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
          Vipin Nadda, University of Sunderland, United Kingdom

Conference Proceedings

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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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Organised by
ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

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Wismar University  Lincoln University  Hamdan Bin Smart Universisty  Suan Sunandha Rajabhat University

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Ryerson University  University of Sunderland  Thai Airways International

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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
- 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 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).
# CONTENT

**INTRODUCTION**  
Conference Program

**RENEWABLE ENERGY BY PROJECT-BASED LEARNING**  
Idan Halbi, Ifaa Banner, Bosmat Shalom-tuchin, Yulia Einav, Hen Friman  
1

**INTEGRITY OF COUNSELLING INTERVIEW AND PERCEPTION OF CLIENT’S DIGNITY AMONG EDUCATION FACULTY MEMBERS OF THE UNIVERSITY OF CALABAR, NIGERIA**  
Matthew Ojong Achigbe  
8

**“SPIRITUAL TOURISM” THE NEW TOURIST DESTINATION FOR THAI TOURISM CASE STUDY IN “WAT TATON” CHAING-MAI THAILAND**  
Supakit Mulpramook  
19

**THE DIFFERENCES OF SOCIAL AND POPULATION FACTORS TOWARDS TOURISTS’ ATTITUDES TO STAYING AT GREEN HOTELS IN BANGKOK**  
Rumpapak Luekveerawattana  
25

**THE STUDY ON MEDIA EXPOSURE BEHAVIOR IN POLITICAL ISSUES OF UNIVERSITY STUDENTS**  
Veerapon Vongprasert  
32

**THE STUDY OF APPLICANTS’ SATISFACTION OF UNIVERSITY ADMISSION SYSTEM : UNDERGRADUATE LEVEL, SUAN SUNANDHA RAJABHAT UNIVERSITY**  
Aphichart Kampoomprasert & Chontiya Ledanan  
39

**THE STUDY OF THE PARTICIPATION OF THE PRESIDENT OF STUDENT COUNCIL ELECTION, UNDERGRADUATE PROGRAM, SUAN SUNANDHA RAJABHAT UNIVERSITY**  
Sudabhorn Arundee & Barameeboon Sangchan  
47

**EVALUATION OF TWO FACTORS ON BEGINNER LEARNERS’ FLUENCY**  
Alireza Behfar, Meira Levinson, Nancy Hill  
52

**BOROBUDUR TEMPLE WORLD HERITAGE SITE AUDIT**  
Anggi Marisa Lubis  
61

**9/11 THE DOMESTICS CRUSADERS REGISTERS VIOLENCE AGAINST MUSLIMS FOLLOWING 9/11**  
Rehab Farouk and Mona Anwar  
73

**THE STUDY OF SATISFACTION OF THE DEVELOPMENT OF GRADE VALIDATION SYSTEM BASED ON CURRICULUM STRUCTURE, UNDERGRADUATE STUDENTS, SUAN SUNANDHA RAJABHAT UNIVERSITY**  
Aphichart Kampoomprasert & Wanwika Sattaworn  
104

**DEVELOPMENT OF A SOLUTION TO THE TRAFFIC ISSUES INSIDE SUAN SUNANDHA RAJABHAT UNIVERSITY**  
Wicha Khankham & Dr. Komol Paisan  
111

**ROLE OF PROVINCIAL GOVERNOR IN CONTROL OF LOCAL ADMINISTRATION ORGANIZATIONS: CASE STUDY NONGBUALAMPHU PROVINCE**  
Barameeboon Sangchan & Sudabhorn Arundee  
119

**ACTING AS A TOOL TO EXPRESS POWER OF MEDIUM**  
Kusuma Teppharak  
127

**EQUIPMENT DESIGN TO CREATE TIE-DYE FABRIC PATTERN**  
Tanutpong Phriwanrat  
132

**WICKERWORK PROCESS ANALYSIS APPLY FOR HOME DECORATION DESIGN: PRANEE HANDICRAFT SING BURI THAILAND**  
Akapong Inkuer  
138

**SOUVENIRS DESIGN FROM ARTS AND CULTURAL**  
Noppadon Sangwalpetch  
142

**GERMAN LEADERSHIP IN EU FOREIGN POLICY AFTER EUROZONE CRISIS?**  
Merve Yavuz  
147
ESL BASIC LEARNERS: PERSONAL HISTORIES OF WRITING
   Ketkanda Jaturongkachoke, Supath Kookiattikoon and Supamit Chanseawrassamee

THE INFLUENCE OF AN INTERVENTION PROGRAM IN THE FIELD OF TIME MANAGEMENT, AMONG STUDENTS WITH LEARNING DISABILITIES AND ADHD-STRATEGIC VIEW
   Anat Frishman Shitrit and Ofira Tykochinsky

THAI PERFORMING ARTS IN KING PRAJADHIPOK’S LAWS
   Manissa Vasinarom

FABRIC PRINTING DESIGN OF SARONG AS A RESULT OF A STUDY OF TEXTILE PATTERNS OF LAO-SONG (THAI SONG DAM) , SUPHAN BURI PROVINCE
   Suwit Sadsunk

