

International Academic Multidisciplinary Research Conference 2017

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**

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Conference Proceedings

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HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

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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

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By Dr. Chayanan Kerdpitak & Professor Dr. Kai Heue & Professor Dr. Ebrahim Soltani, ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

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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
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- Health care Management
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Phone. +44(0) 1227 827405

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Wismar University of Business School, Germany
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Fakultät für Wirtschafts wissenschaften
Philipp-Müller-Str. 14
23966 Wismar
Haus 19, Raum 113
phone.: +49 (3841) 753 - 7578

Conference Coordinator & Program Chair

Dr. Chayanan Kerdpitak

CK Research Consultant
Bangkok, Thailand
Tel.+66 087 0287 287
Email: icbts@icttconference.com
Email: conferenceteam@icbtsconference.com

Proceeding Editors

Prof. Dr. Gilbert Nartea

Lincoln University, New Zealand
Phone +64 3 4230233

Proceeding Editors & Program Chair

Dr. Vipin Nadda

University of Sunderland, United Kingdom
Phone 02075317333
Email: vipin.nadda@sunderland.ac.uk

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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).

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2017 ICBTS CONFERENCE BERLIN PROGRAM

The 2017 ICBTS International Multidiscipline Research Conference	
23 October 17 9.00- 09.30 (M)	REGISTRATION & WELCOME Welcome meeting at The Park Inn by Radisson Berlin City West, Germany
	Academic Advisory & Session Chair Professor Dr. Kai Heuer, Germany Dr. Hen Friman, Israel
23 October 17(M)	Session A
23 October 17(M) 09.00-10.30 (M)	<p>Session A1</p> <p>Paper 1(23) DEVELOPMENT FOR 21ST CENTURY SKILLS BY USING PROCESSES OF RESEARCH BASED LEARNING Asst. Prof. Poonyapon Chanfoy</p> <p>Paper 2(24) ACTIVE LEARNING BY USING PROCESSES OF PROBLEM BASED LEARNING Asst. Prof. Suphanwadee Waiyaroop</p> <p>Paper 3(27) ORGANIZED ACTIVE LEARNING BY INSTRUCTIONAL MODEL WITH PROJECT BASED LEARNING Asst. Prof. Sirimaneer Banjong</p> <p>Paper 4(29) PARTICIPATORY LEARNING: FROM THEORY TO PRACTICE IN PSYCHOLOGY FOR TEACHER COURSE Mr. Panuwat Sivaskunraj</p> <p>Paper 5(35) PROBLEM-BASED LEARNING WITH MATHEMATICS TEACHING: PRINCIPLES AND GUIDELINES Mr. Teerawit Tinprapa</p> <p>Paper 6(132) LANGUAGE TEACHING AND LEARNING OPINIONS ON CULTURAL DIVERSITY Awwal Ibrahim Dansadau</p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session A 2</p> <p>Paper 1(36) RB : THE DEVELOPMENT OF LEARNERS' LEARNING SKILLS Mrs. Teeraporn Plailek</p> <p>Paper 2(37) THE NATURE AND USE OF RESEARCH-BASED LEARNING FOR ENHANCING PRE-SERVICE TEACHERS' RESEARCH SKILLS Dr. Sasiporn Phongploenpis</p> <p>Paper 3(33) TECHNIQUE OF FOLLOW UP ON WORK PROGRESS IN OFFICE ADMINISTRATION Miss Nipawan Tharasak</p> <p>Paper 4(39) THE STUDY OF TECHNOLOGY ASSISTED OFFICE ADMINISTRATION OF SUANSUNANDHARAJABHAT UNIVERSITY Miss Suntaree Patcharaprateep</p>

