, Israel

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<td>Dr. Rumpapak Luekveerawattana</td>
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<td>Paper 5</td>
<td>MEDIATISATION OF URBAN PLANNING AND THE PUBLIC SPHERE TOWARDS ENABLING AND JUST PLANNING PROCESS CASE OF EGYPT</td>
<td>Mennatullah Hendawy</td>
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<td>Lunch Break</td>
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| 13.01-15.00   | **Paper 1 (30)**: THE DEVELOPMENT OF ONLINE ADMISSION FOR GRADUATE STUDENTS, SUAN SUNANDHA RAJABHAT UNIVERSITY  
Miss Khatcharin Thapthimthet  
**Paper 2 (28)**: ORGANIZED ACTIVE LEARNING BY CREATIVE BASED LEARNING  
Mrs. Chompunuj Limlertmonkol  
**Paper 3 (31)**: KNOWLEDGE MANAGEMENT FOR THE GUIDELINES OF INFORMATION RESOURCE ACQUISITION: A CASE OF ACADEMIC RESOURCE CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY  
Acting Sub Lt. Nitima Kaewmanee  
**Paper 4 (19)**: VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET  
Dr. Natnaporn Aeknarajindawat  
**Paper 5 (25)**: KNOWLEDGE MANAGEMENT: GUIDE TO WRITE A RESEARCH PROPOSAL  
Miss Yanika Chuentako  
**Paper 6 (34)**: KNOWLEDGE ON FOLLOWING-UP AND RECORDING ACCORDING TO PERSONNEL DEVELOPMENT TRAINING  
Miss Supassawee Morakul  
**Paper 7 (114)**: AGRICULTURAL TRADE UNDER WTO REGIME: OPPORTUNITIES AND CHALLENGES  
Dr. MOHD ADIL  
**Paper 8 (115)**: RACE OF RELIGIONS AND THE RICE OF RADICALISM IN WEST PAPUA INDONESIA  
Umar Werfete and Suparto Iribaram |
| Afternoon Break |                                         |             |
| 15.01 - 15.15 | Session B 4                           |             |
| 15.16 – 17.00 | **Paper 1 (7)**: DEVELOPMENT OF A SOLUTION TO THE TRAFFIC ISSUES INSIDE SUAN SUNANDHA RAJABHAT UNIVERSITY  
Mr. Wichar Kunkum  
**Paper 2 (6)**: THE STUDY OF SATISFACTION OF THE DEVELOPMENT OF GRADE VALIDATION SYSTEM BASED ON CURRICULUM STRUCTURE, UNDERGRADUATE STUDENTS, SUAN SUNANDHA RAJABHAT UNIVERSITY  
Miss Wanwika Sattaworn  
**Paper 3 (32)**: DEVELOPMENT OF THE "I" SYSTEM FOR THE CORRECTION OF INTERNET LEARNING VIA THE INTERNET SUAN SUNANDHA RAJABHAT UNIVERSITY  
Miss Pinyaphat Kongporn  
**Paper 4 (38)**: KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY  
Miss Supaporn Wongsa  
**Paper 5 (4)**: THE STUDY OF APPLICANTS' SATISFACTION OF UNIVERSITY ADMISSION SYSTEM : UNDERGRADUATE LEVEL, SUAN SUNANDHA RAJABHAT UNIVERSITY  
Miss Chontiya Ledanan |
**Paper 6 (116)** THE EFFECTIVENESS OF USING GAMES IN LEARNING ENGLISH VOCABULARY: AN ANALYTIC IN THE SAUDI ARABIAN CONTEXT  
Ayedh Dhawi Mohammed Almohanna, Saudi Arabia  

**Paper 7 (133)** SOCIAL MEDIA AND ARABIC CODE-SWITCHING AMONGST ALGERIAN STUDENTS LIVING IN THE UK  
Linda Merzougui

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Merve Yavuz  
**Paper 2 (7)** CULTURAL AND ART EDUCATION: A MEANS FOR SOCIAL STABILITY IN NORTHERN GHANA  
Dr Eric Appau Asante and MAVIS DONKOR  
**Paper 3 (53)** INNOVATIVE ACADEMY PROJECT - DISINFECTION OF EFFLUENTS WITH RENEWABLE ENERGY  
Hen Friman and Faina Nakonechny  
**Paper 4 (61)** EDUCATION, BUSINESS AND AGRICULTURE: AN INTEGRATION FOR ECONOMIC TRANSFORMATION IN DEVELOPING NATIONS: THE NIGERIAN EXPERIENCE  
Dr Matthew Ojong Achigbe |
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Erhan ÜNAL and Fatih ÖZDİNÇ  
**Paper 2 (64)** ASTIN THEORY AND SOCIAL NETWORKS  
Dr Elham Akbari and prof Hamid Abdollahian  
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Seyedmohammadreza Azarkasb  
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The purposes of this study were to study the needs and wants of senior tourists from the hotel service business of Amphawa district, SamutSongkram and to evaluate the potential of hotel business development to be according to the standard hotel service to support senior tourists, and to search for the model to determine the proper way to business hotel development to meet with the needs and wants of senior tourists in the areas of Amphawa district, SamutSongkram. The population included senior tourists who were at the age of 60-69 years old. The sample group included 400 senior tourists. Statistics included mean, standard deviation, and one way ANOVA.