THE ART OF THE FABRIC PATTERN DESIGN BY STUDYING THE WOODEN CARVING ON GINGERBREAD IN VIMANMEK MANSION IN THAILAND
   Chanoknart Mayusoh

MAINTAINING SIGNIFICANCE OF REALIA IN TRANSLATED PLAY
   Nataporn Rattanachaiwong

A WESTERN TREATMENT OF NONWESTERN NATIONAL IDENTITY: A CASE STUDY OF THE KING AND I
   Chutima Maneewattana

FINANCIAL STABILITY IN SAMUT SONGKRAM FROM HOUSEHOLD SAVING POTENTIAL
   Krisada Sungkhamanee & Piyadhida Sungkhamanee

VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET
   Nataporn Aeknarajindawat

TOURISM STRATEGY IN THE SUN TRIANGLE ANALYSIS WITH THE THEORY BASED ON RESOURCES AND INSTITUTIONAL THEORY
   José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco

CULTURAL AND ART EDUCATION: A MEANS FOR SOCIAL STABILITY IN NORTHERN GHANA
   Eric Appau Asante and Mavis Donkor

EXAMINING MOTIVATION TO TEACH LEVELS OF PRE-SERVICE TEACHERS IN TERMS OF SOME VARIABLES
   Ipek Som Onal

FEASIBILITY STUDY OF IMPLEMENTATION OF COACHING IN TRAINING OF NURSES IN BAHMAN HOSPITAL IN TEHRA (IRAN)
   Mohammad Ghahramani

EXPLORING THE EFFECT OF TECHNOLOGY SUPPORTED COLLABORATIVE LEARNING ON CREATIVE THINKING SKILLS OF PRE-SERVICE TEACHERS
   Erhan ÜNAL, Fatih ÖZDİNÇ

ASTIN THEORY AND SOCIAL NETWORKS
   Elham Akbari and Hamid Abdollahian

FACTORS DEVELOPMENT OF PHYSICAL ABILITY OF STRIKER FOOTBALL PLAYER: A CASE STUDY OF THAILAND
   AVM. Adinan Jarayapan & Bhasana Soraphetphisai

HOTEL BUSINESS DEVELOPMENT WAY TO REACH SERVICE STANDARD FOR SUPPORTING SENIOR TOURISTS IN THE AREA OF AMPHAWA DISTRICT, SAMUTSONGKRAM
   Benjaporn Yaemjamuang, Monrat Jaiuea & Tassanee Nakasane

KNOWLEDGE MANAGEMENT FOR WRITING RESEARCH PROPOSAL
   Wanvisa Saisanan Na Ayudhaya

DEVELOPMENT FOR 21st CENTURY SKILLS BY USING PROCESSES OF RESEARCH BASED LEARNING
   Poonyapon Chanfoy

ACTIVE LEARNING BY USING PROCESSES OF PROBLEM BASED LEARNING
   Suphanwadee Waiyaroop & Bhanit Yenkhæ

KNOWLEDGE MANAGEMENT: GUIDE TO WRITE A RESEARCH PROPOSAL
   Yanika Chuentako, Tassanee Siriwan, Taksina Bunbut, Nalin Simasathaiansophon, Supaksiri Prakarncharoen
UNIVERSAL DESIGN FOR WARD PATIENTS GOVERNMENT HOSPITAL
Jitravadee Roongin Kunkar & Niafifah Tohsareh 274

ORGANIZED ACTIVE LEARNING BY INSTRUCTIONAL MODEL WITH PROJECT BASED LEARNING
Sirimanee Banjong, Kannikar Bhiorkat and Teerarat Tipjaradmetha 281

AMERICA FIRST, WHO IS SECOND? MEDIATION OF A DESTINATION IMAGE THROUGH HUMOR AND POLITICAL SATIRE
Maja Turnsek Hancic and Petr Janecek 287

DESIGNING A SUITABLE E-LEARNING SYSTEM BASED ON A SURVEY OF THE USE OF SYSTEMS AT TOP UNIVERSITIES FROM THE ARWU RANKING
Viktoria Fabusova, Juraj Fabus, Maria Matuskova 296

INNOVATIVE ACADEMY PROFECT-DISINFECTION OF EFFLUENTS WITH RENEWABLE HEN
Friman, Faina Nakonechny 307

HOW PARTICIPATION IN CAMPUS RECREATION PROGRAMMING IMPROVES STUDENT RENTENTION
James G. Archibald 312

SPANISH FRANCHISING: EXPLAINING OWNERSHIP
Rosa M, Mariz Perez 313

ORGANIZED ACTIVE LEARNING BY CREATIVE BASED LEARNING
Chompunuj Limlertmonkol  & Weerapoj Ruttanawarn 322

PARTICIPATORY LEARNING: FROM THEORY TO PRACTICE IN PSYCHOLOGY FOR TEACHER COURSE
Panuwat Sivaskunraj 327

THE DEVELOPMENT OF ONLINE ADMISSION FOR GRADUATE STUDENTS, SUAUN SUNANDHA RAJABHAT UNIVERSITY
Somdech Rungsrisawat & Khatcharin Thapthimthet 331