	<p>Paper 5(144) Examining Motivation to Teach Levels of Pre-Service Teachers in Terms of Some Variables Ipek Som Onal</p>
12.01-13.00	Lunch Break
13.01-15.00	<p>Session A 3</p> <p>Paper 1(9) ACTING AS A TOOL TO EXPRESS POWER OF MEDIUM Dr. Kusuma Teppharak</p> <p>Paper 2(10) EQUIPMENT DESIGN TO CREATE TIE-DYE FABRIC PATTERN Mr. Tanutpong Phriwanrat</p> <p>Paper 3(11) WICKERWORK PROCESS ANALYSIS APPLY FOR HOME DECORATION DESIGN: PRANEE HANDICRAFT SING BURI THAILAND Mr. Akapong Inkuer</p> <p>Paper 4(12) SOUVENIRS DESIGN FROM ARTS AND CULTURAL Mr. Noppadon Sangwalpetch</p> <p>Paper 5(13) THAI PERFORMING ARTS IN KING PRAJADHIPOK'S LAWS Asst. Prof. Manissa Vasinaron</p> <p>Paper 6(116) ESL Basic Learners: Personal Histories of Writing Ketskanda Jaturongkachoke and Supat Kookiattokoon and Supamit Chanseawrassamee</p> <p>Paper 7(150) Feasibility Study of Implementation of Coaching in Training of Nurses in Bahman hospital in Tehran (IRAN) Associate Prof. Dr. Mohammad Ghahramani and Fatemeh Hydari</p> <p>Paper 8(127) Renewable Energy by Project-based learning Hen Friman and Idan Halbi and Ifaa Banner and Bosmat Shalom-tuchin and Yulia Einav</p>
15.00- 15.15	Afternoon Break
15.16- 17.00	<p>Session A 4</p> <p>Paper 1(14) FABRIC PRINTING DESIGN OF SARONG AS A RESULT OF A STUDY OF TEXTILE PATTERNS OF LAO-SONG (THAI SONG DAM), SUPHAN BURI PROVINCE Mr. Suwit Sadsunk</p> <p>Paper 2(15) THE ART OF THE FABRIC PATTERN DESIGN BY STUDYING THE WOODEN CARVING ON GINGERBREAD IN VIMANMEK MANSION IN THAILAND Mrs. Chanoknart Mayusoh</p> <p>Paper 3(17) A WESTERN TREATMENT OF NONWESTERN NATIONAL IDENTITY: A CASE STUDY OF <i>THE KING AND I</i> Asst. Prof. Dr. Chutima Maneewattana</p> <p>Paper 4(16) MAINTAINING SIGNIFICANCE OF REALIA IN TRANSLATED PLAY Dr. Nataporn Rattanachaiwong</p> <p>Paper 5(40) THE EXPOSURE AND SATISFACTION OF THE GRADUATE STUDENTS FOR THE CHANNAL OF THE INFORMATION AT SUANSUNANDHA RAJABHAT UNIVERSITY Miss Netdao Yooyong</p> <p>Paper 6(128) AN EVOLUTION PERSPECTIVE ON THE ROLE OF UNIVERSITIES IN REGIONAL INNOVATION</p>

	<p>Jong-Ho LEE</p> <p>Paper 7(124) PLANNING SCHOOL FEEDING POLICY TOWARDS ECONOMIC DIVERSIFICATION IN AFRICA Shuaibu Saminu</p>
23 October 17(M)	Session B
23 October 17(M) 09.00-10.30 (M)	<p>Session B1</p> <p>Paper 1(1) “SPIRITUAL TOURISM” THE NEW TOURIST DESTINATION FOR THAI TOURISM CASE STUDY IN “WAT TATON” CHAING-MAI THAILAND Dr. Supakit Mulpramook</p> <p>Paper 2 (3) THE STUDY ON MEDIA EXPOSURE BEHAVIOR IN POLITICAL ISSUES OF UNIVERSITY STUDENTS Mr. Veerapon Vongprasert</p> <p>Paper 3 (5) THE STUDY OF THE PARTICIPATION OF THE PRESIDENT OF STUDENT COUNCIL ELECTION, UNDERGRADUATE PROGRAM, SUAN SUNANDHA RAJABHAT UNIVERSITY Asst. Prof. Dr. Sudabhorn Arundee</p> <p>Paper 4 (8) ROLE OF PROVINCIAL GOVERNOR IN CONTROL OF LOCAL ADMINISTRATION ORGANIZATIONS : CASE STUDY NONGBUALAMPHU PROVINCE Dr. Barameeboon Sangchan</p> <p>Paper 5 (18) FINANCIAL STABILITY IN SAMUT SONGKRAM FROM HOUSEHOLD SAVING POTENTIAL Dr. Krisada Sungkhamanee</p> <p>Paper 6 (104) THE IMPACT OF “PIPELINE DIPLOMACY” ON CONFLICT RESOLUTION IN THE CAUCASUS-CASPIAN REGION-THE CASE OF AZERBAIJAN AND AFGHANISTAN Dogan Girgin</p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session B 2</p> <p>Paper 1 (21) HOTEL BUSINESS DEVELOPMENT WAY TO REACH SERVICE STANDARD FOR SUPPORTING SENIOR TOURISTS IN THE AREA OF AMPHAWA DISTRICT, SAMUTSONGKRAM Miss Benjaporn Yaemjamuang</p> <p>Paper 2 (22) KNOWLEDGEMANAGEMENT FOR WRITING RESEARCH PROPOSAL Miss Wanvisa Saisanan Na Ayudhaya</p> <p>Paper 3 (26) UNIVERSAL DESIGN FOR WARD PATIENTS GOVERNMENT HOSPITAL Mrs. Jitravadee Roongin Kunkar</p> <p>Paper 4 (2) THE DIFFERENCES OF SOCIAL AND POPULATION FACTORS TOWARDS TOURISTS’ ATTITUDES TO STAYING AT GREEN HOTELS IN BANGKOK Dr. Rumpapak Luekveerawattana</p> <p>Paper 5 (111) MEDIATISATION OF URBAN PLANNING AND THE PUBLIC SPHERE: TOWARDS ENABLING AND JUST PLANNING PROCESS CASE OF EGYPT Mennatullah Hendawy</p>

