

**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**

**ISBN 978-616-406-740-6 (electronic book)**

**International Academic Multidisciplinary Research Conference 2017**

**Conference Proceedings**

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

*Berlin, Germany  
23 – 25 October, 2017*

**THE 2017 ICBTS**



**Conference Three Themes**

*The International Business Tourism and Applied Sciences Research Conference*

*The International Education Social Sciences and Humanities Research Conference*

**ISBN 978-616-406-740-6**

# Conference Proceedings

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

*Berlin, Germany  
23 – 25 October, 2017*

## THE 2017 ICBTS

**Organised by**

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

**In Academic Scholars Cooperation with**



Wismar University



Lincoln University



Hamdan Bin Smart University



Suan Sunandha Rajabhat University

**Sponsored by**



Ryerson University



University of Sunderland



Thai Airways International

Edited by Chayanan Kerdpitak, CK Research, Thailand  
Kai Heuer, Wismar University, Germany  
Ebrahim Soltani, Hamdan Bin Smart University, UAE  
Gilbert Nartea, Lincoln University, New Zealand  
Vipin Nadda, University of Sunderland, United Kingdom

Published by Chayanan Kerdpitak (ICBTS Institute Conference Center & CK research)  
Phaholyothin Road, Klongnuang, Klongnuang  
Pathumtani 12120, Thailand: Tel 087 0287 287, Fax +662 994 5021

Abstracting and nonprofit use of the material is permitted with credit to the source. Instructors are permitted to photocopy isolated articles for noncommercial use without fee. The authors have the right to republish, in whole or in part, in any publication of which they are an author or editor, and to make other personal use of the work. Any republication or personal use of the work must explicitly identify prior publication in Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of the International Business and Economics Research Conference, International Social Sciences Humanities and Education Research Conference, International Tourism Transport and Technology Research Conference (C.Kerdpitak, K. Heuer, E. Soltani, G. Nartia Editors ) including the page numbers.

Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of The International Business Economics Tourism Transport Technology Social Sciences Humanities and Education Research Conference

Copyright©2017

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

All rights reserved.

All papers in the proceedings have been peer reviewed by experts in the respective fields responsibility for the contents of these papers rests upon the authors.

ISBN: 978-616-406-740-6 (electronic book)

Published by Chayanan Kerdpitak (ICBTS Institute & CK Research)

Pramsiri Boutique Park, 18/83 Building A, Prasertmanukid Rd. Bangkok, 10900, Thailand

Plum Condo Park Rangsit, 91/194 moo4, Phaholyothin Road, Klongnung Klongluang Pathumtani 12120, Thailand

## 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

## **INTERNATION ADVISORY COMMITTEE**

### **Academic Advisory Chairs**

#### **Prof. Dr. Ebrahim Soltani**

Hamdan Bin Mohammed Smart University  
Dubai, United Arab Emirate  
Phone. +44(0) 1227 827405

### **Academic Advisory Chairs**

#### **Prof. Dr. Kai Heuer**

Wismar University of Business School, Germany  
Studiengangleiter Master Betriebswirtschaft  
ABWL/Controlling  
Hochschule Wismar  
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@icbtconference.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

## **INTERNATIONAL COMMITTEE**

### **INTERNATIONAL ADVISORY COMMITTEE**

Wittaya Makkham, Suan Sunantha Rajabhat University, Thailand

Gilbert Nartea, Lincoln University, New Zealand

Lee Li, York University, Canada

Susan L. Solis, Asian Institute of Tourism, University of the Philippines

Kamon Budsaba, Thammasart University, Thailand

Aruna Apte, Naval Postgraduate School, USA

Hiromi Ban, Fukui University of Technology, Japan

Vipin Nadda, University of Sunderland, London UK

Bahadır Gulsun, Yıldız Technical University, Turkey

Ali Fuat Guneri, Yıldız Technical University, Turkey

Hen Friman, Holon Institute of Technology, Isreal

Mohammad Bader Al-Badarneh, Amman University Jordan

Douglas J Marshall, USA, Southern University, New Orleans, USA.

Raef Jiries Assaf, Devry University, Corona USA.