KNOWLEDGE MANAGEMENT FOR THE GUIDELINES OF INFORMATION RESOURCE ACQUISITION: A CASE OF ACADEMIC RESOURCE CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY
Nitima Kaewmanee, Ganratchakan Ninlawan & Prapat Pawinun 337

DEVELOPMENT OF THE “I” SYSTEM FOR THE CORRECTION OF INTERNET LEARNING VIA THE INTERNET SUAN SUNANDHA RAJABHAT UNIVERSITY
Somdech Rungsrisawat & Pinyaphat Kongsorn 343

TECHNIQUE OF FOLLOW UP ON WORK PROGRESS IN OFFICE ADMINISTRATION
Nipawan Tharasak & Sittichai Thammasane 348

KNOWLEDGE ON FOLLOWING-UP AND RECORDING ACCORDING TO PERSONNEL DEVELOPMENT TRAINNING
Khwanchai Sukkon & Supassawee Morakul 354

PROBLEM-BASED LEARNING WITH MATHEMATICS TEACHING : PRINCIPLES AND GUIDELINES
Teerawit Tinprapa 359

MERITS AND DEMERITS OF DECENTRALISATION IN HIGHER EDUCATION: A CASE STUDY OF ONE HIGHER EDUCATION INSTITUTION IN SOUTH AFRICA
Cishe, Elphinah Nomabandla 364

CHANGES OF NATIONALISM AND WORLD ORDER IN LANGUAGE POLICY: MANDATORY SWEDISH LANGUAGE STUDY IN FINLAND
Janne Väistö, PhD-student 365

THE EFFECT OF JOINT AUDIT ON AUDIT QUALITY: EMPIRICAL EVIDENCE FROM COMPANIES LISTED ON THE EGYPTIAN STOCK EXCHANGE
Mahmoud Ghanem Mahmoud, Abd El Wahab Nasr Ali and Hebatallah Abd El Salam Badawy 366

PARENTAL EDUCATION BACKGROUND AND STUDY MATERIALS AS CORRELATES OF ACADEMIC PERFORMANCE OF SECONDARY STUDENTS IN ABIA STATE
Beatrice Okore Ogbonnaya 367

THE EFFICACY OF EXPLICIT INSTRUCTION ON IMPLICIT AND EXPLICIT KNOWLEDGE OF ENGLISH ARTICLES
Faten A. Alarjani 368

RBL : THE DEVELOPMENT OF LEARNERS' LEARNING SKILLS
Teeraporn Plailek 378
THE NATURE AND USE OF RESEARCH-BASED LEARNING FOR ENHANCING PRE-SERVICE TEACHERS’ RESEARCH SKILLS
Sasiporn Phongploenpis

KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT: INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY
Supaporn Wongsa, Supaporn Jaisook, Ganratchakan Ninlawan and Sirilak Ketchaya

THE STUDY OF TECHNOLOGY ASSISTED OFFICE ADMINISTRATION OF SUAN SUNANDHA RAJABHAT UNIVERSITY
Suntaree Patcharaprateep, Pornkiat Phakdeewongthee & Wannee Sutthachaidee

THE EXPOSURE AND SATISFACTION OF THE GRADUATE STUDENTS FOR THE CHANNAL OF THE INFORMATION AT SUANSUNANDHA RAJABHAT UNIVERSITY
Phakit Treesakult & Netdao Yooyong

FLIP IT AROUND: THE POSITIVE IMPACT THAT THE REFINED FLIPPED CLASSROOM MAY HAVE ON REDUCING THE BLACK ASIAN MINORITY ETHNIC (BAME) ATTAINMENT GAP
Charles Wild
# 2017 ICBTS Conference Berlin Program