12.01- 13.00	Lunch Break
13.01-15.00	<p>Session B 3</p> <p>Paper 1 (30) THE DEVELOPMENT OF ONLINE ADMISSION FOR GRADUATE STUDENTS, SUAUN SUNANDHA RAJABHAT UNIVERSITY Miss Khatcharin Thapthimthet</p> <p>Paper 2 (28) ORGANIZED ACTIVE LEARNING BY CREATIVE BASED LEARNING Mrs. Chompunuj Limlertmonkol</p> <p>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</p> <p>Paper 4 (19) VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET Dr. Natnaporn Aeknarajindawat</p> <p>Paper 5 (25) KNOWLEDGE MANAGEMENT: GUIDE TO WRITE A RESEARCH PROPOSAL Miss Yanika Chuentako</p> <p>Paper 6 (34) KNOWLEDGE ON FOLLOWING-UP AND RECORDING ACCORDING TO PERSONNEL DEVELOPMENT TRAINNING Miss Supassawee Morakul</p> <p>Paper 7 (114) AGRICULTURAL TRADE UNDER WTO REGIME: OPPORTUNITIES AND CHALLENGES Dr. MOHD ADIL</p> <p>Paper 8 (115) RACE OF RELIGIONS AND THE RICE OF RADICALISM IN WEST PAPUA INDONESIA Umar Werfete and Suparto Iribaram</p>
15.01 - 15.15	Afternoon Break
15.16 - 17.00	<p>Session B 4</p> <p>Paper 1(7) DEVELOPMENT OF A SOLUTION TO THE TRAFFIC ISSUES INSIDE SUAN SUNANDHA RAJABHAT UNIVERSITY Mr. Wichar Kunkum</p> <p>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</p> <p>Paper 3 (32) DEVELOPMENT OF THE “I” SYSTEM FOR THE CORRECTION OF INTERNET LEARNING VIA THE INTERNET SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Pinyaphat Kongsorn</p> <p>Paper 4 (38) KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT: INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Supaporn Wongsa</p> <p>Paper 5 (4) THE STUDY OF APPLICANTS’ SATISFACTION OF UNIVERSITY ADMISSION SYSTEM : UNDERGRADUATE LEVEL, SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Chontiya Ledanan</p>