**Keywords:** Senior Tourists, Amphawa, Service Standard

**INTRODUCTION**

The booming of senior citizens in Thailand as well as in the world population affected many things in social economic policies. In the near future, Thailand would have 13 million of senior citizens or about 19 percent of the total population. Therefore, it is an important group of citizens and group of demand for health care as well as special demand for tourism. The demand for special tourism for senior citizens will focus on the conveniences, comfortableness, safety, and health services. Since the number of general tourists are on the declining, it is important for Thai tourism to aim for a new demand of tourism and senior tourists are the perfect group to offset the loss of Thai tourism demand in general. Therefore, for the last two decades, there have been many campaigns and marketing activities and promotions to promote the senior tourism, for example, the golden bonus which aimed to reach senior group for tourism which has high potentials for future success as well as high purchasing target group of customers. However, the standard service to accommodate this group has not been sufficiency. There has not been a full cycle of services for the senior tourism yet.

SamutSongkram is one of the proper provinces to investigate the needs and wants in terms of quality services. The number of tourists has increased to 802,052 persons in 2014 (Department of Tourism of Thailand, 2015). Amphawa district is one of the most important tourist attraction of the province. Tourists often come for lifestyle along the river banks, cheap foods, and cheap goods and services along the river banks. However, most of service providers and local tourism business have not really prepared for the booming of senior tourists who have the age between 60-69 years old. Moreover, the senior group of retired government officials, and state enterprises management are the most important group since they have highest purchasing power of the senior groups (Office of National Research, 2014).

**RESEARCH METHODOLOGY**

This study assessed hotel business development to reach standard for supporting senior tourists in the area of Amphawa district, SamutSongkram. This study utilized a quantitative research. A total of 400 samplings were selected by the method of Taro Yamane. The data collection tool was a questionnaire which was tested by experts. The questionnaire consisted of four parts.
Part 1 included demographic, economic, and social background data. The questionnaire was designed as a checklist with six main questions; gender, age, marital status, educational level, average salary, and occupation. These questions consisted of general information about key informants.

Part 2 included tourist's behavior data from key informants as follows; transportation, companion, duration of travel, objectives of travel, kind of accommodation and interesting activities.

Part 3 and 4 included data about factors influencing towards hotel selection, needs of senior tourists to hotel service respectively. The data measurement is Interval Scale and used Likert Scale to set the five scales starting from Most to should be improved (least).

After the data collection process by utilizing questionnaires, the researcher verified accuracy and completeness of data with the reliability test at 0.902. Data then were computerized with the statistic package with codes. The researcher then analyzed data with statistics.

1. Calculated data from the first part (checklist) of the questionnaire to find frequency and reported results with the percentage
2. Calculated data from the second part of the questionnaire (rating scale) to find mean ($\bar{X}$) and standard deviation (S.D.)

**RESEARCH FRAMEWORK**

**FINDINGS**

From the research findings, the demographic information showed that the male and female respondents were 52 and 48 percent. About 49.5 percent of the respondents had a lower than undergraduate degree and 39.75 percent had a graduate degree while only 10.75 percent had a master degree. While the majority of the respondent were single or about 77.25 percent and 21.5 percent were married and the rest of 1.25 percent were divorced.
Table 1

The needs of elderly travelers regarding to the services of hotels and concerning businesses

<table>
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<th>Factors</th>
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<th>S.D.</th>
<th>Level</th>
<th>Rank</th>
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<tbody>
<tr>
<td>1 Hotel management</td>
<td>4.17</td>
<td>0.58</td>
<td>High</td>
<td>5</td>
</tr>
<tr>
<td>2 Personnel service</td>
<td>4.29</td>
<td>0.49</td>
<td>Highest</td>
<td>2</td>
</tr>
<tr>
<td>3 Facilities</td>
<td>4.34</td>
<td>0.47</td>
<td>Highest</td>
<td>1</td>
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<tr>
<td>4 Environment and buildings</td>
<td>4.29</td>
<td>0.45</td>
<td>Highest</td>
<td>2</td>
</tr>
<tr>
<td>5 Security</td>
<td>4.28</td>
<td>0.4</td>
<td>Highest</td>
<td>3</td>
</tr>
<tr>
<td>6 Special Activities</td>
<td>4.23</td>
<td>0.58</td>
<td>Highest</td>
<td>4</td>
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<tr>
<td>Overall</td>
<td>4.27</td>
<td>0.35</td>
<td>Highest</td>
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on the needs and wants to support the senior tourism. Future study of this topic should include the readiness of staff and local government officials to offer the plan and the activities for senior tourists both from public and private sector. Since senior tourism will be one of the most important segment of tourism industry, the future research needs to survey what are the major factors to contribute to the success of the senior tourists' level of satisfaction in order to gain their tourism loyalty.

ACKNOWLEDGEMENT

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REFERENCES