The 2017 ICBTS International Multidiscipline Research Conference

| 23 October 17 (M) 9:00-09.30 (M) | REGISTRATION & WELCOME  
Welcome meeting at The Park Inn by Radisson Berlin City West, Germany |
|----------------------------------|------------------------------------------------------------------|
| 23 October 17 (M)               | Academic Advisory & Session Chair  
Professor Dr. Kai Heuer, Germany  
Dr. Hen Friman, Israel |
| 23 October 17 (M) 09:00-10.30 (M) | Session A  
**Session A** |
| 23 October 17 (M) 09:00-10.30 (M) | **Paper 1** (23) DEVELOPMENT FOR 21ST CENTURY SKILLS BY USING PROCESSES OF RESEARCH BASED LEARNING  
Asst. Prof. Poonyapon Chanfoy  
**Paper 2** (24) ACTIVE LEARNING BY USING PROCESSES OF PROBLEM BASED LEARNING  
Asst. Prof. Suphanwadee Waiyaroop  
**Paper 3** (27) ORGANIZED ACTIVE LEARNING BY INSTRUCTIONAL MODEL WITH PROJECT BASED LEARNING  
Asst. Prof. Sirimane Banjong  
**Paper 4** (29) PARTICIPATORY LEARNING: FROM THEORY TO PRACTICE IN PSYCHOLOGY FOR TEACHER COURSE  
Mr. Panuwat Sivaskunraj  
**Paper 5** (35) PROBLEM-BASED LEARNING WITH MATHEMATICS TEACHING PRINCIPLES AND GUIDELINES  
Mr. Teerawit Tinprapa  
**Paper 6** (32) LANGUAGE TEACHING AND LEARNING OPINIONS ON CULTURAL DIVERSITY  
Awwal Ibrahim Dansadau |
| 10.31 - 10.45 | Morning Break |
| 10.46 - 12.00 | **Session A 2**  
**Paper 1** (36) RB: THE DEVELOPMENT OF LEARNERS’ LEARNING SKILLS  
Mrs. Teeraporpong Plailek  
**Paper 2** (37) THE NATURE AND USE OF RESEARCH-BASED LEARNING FOR ENHANCING PRE-SERVICE TEACHERS’ RESEARCH SKILLS  
Dr. Sasiporn Phongploenpis  
**Paper 3** (33) TECHNIQUE OF FOLLOW UP ON WORK PROGRESS IN OFFICE ADMINISTRATION  
Miss Nipawan Tharasak  
**Paper 4** (39) THE STUDY OF TECHNOLOGY ASSISTED OFFICE ADMINISTRATION OF SUAN SUNANDHARAJABHAT UNIVERSITY  
Miss Suntaree Patcharaprateep |
<table>
<thead>
<tr>
<th>Session</th>
<th>Paper Title</th>
<th>Authors/Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00-13:00</td>
<td><strong>Lunch Break</strong></td>
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<tr>
<td>13:00-15:00</td>
<td><strong>Session A 3</strong></td>
<td>- Paper 1(9) <em>ACTING AS A TOOL TO EXPRESS POWER OF MEDIUM</em> Dr. Kusuma Teppharak</td>
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<td>- Paper 2(10) <em>EQUIPMENT DESIGN TO CREATE TIE-DYE FABRIC PATTERN</em> Mr. Tanutpong Phriwanrat</td>
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<td>- Paper 3(11) <em>WICKERWORK PROCESS ANALYSIS APPLY FOR HOME DECORATION DESIGN: PRANEE HANDICRAFT SING BURI THAILAND</em> Mr. Akapong Inkuier</td>
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<td>- Paper 4(12) <em>SOUVENIRS DESIGN FROM ARTS AND CULTURAL</em> Mr. Noppadon Sangwalpetch</td>
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<td>- Paper 5(13) <em>THAI PERFORMING ARTS IN KING PRAJADHIPOK’S LAWS</em> Asst. Prof. Manissa Vasinarom</td>
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<td>- Paper 6(16) <em>ESL Basic Learners Personal Histories of Writing</em> Ketkanda Jaturongkachoke and Supat Kookiattokoon and Supamit Chanseawrassamee</td>
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<td>- Paper 7(150) <em>Feasibility Study of Implementation of Coaching in Training of Nurses in Bahman hospital in Tehran (IRAN)</em> Associate Prof. Dr. Mohammad Ghahramani and Fatemeh Hydari</td>
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<td>- Paper 8(127) <em>Renewable Energy by Project-based learning</em> Hen Friman and Idan Halbi and Ifaa Banner and Bosmat Shalom-tuchin and Yulia Einav</td>
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<td>15:00-15:15</td>
<td><strong>Afternoon Break</strong></td>
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<td>15:15-17:00</td>
<td><strong>Session A 4</strong></td>
<td>- Paper 1(14) <em>FABRIC PRINTING DESIGN OF SARONG AS A RESULT OF A STUDY OF TEXTILE PATTERNS OF LAO-SONG (THAI SONG DAM), SUPHAN BURI PROVINCE</em> Mr. Suwit Sadsunk</td>
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<td>- Paper 2(15) <em>THE ART OF THE FABRIC PATTERN DESIGN BY STUDYING THE WOODEN CARVING ON GINGERBREAD IN VIMANMEK MANSION IN THAILAND</em> Mrs. Chanoknart Mayusoh</td>
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<td>- Paper 3(17) <em>A WESTERN TREATMENT OF NONWESTERN NATIONAL IDENTITY: A CASE STUDY OF THE KING AND I</em> Asst. Prof Dr. Chutima Maneewattana</td>
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<td>- Paper 4(16) <em>MAINTAINING SIGNIFICANCE OF REALIA IN TRANSLATED PLAY</em> Dr. Nataporn Rattanachaiwong</td>
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<tr>
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<td>- Paper 5(40) <em>THE EXPOSURE AND SATISFACTION OF THE GRADUATE STUDENTS FOR THE CHANNAL OF THE INFORMATION AT SUANSUNANDHA RAJABHAT UNIVERSITY</em> Miss Netdao Yooyong</td>
<td></td>
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<tr>
<td></td>
<td>- Paper 6(128) <em>AN EVOLUTION PERSPECTIVE ON THE ROLE OF UNIVERSITIES IN REGIONAL INNOVATION</em></td>
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</tr>
<tr>
<td>23 October 17(M)</td>
<td>Session B</td>
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<tr>
<td><strong>Paper 7(124)</strong> PLANNING SCHOOL FEEDING POLICY TOWARDS ECONOMIC DIVERSIFICATION IN AFRICA</td>
<td>Jong Ho LEE</td>
<td></td>
</tr>
<tr>
<td><strong>Session B1</strong></td>
<td><strong>23 October 17(M)</strong> 09.00-10.30(M)</td>
<td></td>
</tr>
<tr>
<td><strong>Paper 1(1)</strong> SPIRITUAL TOURISM: THE NEW TOURIST DESTINATION FOR THAI TOURISM CASE STUDY IN “WAT TATON” CHAING MAI THAILAND</td>
<td>Dr. Supakit Mulpramook</td>
<td></td>
</tr>
<tr>
<td><strong>Paper 2(3)</strong> THE STUDY ON MEDIA EXPOSURE BEHAVIOR IN POLITICAL ISSUES OF UNIVERSITY STUDENTS</td>