	<p>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</p> <p>Paper 7 (133) SOCIAL MEDIA AND ARABIC: CODE-SWITCHING AMONGST ALGERIAN STUDENTS LIVING IN THE UK Linda Merzougui</p>
24 October 17(T)	Session C
24 October 17 (T) 09.30 – 10.30	<p>Session C1</p> <p>Paper 1(48) GERMAN LEADERSHIP IN EU FOREIGN POLICY AFTER EUROZONE CRISIS? Merve Yavuz</p> <p>Paper 2 (7) CULTURAL AND ART EDUCATION: A MEANS FOR SOCIAL STABILITY IN NORTHERN GHANA Dr. Eric Appau Asante and MAVIS DONKOR</p> <p>Paper 3 (53) INNOVATIVE ACADEMY PROJECT -DISINFECTION OF EFFLUENTS WITH RENEWABLE ENERGY Hen Friman and Faina Nakonechny</p> <p>Paper 4 (61) EDUCATION, BUSINESS AND AGRICULTURE: AN INTEGRATION FOR ECONOMIC TRANSFORMATION IN DEVELOPING NATIONS- THE NIGERIAN EXPERIENCE Dr. Matthew Ojong Achigbe</p>
10.31 – 10.45	Morning Break
10.46 - 12.00	<p>Session C2</p> <p>Paper 1(57) EXPLORING THE EFFECT OF TECHNOLOGY SUPPORTED COLLABORATIVE LEARNING ON CREATIVE THINKING SKILLS OF PRE-SERVICE TEACHERS Erhan ÜNAL and Fatih ÖZDİNÇ</p> <p>Paper 2 (64) ASTIN THEORY AND SOCIAL NETWORKS Dr Elham Akbari and prof Hamid Abdollahian</p> <p>Paper 3 (50) EFFECT OF PAUL THE PERSIAN'S LOGICAL WORKS ON AL-MANTIQ BY IBN AL-MUQAFFA Seyedmohammadreza Azarkasb</p> <p>Paper 4 (136) THE NECESSITY OF REGIONAL ECONOMIC INTEGRATION: A LESSON FOR SOUTH ASIA? Md. Rajin Makhdum Khan and Faizah Imam</p> <p>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</p>
24 October 17(T)	Session E

<p>24 October 17 (T) 09.30 – 10.30</p>	<p>Session E1 Paper 1(141) 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, Mexico Paper 2 (144) CONTRADICTIONS AMONG STUDENTS OF BEING MALES AND FEMALES IN LEARNING ENGLISH AS A FOREIGN LANGUAGE. Amina Babou, Algeria Paper 3 (145) THE RELATIONSHIP BETWEEN SYSTEM OF SUGGESTIONS AND THE PRODUCTIVITY OF HUMAN RESOURCES: A CASE STUDY OF TEHRAN PROVINCE GASCO 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</p>
<p>10.31 – 10.45</p>	<p>Morning Break</p>
<p>10.46 - 12.00</p>	<p>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 andTatjana Stanovcic andJovana 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 CHARATER Khaled Zouaoui Paper 5 (154) SATISFACTION OF INDIVIDUAL LEARNING NEEDS IN THE INTEGRATED TEACHING/LERNING MODEL IN PRIMARY SCHOOL Professor Anita Petere</p>
<p>12.01</p>	<p>Conference Close</p>
<p>23 -24 October 17</p>	<p>Participation and Discussion</p> <ol style="list-style-type: none"> 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
<p>25 October 2017</p>	<p>Free day for Participants</p>

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

*Lecturer, Fashion Design, Faculty of Fine and Applied Arts, SuanSunandha Rajabhat University,
Bangkok, Thailand.*

E-Mail: suwit.sa@ssru.ac.th, sad_suw@hotmail.com

ABSTRACT

Printed Pattern Design for Finished Sarongs used on the study of Lao- Song (Thai Song Dam) weaving patterns at Suphanburi province, the researcher appreciates the charm of Lao Soong or Thai Song Dam weaving patterns that are unique, beautiful, worthy of preservation and inherited from generation to generation. In order for the later generations to treasure the beauty, sophistication and value of the textiles of wisdom, and they will be preserved and disseminated widely, the researcher decided to study the concept and method of creating Lao-Song weaving patterns and apply to the design of printed patterns for beautiful and trendy Sarongs. To create worthy of usability and wearing, printing technology on fabric or textile is used. This may be an alternative for Thai textile design industry to appropriately combine traditional patterned designs and fabric technology in the modern era, to propose a guideline for the design of innovative prototype or textile products with benefits and values for Thai apparel design in the future.

The research aims 1) to study patterns and forms of Lao-Song weaving, Suphanburi province, 2) to study concepts and methods of creating patterns of printing fabric and patterns of weaving fabric. The study processes have been done by document studying from books about Lao-Song or Thai Song Dam weaving patterns and by field studying from inquiring after the Thai Song Dam community, Ban Don Manao, Suphanburi province. Such information was appropriately applied for printed pattern design for finished Sarongs by the study of Lao-Song weaving patterns at Suphanburi province.

