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

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

Berlin, Germany
23–25 October, 2017

THE 2017 ICBTS

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Lincoln University
Hamdan Bin Smart University
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Edited by Chayanan Kerdpitak, CK Research, Thailand
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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
- 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.
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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# 2017 ICBTS CONFERENCE BERLIN PROGRAM

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DEVELOPMENT OF A SOLUTION TO THE TRAFFIC ISSUES  
INSIDE SUAN SUNANDHA RAJABHAT UNIVERSITY

Wicha Khankham* & Dr. Komol Paisan**  
Suan Sunandha Rajabhat University, Bangkok, Thailand  
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ABSTRACT

The purpose of this study was to develop a solution to the traffic issues inside Suan Sunandha Rajabhat University. The components in this study were divided into the following two parts: the solution developed to resolve the traffic issues inside Suan Sunandha Rajabhat University where the entry-exit passes are handed out and the guideline for vehicle entrance and exit that affects the traffic solution. In addition, the researcher was determined to study and analyze for the purpose of finding a developmental method for the solution to the traffic issues inside the university to ensure the safety of lives and assets of public users. Furthermore, the sample group for the study was composed of 22 people involved in solving the traffic issue. The study used a specific questionnaire before and after the development of the solution. The research was conducted as follows:

1. A sticker was placed on each vehicle categorized by vehicle type to check the number of cars going through the university. Traffic regulations were enforced, while drivers were warned and encouraged to practice traffic discipline and penalties for traffic violations were enforced.

2. Parking spaces were standardized and improvements were made in the parking facility for more parking space.

3. Concerning convenience and service provision, work efficiency increased in addition to knowledge about duties and attention to work and services.

4. On traffic safety, there were stringent measures for maintaining traffic discipline in drivers to ensure the safety of lives and property.

5. On other aspects, notifications, announcements, readiness meetings were organized to reaffirm effective and efficient work and coordination.

Keywords: Model, Management, Traffic Problem.

BACKGROUND AND SIGNIFICANCE OF THE PROBLEM

At present, traffic problems are a significant issue in Thailand, especially in many major urban areas such as Bangkok, Chiang Mai and Khon Kaen, where traffic jams, accidents, traffic law violations and lack of discipline are frequent occurrences often appearing on the news. Although responsible agencies provide traffic system management to solve problems by various means such as expanding road networks, constructing tunnels and overpasses at every intersection, and constructing highways to cover the entire Bangkok Metropolitan Region, a permanent solution seems impossible in the eyes of the agencies responsible. Furthermore, previous public administrators simply thought the traffic problems of Bangkok could be resolved by expanding road networks, constructing tunnels and overpasses at every intersection and constructing highways to cover the entire Bangkok Metropolitan Region. However, these administrators failed to consider the conditions, time, financial investments, economic growth and the Traffic Problems Development and Solutions Plan for Bangkok of 2014 (Metropolitan Police Bureau). Bangkok traffic is a major problem for the Metropolitan Police Bureau and one that has continuously attracted interest to take actions toward making improvements and resolving traffic problems. However, Bangkok is currently a megalopolis with rapid growth and expansion in urbanization. For example, part of Suan Sunandha Rajabhat University is adjacent to Ratchathewi Road with a rather narrow entrance-exit.
makes it inconvenient to enter and exit the university. Ratchathewi Road is the main road for entering Suan Sunandha Rajabhat and the only route from the University for entering Bangkok’s city center. Therefore, traffic is obstructed because vehicles enter and exit the university on a daily basis. According to a specific monthly survey dated 31 December 2016, a total of 954 vehicles entered and exited the aforementioned university, especially during rush hours. From 6:00 9:00 am and from 4:00 5:00 pm, there were 878 vehicles that entered and exited the university during the aforementioned rush hours. As a student responsible for duties concerning the aforementioned issue, and due to the aforementioned information, the researcher’s interest is directed at conducting a study on the development of models to resolve traffic problems at Suan Sunandha Rajabhat University.

RELATED CONCEPTS AND THEORIES

Management means work supervision and control (as defined by the Royal Institute Dictionary, 1999). Henri Fayol (Fayol, 1949) stated that management is a process composed of the following five key phases: Planning, Organizing, Commanding, Coordinating and Controlling.