<td>Mr. Veerapon Vongprasert</td>
<td></td>
</tr>
<tr>
<td><strong>Paper 3(5)</strong> THE STUDY OF THE PARTICIPATION OF THE PRESIDENT OF STUDENT COUNCIL ELECTION, UNDERGRADUATE PROGRAM, SUAN SUNANDHA RAJABHAT UNIVERSITY</td>
<td>Asst. Prof. Dr. Sudabhorn Arundee</td>
<td></td>
</tr>
<tr>
<td><strong>Paper 4(8)</strong> ROLE OF PROVINCIAL GOVERNOR IN CONTROL OF LOCAL ADMINISTRATION ORGANIZATIONS: CASE STUDY NONG BUALAMPHU PROVINCE</td>
<td>Dr. Barameeboon Sianchchan</td>
<td></td>
</tr>
<tr>
<td><strong>Paper 5(18)</strong> FINANCIAL STABILITY IN SAMUT SONGKRAM FROM HOUSEHOLD SAVING POTENTIAL</td>
<td>Dr. Krisada Sungkhamanee</td>
<td></td>
</tr>
<tr>
<td><strong>Paper 6(104)</strong> THE IMPACT OF “PIPELINE DIPLOMACY” ON CONFLICT RESOLUTION IN THE CAUCASUS-CASPIAN REGION: THE CASE OF AZERBAIJAN AND AFGHANISTAN</td>
<td>Dogan Girgin</td>
<td></td>
</tr>
<tr>
<td><strong>10.31 – 10.45</strong></td>
<td><strong>Morning Break</strong></td>
<td></td>
</tr>
<tr>
<td><strong>10.46 – 12.00</strong></td>
<td><strong>Session B 2</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Paper 1(21)</strong> HOTEL BUSINESS DEVELOPMENT WAY TO REACH SERVICE STANDARD FOR SUPPORTING SENIOR TOURISTS IN THE AREA OF AMPHAWA DISTRICT, SAMUTSONGKRAM</td>
<td>Miss Benjaporn Yaemjamuang</td>
<td></td>
</tr>
<tr>
<td><strong>Paper 2(22)</strong> KNOWLEDGEMANAGEMENT FOR WRITING RESEARCH PROPOSAL</td>
<td>Miss Wanvisa Saisanan Na Ayudhaya</td>
<td></td>
</tr>
<tr>
<td><strong>Paper 3(26)</strong> UNIVERSAL DESIGN FOR WARD PATIENTS GOVERNMENT HOSPITAL</td>
<td>Mrs. Jitravadee Roongin Kunkar</td>
<td></td>
</tr>
<tr>
<td><strong>Paper 4(2)</strong> THE DIFFERENCES OF SOCIAL AND POPULATION FACTORS TOWARDS TOURISTS’ ATTITUDES TO STAYING AT GREEN HOTELS IN BANGKOK</td>
<td>Dr. Rumpapak Luksveerawattana</td>
<td></td>
</tr>
<tr>
<td><strong>Paper 5(111)</strong> MEDIATISATION OF URBAN PLANNING AND THE PUBLIC SPHERE TOWARDS ENABLING AND JUST PLANNING PROCESS CASE OF EGYPT</td>
<td>Mennatullah Hendawy</td>
<td></td>
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<tr>
<td>Time</td>
<td>Session B 3</td>
<td>Lunch Break</td>
</tr>
<tr>
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</tr>
<tr>
<td>13.01-15.00</td>
<td><strong>Paper 1 (30)</strong> THE DEVELOPMENT OF ONLINE ADMISSION FOR GRADUATE STUDENTS, SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Khatcharin Thaphthimthet</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Paper 2 (28)</strong> ORGANIZED ACTIVE LEARNING BY CREATIVE BASED LEARNING Mrs Chompunuj Limlertmonkol</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Paper 3 (31)</strong> KNOWLEDGE MANAGEMENT FOR THE GUIDELINES OF INFORMATION RESOURCE ACQUISITION: A CASE OF ACADEMIC RESOURCE CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY Acting Sub Lt Nitima Kaewmanee</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Paper 4 (19)</strong> VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET Dr Natnaporn Aeknarajindawat</td>
<td></td>
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<tr>
<td></td>
<td><strong>Paper 5 (25)</strong> KNOWLEDGE MANAGEMENT: GUIDE TO WRITE A RESEARCH PROPOSAL Miss Yanika Chuentako</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Paper 6 (34)</strong> KNOWLEDGE ON FOLLOWING-UP AND RECORDING ACCORDING TO PERSONNEL DEVELOPMENT TRAINNING Miss Supassawee Morakul</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Paper 7 (114)</strong> AGRICULTURAL TRADE UNDER WTO REGIME: OPPORTUNITIES AND CHALLENGES Dr MOHD ADIL</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Paper 8 (115)</strong> RACE OF RELIGIONS AND THE RICE OF RADICALISM IN WEST PAPUA INDONESIA Umar Werfete and Suparto Iribaram</td>
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</tr>
<tr>
<td>15.01 - 15.15</td>
<td><strong>Afternoon Break</strong></td>
<td></td>
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<tr>
<td>15.16 – 17.00</td>
<td><strong>Session B 4</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Paper 1 (7)</strong> DEVELOPMENT OF A SOLUTION TO THE TRAFFIC ISSUES INSIDE SUAN SUNANDHA RAJABHAT UNIVERSITY Mr Wichar Kunkum</td>
<td></td>
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<tr>
<td></td>
<td><strong>Paper 2 (6)</strong> THE STUDY OF SATISFACTION OF THE DEVELOPMENT OF GRADE VALIDATION SYSTEM BASED ON CURRICULUM STRUCTURE, UNDERGRADUATE STUDENTS, SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Wanwika Sattaworn</td>
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<tr>
<td></td>
<td><strong>Paper 3 (32)</strong> DEVELOPMENT OF THE &quot;I&quot; SYSTEM FOR THE CORRECTION OF INTERNET LEARNING VIA THE INTERNET SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Pinyaphat Kongson</td>
<td></td>
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<tr>
<td></td>
<td><strong>Paper 4 (38)</strong> KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Supaporn Wongsa</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Paper 5 (4)</strong> THE STUDY OF APPLICANTS' SATISFACTION OF UNIVERSITY ADMISSION SYSTEM: UNDERGRADUATE LEVEL, SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Chontiya Ledanan</td>
<td></td>
</tr>
<tr>
<td>Paper 6 (116)</td>
<td>THE EFFECTIVENESS OF USING GAMES IN LEARNING ENGLISH VOCABULARY: AN ANALYTIC IN THE SAUDI ARABIAN CONTEXT</td>
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<td>Ayedh Dhawi Mohammed Almohanna, Saudi Arabia</td>
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<tr>
<th>Paper 7 (133)</th>
<th>SOCIAL MEDIA AND ARABIC CODE-SWITCHING AMONGST ALGERIAN STUDENTS LIVING IN THE UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linda Merzougui</td>
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</tr>
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### 24 October 17(T)  
Session C