Keywords— Sarong, Lao-Song, Thai Song Dam, Fabric printing design..

INTRODUCTION

Thai folk textile is one of the handicrafts from various Thai regions local weaver knowledge which also characteristically have their own patterns and colors, for instance, Lamphun's Yok Dok woven fabric, Thai Song Dam hand-woven fabric, Pak Thong Chai's Mudmee silk, Mae Jam's Sinh Teen Jok, and Kalasin's Praewa silk. The meticulousity in fabric and weaving processes begins with growing mulberry trees to feed silkworms with mulberry leaves, then reeling silk filament and dyeing silk, creating patterns, picking rigid heddle, and finally, the weaving. These weaving techniques need the proficiency that was passed on from generations to create the world-class Thai folk textile handicrafts but the meticulousity also cause limitations in creating these handicrafts by the production time and cost that would reach only niche consumer target while the mass market is focusing on various, affordable, convenience, and multi-occasion apparels.

The fabric printing pattern design is presently one of the popular methods to create fabric pattern by adding decorations on the fabric with printing technologies, for example, Silkscreen, Digital printing, and Transfer printing. These technologies are able to massively and easily print with lower cost and production time so the printing technologies as mentioned above are currently admitted and widespread in Thai fabric pattern design field.

The researcher had found an opportunity to create the work with new interesting idea for Thai textile market which is still unclear about creativity and applying identity in pattern design properly by combining various Thai folk textile designs with modern fabric printing technology to apply and create the fabric pattern design with identity, stylish, and perfect for daily occasions. The researcher also focuses on the identity, beauty, meticulousity of each Thai region culture and fabric design that was studied.

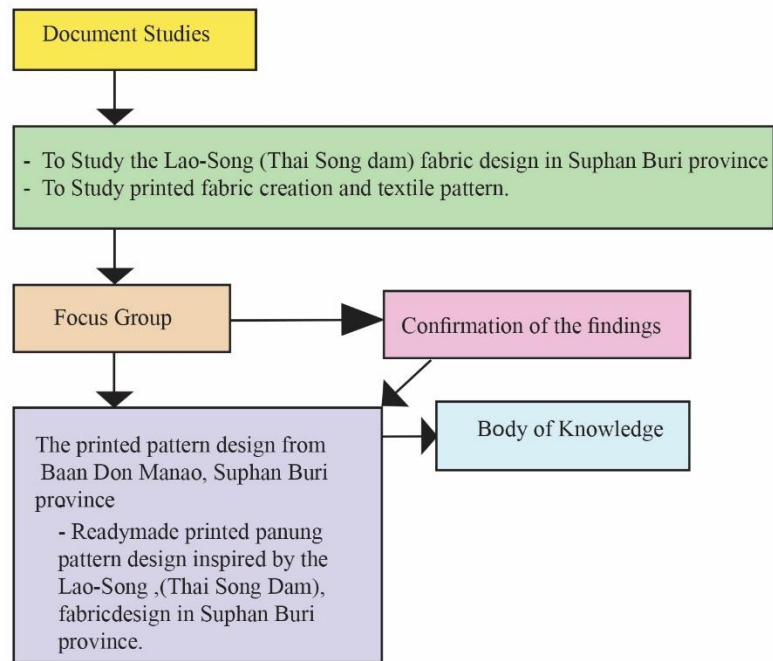
Lao-Song, or “Song tribe” or even “Thai Song Dam”, is one of the Thai tribes with remarkable identity in culture, handcrafts and also the elegance with unique fabric design, such as Tang-mo sarong pattern, cosmos pattern, Ban Pad pattern, and Kor Gud pattern. These fabric patterns are Lao-Song’s elegance patterns. Formerly, Lao-Song settled in Sipsong Chu Tai along the Red and Black rivers in Vietnam. Although this tribe was called Lao-Song but they had different ethnicity from Laos because there was the migration from Laos to Siam and most of Thai people called this tribe “Thai Song Dam”. Thai Song Dam peoples were scatteredly settled in many regions of Thailand but obviously gathered in the south of central region such as Suphan Buri province, Petchaburi province, Samut Sakhon province, and Ratchaburi province. (Thongdonjui, 2016, pp.10) In this research, the researcher decided to study Lao-Song fabric design in Baan Don Manao, Song Phi Nong District, Suphan Buri province because of the cultural and art conservation in this community that included Lao-Song traditional handcrafts and also encouraged the new generation to study and conserve the Lao-Song fabric design methods.