Furthermore, the Systems Theory of Ludwig Von Bertalanffy (1968) consisted of three components, namely, input composed of resources such as people, knowledge, vehicles; process such as problem analysis, model construction, actions and revisions; and output, which is the product of participation of networks and product of improved work performance.

TRAFFIC MANAGEMENT MODEL

The one-way street system is a road traffic management system where vehicles travel in one direction without traveling in the opposite direction. The purpose is to increase road capacity, decrease traffic cut-off points and reduce accidents. Hence, studies should be conducted on the feasibility of the system and environmental conditions beforehand, especially concerning city planning. Furthermore, a one-way street system requires parallel streets and intersections to connect parallel streets and ensure connectivity with good results such as convenience and traffic safety services in addition to other aspects.

OBJECTIVES

1. Develop a model for resolving traffic problems at Suan Sunandha Rajabhat University.
2. To compare performance during, before and after development.

Sample Group

The key informants in the present study were selected by purposive sampling based on the inclusion criteria set by the researcher. The key informants played important roles in the development of management models for solving traffic problems at Suan Sunandha Rajabhat University.

Research Instrumentation

This study employed a qualitative independent study design. Interview forms consisting of questions created by the researcher were used as guidelines in the interviews. The questionnaires prepared broad questions in advance. Interviews were concerned with different aspects involved in the management of traffic problems at Suan Sunandha Rajabhat University such as traffic, parking space, convenience and services, traffic safety and other aspects. The questions in the interview forms were open-ended questions to allow key informants to provide answers freely.

Model Developed to Solve Traffic Problems at Suan Sunandha Rajabhat University

1. A Facilities and Services Department work team was established in which members could congregate to work together toward achieving the team’s objectives and attempt to enhance the effectiveness...
of the organization by creating official structures and defining clear relationships between members. Furthermore, the team had officially appointed leaders and work section supervisors for each role and duty. 1. Team members were able to come together from different backgrounds to share knowledge and skills in working together. 2. Members had standards and rules in working together in the organization. 3. Members were awarded for performing their duties to provide good role models. 4. Members also had to work systematically and have relationships that involved formal and informal communication in order to promote interactions within the team and combine the abilities of each team member together to help one another achieve set objectives.

2. Knowledge was provided for all target groups. The Facilities and Services Department provided knowledge about work in the organization apart from work involved in routine duties. The information received during work operations was submitted to upper management in the form of news, problems, performance, reports and recommendations. At the same time, information from upper management was successively passed on to lower management. The central administrator translated the goals and policies provided by high-ranking executives into objectives and strategies, while the lower administrators transformed the objectives and strategies of the central administrator into objectives and practices.

3. The capabilities of networks were improved for the Facilities and Services Department and organize groups of individuals under the Facilities and Services Department to exchange information with one another or participate in activities together with established organizations in the agency members who were independent from outside the university to create a sense of need for a network. Different situations affecting success based on the objectives of the cooperative network were assessed jointly to demonstrate crises and opportunities for success and opportunities with promotion of new ideas as well as new and positive actions combining successes into trends for change. As thinking began to change, structures and policies were quickly revised in line with reaffirmation of confidence.

4. Network work guidelines were formed to become a culture for good work performance stemming from cooperation and adherence to shared objectives between staff and students combined with good leadership and effective management demonstrating inter-agency cooperation leads to accomplished objectives. Additionally, jointly invent mechanisms and methods for developing leadership and producing a new generation of leaders in the cooperation network.

5. Regulations, legal notifications and rules were considered important criteria for government work and acted as tools to facilitate good internal control within the organization. Therefore, the Facilities and Services Department was able to create an organized database to make it convenient to gain understanding and conduct searches to create benefits for work as a source of learning information for the organization’s personnel. In addition, the database had to be maintained systematically to be correct and up-to-date at all times.

5. Corrections were made in places where traffic jams occur after a survey was conducted on the traffic problems occurring at the entrance to U Thong Road outside the Demonstration School due to large numbers of parents picking up and delivering their children at school every day. Furthermore, cars from outside use entrance-exit routes caused other traffic problems that led to congestion at the exit to Samsen Road. This was consistent with the survey findings in that the times that resulting in the most traffic problems are from 6:00-9:00 am to 4:00-5:00 pm. The Facilities and Services Department through the Traffic and Security Section must inspect the access card of every vehicle before entering the university in the mornings and evenings to resolve traffic jams inside the university and advise parents picking up or dropping off their children to make preparations to ensure flexible traffic.