| 24 October 17 (T) | Session C1  
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>09.30 - 10.30</td>
<td></td>
</tr>
</tbody>
</table>
| **Paper 1** (48) | GERMAN LEADERSHIP IN EU FOREIGN POLICY AFTER EUROZONE CRISIS?  
| 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 |

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.31 - 10.45</td>
<td>Morning Break</td>
</tr>
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</table>

### 24 October 17(T)  
Session E

| 24 October 17 (T) | Session C2  
<table>
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<tbody>
<tr>
<td>10.46 - 12.00</td>
<td></td>
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</tbody>
</table>
| **Paper 1** (57) | EXPLORING THE EFFECT OF TECHNOLOGY SUPPORTED COLLABORATIVE LEARNING ON CREATIVE THINKING SKILLS OF PRE-SERVICE TEACHERS  
| Erhan ÜNAL and Fatih ÖZDİNÇ |
| **Paper 2** (64) | ASTIN THEORY AND SOCIAL NETWORKS  
| Dr Elham Akbari and prof Hamid Abdollahian |
| **Paper 3** (50) | EFFECT OF PAUL THE PERSIAN’S LOGICAL WORKS ON AL-MANTIQ BY IBN AL-MUQAFFA  
| Seyedmohammadreza Azarkasb |
| **Paper 4** (136) | THE NECESSITY OF REGIONAL ECONOMIC INTEGRATION: A LESSON FOR SOUTH ASIA?  
| Md. Rajin Makhdum Khan and Faizah Imam |
| **Paper 5** (137) | AN INVESTIGATION OF SENSORY LEARNING STYLES USED BY KURDISH EFL STUDENTS AT UNIVERSITY LEVEL  
| Dr. Hoshang Farooq Jawad and Mr. Salahaddin Saeed Khidr |
| Time          | Session E1                                                                 | Paper 1 (141) | Tourism Strategy in the Sun Triangle Analysis with the Theory Based on Resources and Institutional Theory  
|--------------|----------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 24 October 17 (T) 09.30 – 10.30 | Session E1                                                               | Paper 2 (144) | Contradictions among Students of Being Males and Females in Learning English as a Foreign Language.  
|              |                                                                              |              | José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco, Mexico  
|              |                                                                              |              | Amina Babou, Algeria  
|              |                                                                              |              | Ali Aolatshah, Iran  
|              |                                                                              |              | Paper 4 (120) Blemishes in Syllabus Designing of English at Primary Level of Education in Pakistan: An Obstacle in Attaining Language Proficiency  
|              |                                                                              |              | Zohaib Zahid and Dr Mamuna Ghani, Pakistan  
| 10.31 – 10.45 | Morning Break                                                               |              |     
| 10.46 - 12.00 | Session E2                                                                 | Paper 1 (158) | Traveling Through the Tourism Promotion Terminology. Considerations Upon the Adoption of English Terms in the Official Websites of Rome, Milan, Lugano and Bellinzona  
|              |                                                                              |              | Claudia Maria ASTORINO  
|              |                                                                              | Paper 2 (31) | Advancing Sustainable Agro-Tourism in the Western Balkans: Insights from the Katun Project  
|              |                                                                              |              | Djurdjica Perovic and Sanja Pekovic and Tatjana Stanovcic and Jovana Vukcevic, Montenegro  
|              |                                                                              | Paper 3 (163) | Sharing Economy: The Establishment of Organizational Identity Overtime, Considering Identify Claims and Legitimacy Granting  
|              |                                                                              |              | João Miguel O. Cotrim and Prof. Francisco Nunes  
|              |                                                                              | Paper 4 (143) | Regenerating Patriarchy: A Study on George Orwell’s Views on Women and Female Character  
|              |                                                                              |              | Khaled Zouaoui  
|              |                                                                              | Paper 5 (154) | Satisfaction of Individual Learning Needs in the Integrated Teaching Learning Model in Primary School  
|              |                                                                              |              | Professor Anita Petere  
| 12.01        | Conference Close                                                            |              |     
| 23-24 October 17 | Participation and Discussion                                                |              | 1. Dr Mustafa Arslan, Georgia,  
|              |                                                                              |              | 2. Dr Dr Olufemi Aramide, Nigeria  
|              |                                                                              |              | 3. Dr Asif Iqbal, China  
|              |                                                                              |              | 4. Professor Wang Zhuquan, China  
|              |                                                                              |              | 5. Dr Sumit Kumar dey, India  
| 25 October 2017 | Free day for Participants                                                   |              |     
WICKERWORK PROCESS ANALYSIS APPLY FOR HOME DECORATION DESIGN: PRANEE HANDICRAFT SING BURI THAILAND.