From the importance and interest in Lao-Song fabric pattern which had its own elegance identity worth for conserving and passing on the next generation to let them aware of the beauty, neatness, and the value of fabric pattern which was the inherited wisdom from generation to generation to maintain and be more acquainted, researcher studied the concept of Lao Song fabric pattern design to apply to the trendy and stylish readymade printed sarong pattern design by using fabric pattern printing technology to create and design patterns for value added in wearing and common usage that would be an innovation for Thai fabric pattern design field by properly combining various Thai folk textile designs with modern fabric printing technology to find the product design prototype method or creative textile that useful and value added to the future Thai fabric pattern design field.

METHODOLOGY

This creative research studied from documents and work pieces to create the knowledge about the Lao - Song fabric design in Suphan Buri province to apply to modern printed fabric design properly by accumulating from both documents and field studies at Baan Don Manao, Suphan Buri province and also consulting with the experts then collected the studied data to guide and develop the readymade printed sarong pattern design for encouraging cultural and art conservation and publicize the valuable and stylish printed fabric design to both Thai and international apparel design industry.

Figure 1
Research Framework of the research

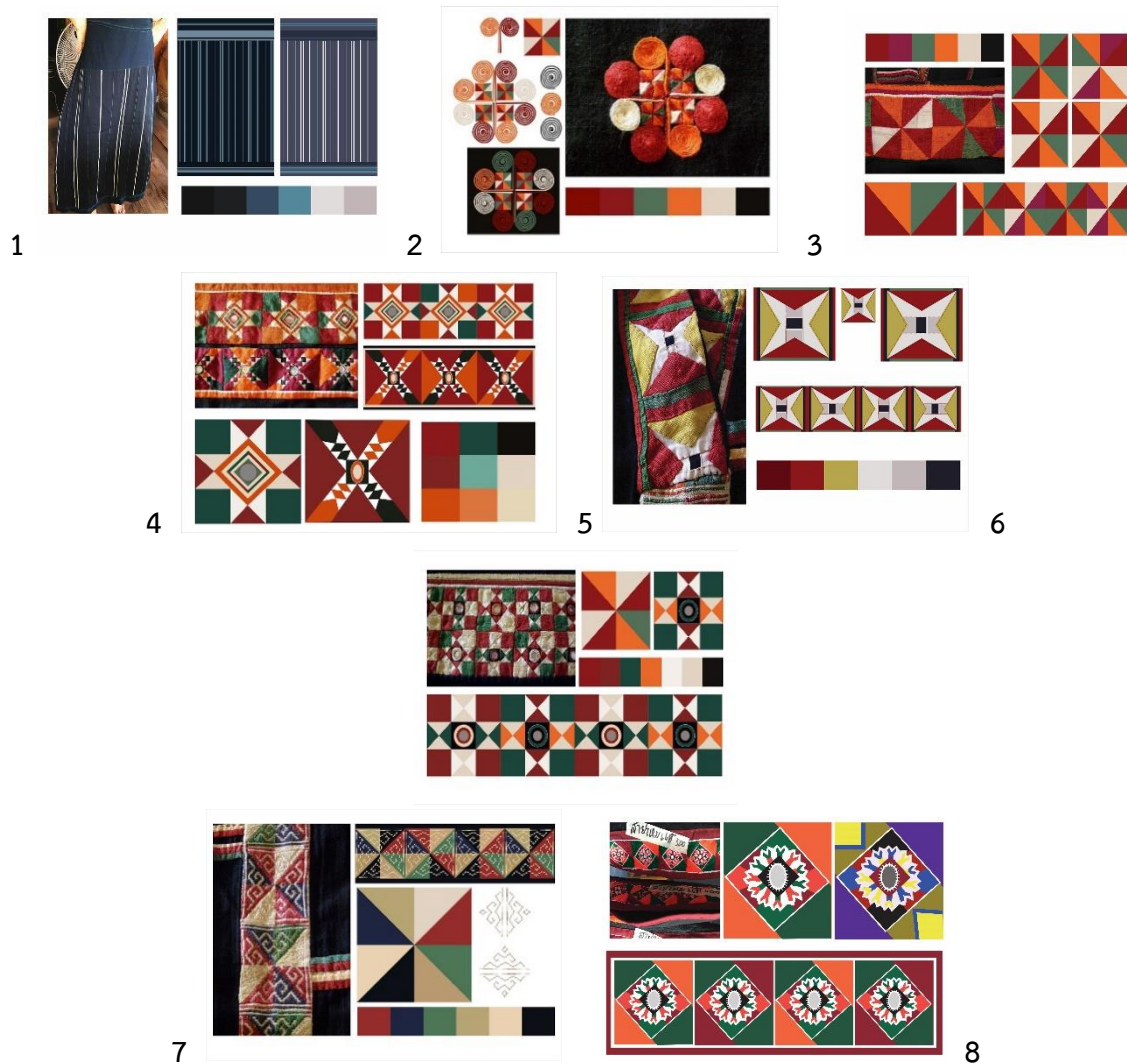


LITERATURE & THEORY

By studying the pattern structure and color from both documents and field studies at Baan Don Manao, Suphan Buri province, the process of picking patterns from different textiles from studying Lao-Song, (Thai Song Dam), fabric pattern, researcher chose the outstanding and popular patterns from Lao-Song, (Thai Song Dam), at Baan Don Manao, Suphan Buri province such as embroidery, weaving, patchwork, Tang-mo sarong pattern that usually appears on Song's clothes, Sarong, Hee shirt, or Biao cloth, etc. and also chose by proper pattern and color that could be developed for stylish readymade printed sarong pattern design.

Figure 2

Lao-Song (Thai Song Dam) patterns use in printed pattern fabric, (1)Tang-mo Sarong pattern, (2) Biao flower pattern or “Bo Biao”, (3) Pad flower pattern or “Bo Pad”, (4) lotus pattern (“Bo Bua”, “Bo Puah” or lotus stem pattern), (5) asterisk pattern or triangle, rectangle, geometric pattern, (6) Lotus pattern (“Bo Bua”, “Bo Puah”), (7) Na Lua pattern, (8) Bullet wood (Pikul flower) pattern.