6. Public announcements were made on a regular basis to provide accurate, clear and sufficient information of the organization regarding its policies, objectives, activities and other issues. The Facilities and Services Department and the president’s office provided constant public announcements to target groups, staff, students, the public and nearby areas to establish perception and understanding as well as mutual positive attitudes to provide important channels of communication between the organization and different
populations involved with performance of management duties to support the organization in line with set policies in addition to achieving set objectives and goals concerning traffic at Suan Sunandha Rajabhat University.

**Steps for Development Work to Resolve Traffic Problems at Suan Sunandha Rajabhat University**

**Step 1:** Analysis of the existing implementation model and conduct the study with analysis of the information on traffic at the university and information from the agencies involved in order to jointly identify risk areas and analyze causes.

**Step 2:** Merging of the information obtained from all parties to solve each issue and create supporting projects to resolve traffic problems inside the university.

**Step 3:** Implementation of the new model, conduct monitoring and performance evaluation continuously and use information obtained to make improvements and develop implementation methods and models.

**Step 4:** Summary of performance by subjecting information and knowledge obtained from the beginning of implementation to processing and analysis. Then create a summary as a new model for eliminating traffic problems.

**Process for Applying for Access Cards of Suan Sunandha Rajabhat University**

1. **Start**
   - Professors/Staff/Students/Parent

2. Complete card application form.

3. A committee conducts initial examination of documents.

4. Approved
   - Dean Considers
   - Model Office
   - President

5. Approved
   - Office President
   - President
   - Traffic Personnel

6. Inform Traffic Personnel

7. Issue Cards

8. Receive Cards

**Practice Guidelines for Vehicle Access**

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The guidelines are aimed at ensuring that access and parking cards for vehicles at the university are created in an orderly manner. Thus, access and parking at the university can be controlled effectively.

1. The university authorizes and grants usage rights for access cards to educators, officials, staff, special class students and parents of students at the Demonstration School only.
2. Cards are to be displayed and attached to vehicles in a clearly visible location for convenience and order in the services provided by officials.
3. The university allows vehicles with access cards to access and park in the university in the areas designated by the university only, with exception of official contacts with the university, in which case drivers can exchange cards with the university’s officials upon arrival.
4. Agencies inside the university intending to have a bus enter or exit the university to pickup or deliver students, graduates, officials or staff of the university, will need to inform the Traffic Department in advance for traffic convenience.
5. For overnight parking at the university, if a driver needs to park a car overnight at the university, a letter will need to request permission from the university. unless the aforementioned parking is for performing duties and activities associated with university as assigned.
6. In cases where an outside person is found to falsely rights by attaching a false access card to their vehicle, the university will terminate the privileges of the aforementioned card immediately.
7. If any person violates the traffic management regulations in this notification by parking a vehicle without permission, parking a vehicle in a no-parking area or on a footpath or obstructing traffic, the university will use a wheel clamp and issue fines. If no one contacts the university in the aforementioned case, the university reserves the right to take further legal action. Details of fines are to follow the notifications of Suan Sunandha Rajabhat University.
8. The traffic management at this university is only a convenience provided to ensure traffic order. If vehicles are lost or damaged, or if property inside vehicles is lost, the university will not take any responsibility in any case whatsoever.

**Boom Barrier Locations**

1. Building No. 11, Faculty of Education.
2. Building No. 26, Faculty of Science and Technology.
3. In front of Building No. 27, Office of Arts and Culture.
4. Building No. 32, President’s Office.
5. Building No. 31, Technology and Information Building.
7. Courtyard of Building 58, Faculty of Arts.

**Access Checkpoint: Gate No. 3**

Vehicles without access cards are prohibited from entering the university and are to make a turn to exit at Gate No. 3 on Samsen Road.

**University Traffic during Rush Hours**

In order to ensure flexible traffic during rush hours at the university and minimize impact, the two following locations should be avoided:

- **Location 1**: In front of Secondary Demonstration School from 6:00-9:00 am and 4:00-5:00 pm.
- **Location 2**: Do not park in front of Technology and Industry from 4:00-5:00 pm.