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Lecturer, Creative Products Design, Faculty of Fine and Applied Arts,
Suan Sunandha Rajabhat University, Thailand
E-Mail: akapong.in@ssru.ac.th

ABSTRACT

The purposes of this study were 1) to study the production process of Pranee Handicraft Sing Buri Thailand 2) to analyze the production process of Pranee Handicraft Sing Buri Thailand apply in home decoration design. The research find that: The process of producing basketry consists of 3 steps: 1) the preparation of the material 2) the steps of the structure and the weave 3) Procedures to maintain the condition of the basketry and the approach to apply of wicker for product design is three ways. 1) Products that weave first structure 1 and weave the second structure (pattern) 2) The product from finishing the top of basketry part.

Keywords—Wickerwork, Wickerwork Process, Home Decoration Design

INTRODUCTION

Wicker work is one of the handicrafts closely related to the way of human life and local wisdom in Thailand. Passage from generation to generation Experience the skills and expertise in creativity. Currently, the competition trend of wickerwork is higher but it is not a wicker work, as it is understood in the past. Daily necessities have been transformed into new meaning. More popular like Aquaculture tools. It is no longer a fishing device, but it has become a lamp, which is responsible for lighting and decorating the house. Must adapt to current context.

John Howkins’ creative economy definition is the creation of human-valued for the manufacturing sector. Developed into Creative economy. It is called the creative industry. Refers to a group of production activities that rely on creativity as a key ingredient. Must be based on the use of knowledge, education, creativity and the use of intellectual property is linked to society, culture and technology. Modern technology has transformed slow lifestyles to faster pace. The development has added a variety of things to the world; thus traditional Thai values and wisdoms have constrained to survive.

Researchers have attitude against the process and the craft model. If expanded by based on the manufacturing process with locally available technology. The present simple technology is not complicated. Accompany with culture and local wisdom. It can help to increase the value of the task. Local handicrafts are hugely popular. Most importantly, it opens up the view that villagers can improve their skills and their products with skill, production process and simple technology as well as Industry management for commercial value expansion into a revenue generating business. Especially ‘Production process’ is based on culture as a cost and can generate revenue, create production processes. Labor efficiency with time to create a variety of the product should be developed to suit the current situation as a sustainable development.

OBJECTIVES

1. To study the production process of Pranee Handicraft Sing Buri Thailand
2. To analyze the production process of Pranee Handicraft Sing Buri Thailand apply in home decoration design.

METHODOLOGY

I. Data Collection
Procedures and methods for collecting knowledge from the academic papers on wickerwork and the manufacturing process, book or textbook, research or thesis academic, article, research paper and data were collected by surveying and interviewing process of Pranee handicraft Singburi Thailand.

II. Data Analysis

1. The basketry process.

The core of the woven process is the skill of folk wisdom: “weave” and “knit” to shape. These skills are often passed from one generation to the next, depending on their creativity.

Pranee's minuscule handicraft production process is also based on traditional weaving techniques that have been passed down from generation to generation. There are three important steps:

1) Material preparation step
2) Steps to structure and weave the pattern.
3) Procedures to maintain the basketry.