RESULTS

This printed fabric design inspired by the Lao-Song at Baan Don Manao, Suphan Buri province, researcher designed panung or sarong printed pattern for daily occasions because of the identity, elegance, and meticulousness of Lao-Song textile pattern. Then, the main consumer target was women that should design cloth pattern properly. Panung or Sarong were also the multi-purpose fashionable apparel with their utility, multi-occasion, and timeless popular. Then, Lao-Song fabric pattern was appropriated for stylish, interesting, and contemporary designing.

1.1. Printed readymade Sarong pattern design result from studying Lao-Song, at Baan Don Manao, Suphan Buri province, model 1 -3

These entire 3 printed readymade Sarong pattern designs from studying Lao-Song, at Baan Don Manao, Suphan Buri province, created by using techniques from studying printed fabric pattern design and art composition to apply to most properly design pattern and color considering art composition in term of line, color, shape, balance, repetition, emphasize, motion, and unity to properly harmonized. These patterns were placing by repeating geometric shape horizontally, placing the pattern repeatedly horizontally to the end of the work piece, and placing the pattern based on Panung or Sarong structure respectively and vertically to create elegance pattern. Patterns using in the design were derived from Thai Song Dam textile pattern that were designed and developed both shape and color to place the pattern on cloth based on Sarong or Sinh structure. The using patterns consisted of Tang-mo sarong pattern, Biao flower pattern, Pad flower pattern, lotus pattern, asterisk pattern or triangle, rectangle, jagged geometric pattern, Na Lua pattern, and Bullet wood (Pikul flower) pattern by scattering these patterns all over the cloth and placing patterns by the beauty composition horizontally and resizing the pattern in each layer properly by the alignment composition. Color tones were chosen based on popular Lao-Song's or Thai Song Dam's colors and costumes to decorate and conserve Thai Song Dam's identity by using these colors as the main tone such as black, grey, white, red, deep red, orange, green, blue, navy blue, and yellow then changed some color to be more contrast and correspond to the design and development for the next generation and growing fashion market sector in both Thai and international.