**Data Collection**

The study group directly collected all information in three stages as follows: Before, during and after the implementation of the new model. Research data were analyzed, and data that had been verified and complete were also analyzed.
Statistics Used
Descriptive Statistics and Content Analysis

Instruments Used in Data Collection:
1. University car access record form
2. Registration of the staff operating at the university
3. Reports on traffic jams

RESEARCH FINDINGS AND DISCUSSION OF THE FINDINGS
Each group of persons involved in solving traffic problems offered interviews. The data obtained from the interviews were processed, organized and summarized in each section, and the opinions obtained from interviews were analyzed. The characteristics of the problem were obtained, and the aforementioned problem was solvable. In terms of outcomes, reduction of traffic problems in line with the new model developed by the researcher was better than the outcomes of the previously existing model as follows: 1. The number of vehicles entering and leaving the campus decreased and 2. Network participation occurred between all agencies in the university and outside the university and every agency cooperated in solving traffic problems.

On analysis of the traffic problems at Suan Sunandha Rajabhat University, the aspects of traffic, parking facilities, conveniences and services, traffic security and other aspects formed a part of the solution in solving traffic problems to which the Facilities and Services Department applied information obtained from interviews and requirement survey to create a development plan to manage the traffic problems at Suan Sunandha Rajabhat University.

RESEARCH FINDINGS
The findings of the study on the development of a model to solve traffic problems at Suan Sunandha Rajabhat University based on interviews and requirement surveys of various components were compared before and after the development of the model, which can be summarized as follows:

Discussion of the Research Findings
Table 1: Development of a Model to Solve Traffic Problems at Suan Sunandha Rajabhat University

<table>
<thead>
<tr>
<th>Traffic Problems at Suan Sunandha Rajabhat University</th>
<th>Development Model to Manage Traffic Problems at Suan Sunandha Rajabhat University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic</td>
<td>Traffic was organized in a way that prohibited cars from parking along the roadside. Signs were made clearly to designate parking areas. Stickers were made for all cars and categorized by type to check the number of cars entering and exiting the campus. In following internal traffic regulations, vehicle users were reminded to exercise discipline, and strict penalties were administered to violators.</td>
</tr>
<tr>
<td>- Footpaths and vehicle routes were shared throughout from Gates 1 to 4. Vehicles were parked too closely to the road. There were no directions signs. And there was no observance of traffic rules.</td>
<td></td>
</tr>
<tr>
<td>Parking Facilities</td>
<td>Parking facilities were modified to meet general standards. Underground parking lots were improved. The staff was prohibited from overnight parking and ordered to follow the regulations of the university. In addition, modifications were made for parking lots to meet safety standards.</td>
</tr>
<tr>
<td>- There were few parking spaces in the shade. Parking lots underneath buildings had overnight parking. And ordinary parking lots had staff or outside persons parking their vehicles overnight. In addition, floors were uneven, and there were no clear parking guide lines or slots.</td>
<td>Parking Facilities</td>
</tr>
<tr>
<td>Conveniences and Services</td>
<td>Conveniences and Services</td>
</tr>
<tr>
<td>- Traffic officials and security guards do not pay attention at intersections, and advance announcements</td>
<td>- Work effectiveness was increased for personnel to</td>
</tr>
</tbody>
</table>
are not made when blocking parking lots to organize activities.
- There was an absence of a control system of vehicles entering-exiting university parking lots.

Traffic Safety
- There were no public announcements on rules and regulations or campaigns against driving in the wrong direction, and parking lots underneath buildings were too dimly lit.

Other Aspects
- The traffic rules at Suan Sunandha Rajabhat University were not observed.
- There was little inter-agency communication inside the university.

Know their duties and pay greater attention to service through training provided about services to traffic personnel and security guards.
- In system services, cards were scanned for all personnel entering and leaving university parking lots.

Traffic Safety
- Measures became more stringent, regulations were enforced, and drivers were regulated to observe traffic discipline. In addition, increased lighting was provided to underground parking lots, and CCTVs were installed to ensure safety for lives and property.

Other Aspects
- Notifications, public announcements and readiness meetings occur when activities are organized.
- In communication on the system... ... of different agencies, the LINE application was used to communicate with personnel providing services to ensure rapid service provision.

RECOMMENDATIONS
Based on the interviews on traffic at Suan Sunandha Rajabhat University, the researcher has the following recommendations:

1. On the use of parking spaces in each area of parking lot buildings and parking lots, the personnel should act in compliance with notifications and seriously observe the traffic rules inside the university.

2. Agencies should follow traffic regulations and cooperate with card inspections on every entry-exit to the campus in order to reduce traffic problems at the university.

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REFERENCES