**Figure 1**
Pranee's minuscule handicraft.

<table>
<thead>
<tr>
<th>Steps</th>
<th>Characteristics</th>
<th>Patterns</th>
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<tbody>
<tr>
<td>Material preparation</td>
<td>Make model to do template.</td>
<td>Khat pattern.</td>
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<tr>
<td></td>
<td>Bamboo cutting.</td>
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<tr>
<td></td>
<td>sharpen</td>
<td></td>
</tr>
<tr>
<td></td>
<td>split bamboo into strips.</td>
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</tr>
<tr>
<td></td>
<td>Boil and dye</td>
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</tr>
<tr>
<td></td>
<td>Break the strips to about yarn size.</td>
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</tr>
<tr>
<td>Weave</td>
<td>Weave the first structure.</td>
<td>Jungnaung pattern.</td>
</tr>
<tr>
<td></td>
<td>Weave the second structure.(patterns)</td>
<td>Rattan bundle.</td>
</tr>
<tr>
<td></td>
<td>Finishing the top of basketry part</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Woven piece.</td>
<td>The prototype pattern</td>
</tr>
<tr>
<td></td>
<td>Assemble pieces of wickerwork</td>
<td>Jungnaung pattern.</td>
</tr>
<tr>
<td></td>
<td>Assemble the parts into the desired product</td>
<td>Rattan bundle.</td>
</tr>
<tr>
<td>Maintain the basketry</td>
<td>Building materials assembly such sedan wood.</td>
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<td></td>
<td>Neatness check.</td>
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RESULTS

From the data analysis of production process of woven work groups, carefully crafting makes it possible to create solutions in the production process is 2 category.

1. Divide the duties in the production process, clearly.
2. The use of certain characteristics, is featured in the product.

Can be explained as follows:

1. Dividing the duties in the production process. The function in the process of being the craft analysis can be segregated into (1) group prepared raw materials (2) the weave the first structure (3). The weave the second structure (4) woven pieces (5) working group to finishing the top of basketry part. (6) Assemble pieces of wickerwork. Building materials assembly. Neatness check. All these 6 processes in the production of handicrafts.

1.1 Group (1) means the raw materials used in the production of high-quality but low price should be.
1.2 Group (2), (3), (4), (5) refers to the production process that are ready. With expertise in human resources, including tools.

Group (6) mean yields will have to pass quality inspection, the most high-quality products.

2. Use of certain characteristics, is featured in the product. Considering that it can be seen that the Group (2), (3), (4) and (5) is a group of techniques used in basket weaving, especially, which requires skill and dexterity. The breakdown into groups the workers will have a specific skill, job, make no mistake, and compared with the time that is likely to take less when more expertise. On the other hand, if the use of these techniques combined with the design process, it should be able to create products that arise from these specific skills or techniques. This means that it will be able to get the products resulting from technical processes woven 3 groups:

2.1 Products form weave the first structure and weave the second structure
2.2 Products form woven piece.
2.3 Products form finishing the top of basketry part.

Figure 2
The resulting from technical processes woven 3 groups (a) Products form weave the first structure and weave the second structure (b) Products form woven piece. (c) Products form finishing the top of basketry part.

When considering the advantages and disadvantages of such a process, technique, found that the Group made form the first structure and weave the second structure (pattern). There are size, shape, there are equal in size due to the use of templates in. The size of the shape, very similar is considered good quality control is required to use the template in the production of the workpiece. Group of products arising from a
woven. The advantage is that it can be woven into cloth-like canvas, waiting to be woven as raw material in the production of many. The downside is that it is making it difficult to make up the structure and caused mouth finish. The work products are beautiful and tidy as a point of comparison, one. The downside is that the knitting store it must be drilled to knit, so may not be available in all materials, such as glass, etc.

Table 2 Table of advantages and downside of The Pranee’s minuscule handicraft technique.

<table>
<thead>
<tr>
<th>Technique</th>
<th>Advantages</th>
<th>Downside</th>
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<tbody>
<tr>
<td>Products form weave the first structure and weave the second structure(patterns).</td>
<td>The shape size is same.</td>
<td>To use the templates in production.</td>
</tr>
<tr>
<td>Products form woven piece.</td>
<td>Knitting a blanket to keep the raw material in the manufacturing process.</td>
<td>Difficult to make up the structure.</td>
</tr>
<tr>
<td>Products form finishing the top of basketry part.</td>
<td>Make a neat product.</td>
<td>The knit store the top part need to be drilling might not be available in every material.</td>
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DISCUSSION

Study on the production process of such basketry. The study is fundamental in the development of products from local wisdom, to be applied to contemporary home decor products design.

Researchers use a process of design in the products of creative home decorations by weaving production process and choose which technique is appropriate. Design guidelines by incorporating the materials. Based on the art and practicality of the product as a preliminary approach in driving the value of the job comparison. It must be adapted to the current social condition, lived the traditional wisdom only some of the updates were.

The added value of the basket. The manufacturing process is complex and time-consuming. My estimate is that draws young people to become interested in local handicrafts to continue on to Thailand. One possible approach

ACKNOWLEDGEMENT

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REFERENCE


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