Figure 3

(1) Printed readymade Panung pattern design result from studying Lao-Song, at Baan Don Manao, Suphan Buri province, model 1. (2) Experiment on Developing Colour Group of Printing Fabric Patterns Design, model 1.



Figure 4

(1) Printed readymade Sarong pattern design result from studying Lao-Song, at Baan Don Manao, Suphan Buri province, model 2. (2) Experiment on Developing Colour Group of Printing Fabric Patterns Design, model 2.



Figure 5

(1) Printed readymade Sarong pattern design result from studying Lao Song, at Baan Don Manao, Suphan Buri province, model 3. (2) Experiment on Developing Colour Group of Printing Fabric Patterns Design, model 3.



1.2. Apparel, Sarong, and Sinh designing from printed readymade Sarong pattern by studying Lao-Song, at Baan Don Manao, Suphan Buri province, textile pattern to develop the product.

From printed fabric pattern designs from studying Lao-Song located Baan Don Manao, Suphan Buri province which had elegance and meticulousity identity; researcher developed the creation to design apparels, Sarong, Sinh, girdle, breast cloth, and clothes to demonstrate implementation the pattern design to further fashion product that would be the multi-occasion apparel from working outfit to the ballroom gowns by adapting these printed fabric pattern to develop for the contemporary fashion design while properly maintaining Thai Song Dam tribe's identity. The apparel structure that researcher chose for designing were still simple clothes developed from Lao-Song or Thai Song Dam outfits such as Hee shirt, cylinder-sleeves shirt, Sarong, Sinh, girdle, and breast cloth to properly demonstrate pattern development and implementation for nowadays daily use.

Figure 6

Apparel, Sarong, and Sinh designing from printed readymade Sarong pattern by studying Lao-Song, at Baan Don Manao, Suphan Buri province, textile pattern to develop the product.



DISCUSSION AND FUTURE WORK

This research purpose was to design the printed readymade Panung or Sarong pattern by studying Lao-Song, at Baan Don Manao, Suphan Buri province, textile pattern from the history, pattern, material, and color of Lao-Song (Thai Song Dam), at Suphan Buri province, textiles by using each popular decoration patterns on Lao-Song's outfits to apply to properly and stylish design the printed fabric pattern. These entire 3 patterns were properly designed based on the art composition principles in term of beauty and focused on contemporary utilities too. Researcher designed printed fabric pattern on readymade Panung or Sarong and tried out with another clothes prototype. Researcher designed printed fabric pattern using Transfer Printing which was printing pattern with special color pigment printed on the Transfer Paper then ironed on the clothes to transfer the heat. The work piece would be properly colorful but it could only printed on synthetic fabrics and polyesters fabrics and also using Digital Printing which was printing cloth with the printer by using same procedures as the paper printing but, instead of printing on paper, replaced the paper with cloth and printed directly on the cloth. Before the fabric printing by digital printer, the fabric must be Pre-Treat to increase printing effectiveness and also Finishing to keep the fabric and color pigment stick together. This digital printing method appropriated for the natural fabrics that would be more colorful and durable. From studying the pattern of Lao-Song that located in Baan Don Manao, Suphan Buri province, researcher demanded to display this result to those whom interested in the guideline to further the various and elegance pattern from Lao-Song (Thai Song Dam), Baan Don Manao, Suphan Buri province, to properly develop and design products and promote the from Lao-Song (Thai Song Dam), Baan Don Manao, Suphan Buri province, textile patterns to be admitted and widespread to the next generation.

In this research, researcher created printed readymade Panung or Sarong pattern by studying the various pattern from Lao-Song, at Baan Don Manao, Suphan Buri province. There were many formats, shapes, colors, and outstanding elegance identities in Lao-Song textiles differed by the idea of pattern creations by the ancestors. In this study, researcher chose only some Lao-Song textile patterns that were popular and widespread in Lao-Song (Thai Song Dam), Suphan Buri province, local weaver group to apply to pattern design. Researcher had an opinion that these patterns were interesting and appropriated for printed fabric pattern designing so there were so many Lao-Song textile patterns left that could apply to properly design printed fabric pattern for those whom interested in the creative guideline for designers and work pieces.

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