Cormac Doran, Institute of Technology Blanchardstown, Ireland

### **ACADEMIC REVIEW COMMITTEE**

Chayanan Kerdpitak, CK Research, Thailand

Kai Heuer, Wismar University of Business School, Germany

Ebrahim Soltani, University of Kent, Canterbury, UK

Tariq Khan, Brunel University, London, UK

Gilbert Nartea, Lincoln University, New Zealand

Marian S. Stachowicz, University of Minnesota, USA

Per Engelseth, Molde University College, Norway

Phaopak Sirisuk, King Mongkut's Institute of Technology Ladkrabang, Thailand

Susan L. Solis, Asian Institute of Tourism, University of the Philippines

Kamon Budsaba, Thammasart University, Thailand

Aruna Apte, Naval Postgraduate School, USA

Vinod Singhhal, Georgia Institute of Technology, USA

Hiromi Ban, Fukui University of Technology, Japan

Vipin Nadda, University of Sunderland, London UK

### **ORGANIZING BY**

ICBTS Conference Center & CK Research Thailand

## **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	
COMMITTEE	
Conference Program	
RENEWABLE ENERGY BY PROJECT-BASED LEARNING	1
Idan Halbi, Ifaa Banner, Bosmat Shalom-tuchin, Yulia Einav, Hen Friman	
INTEGRITY OF COUNSELLING INTERVIEW AND PERCEPTION OF CLIENT’S DIGNITY AMONG EDUCATION FACULTY MEMBERS OF THE UNIVERSITY OF CALABAR, NIGERIA	8
Matthew Ojong Achigbe	
“SPIRITUAL TOURISM” THE NEW TOURIST DESTINATION FOR THAI TOURISM CASE STUDY IN “ WAT TATON” CHAING-MAI THAILAND	19
Supakit Mulpramook	
THE DIFFERENCES OF SOCIAL AND POPULATION FACTORS TOWARDS TOURISTS’ ATTITUDES TO STAYING AT GREEN HOTELS IN BANGKOK	25
Rumpapak Luekveerawattana	
THE STUDY ON MEDIA EXPOSURE BEHAVIOR IN POLITICAL ISSUES OF UNIVERSITY STUDENTS	32
Veerapon Vongprasert	
THE STUDY OF APPLICANTS’ SATISFACTION OF UNIVERSITY ADMISSION SYSTEM : UNDERGRADUATE LEVEL, SUAN SUNANDHA RAJABHAT UNIVERSITY	39
Aphichart Kampoomprasert & Chontiya Ledanan	
THE STUDY OF THE PARTICIPATION OF THE PRESIDENT OF STUDENT COUNCIL ELECTION, UNDERGRADUATE PROGRAM, SUAN SUNANDHA RAJABHAT UNIVERSITY	47
Sudabhorn Arundee & Barameeboon Sangchan	
EVALUATION OF TWO FACTORS ON BEGINNER LEARNERS’ FLUENCY	52
Alireza Behfar, Meira Levinson, Nancy Hill	
BOROBUDUR TEMPLE WORLD HERITAGE SITE AUDIT	61
Anggi Marisa Lubis	
9/11 THE DOMESTICS CRUSADERS REGISTERS VIOLENCE AGAINST MUSLIMS FOLLOWING 9/11	73
Rehab Farouk and Mona Anwar	
THE STUDY OF SATISFACTION OF THE DEVELOPMENT OF GRADE VALIDATION SYSTEM BASED ON CURRICULUM STRUCTURE, UNDERGRADUATE STUDENTS, SUAN SUNANDHA RAJABHAT UNIVERSITY	104
Aphichart Kampoomprasert & Wanwika Sattaworn	
DEVELOPMENT OF A SOLUTION TO THE TRAFFIC ISSUES INSIDE SUAN SUNANDHA RAJABHAT UNIVERSITY	111
Wicha Khankham & Dr.Komol Paisan	
ROLE OF PROVINCIAL GOVERNOR IN CONTROL OF LOCAL ADMINISTRATION ORGANIZATIONS: CASE STUDY NONGBUALAMPHU PROVINCE	119
Barameeboon Sangchan & Sudabhorn Arundee	
ACTING AS A TOOL TO EXPRESS POWER OF MEDIUM	127
Kusuma Teppharak	
EQUIPMENT DESIGN TO CREATE TIE-DYE FABRIC PATTERN	132
Tanutpong Phriwanrat	
WICKERWORK PROCESS ANALYSIS APPLY FOR HOME DECORATION DESIGN: PRANEE HANDICRAFT SING BURI THAILAND	138
Akapong Inkuer	
SOUVENIRS DESIGN FROM ARTS AND CULTURAL	142
Noppadon Sangwalpetch	
GERMAN LEADERSHIP IN EU FOREIGN POLICY AFTER EUROZONE CRISIS?	147
Merve Yavuz	

ESL BASIC LEARNERS: PERSONAL HISTORIES OF WRITING	161
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	169
Anat Frishman Shitrit and Ofira Tykochinsky	
THAI PERFORMING ARTS IN KING PRAJADHIPOK'S LAWS	170
Manissa Vasinaron	
FABRIC PRINTING DESIGN OF SARONG AS A RESULT OF A STUDY OF TEXTILE PATTERNS OF LAO-SONG (THAI SONG DAM) , SUPHAN BURI PROVINCE	176
Suwit Sadsunk	
THE ART OF THE FABRIC PATTERN DESIGN BY STUDYING THE WOODEN CARVING ON GINGERBREAD IN VIMANMEK MANSION IN THAILAND	185
Chanoknart Mayusoh	
MAINTAINING SIGNIFICANCE OF REALIA IN TRANSLATED PLAY	194
Nataporn Rattanachaiwong	
A WESTERN TREATMENT OF NONWESTERN NATIONAL IDENTITY: A CASE STUDY OF <i>THE KING AND I</i>	200
Chutima Maneewattana	
FINANCIAL STABILITY IN SAMUT SONGKRAM FROM HOUSEHOLD SAVING POTENTIAL	205
Krisada Sungkhamanee & Piyadhida Sungkhamanee	
VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET	213
Natnaporn Aeknarajindawat	
TOURISM STRATEGY IN THE SUN TRIANGLE ANALYSIS WITH THE THEORY BASED ON RESOURCES AND INSTITUTIONAL THEORY	217
José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco	
CULTURAL AND ART EDUCATION: A MEANS FOR SOCIAL STABILITY IN NORTHERN GHANA	226
Eric Appau Asante and Mavis Donkor	
EXAMINING MOTIVATION TO TEACH LEVELS OF PRE-SERVICE TEACHERS IN TERMS OF SOME VARIABLES	227
Ipek Som Onal	
FEASIBILITY STUDY OF IMPLEMENTATION OF COACHING IN TRAINING OF NURSES IN BAHMAN HOSPITAL IN TEHRA (IRAN)	228
Mohammad Ghahramani	
EXPLORING THE EFFECT OF TECHNOLOGY SUPPORTED COLLABORATIVE LEARNING ON CREATIVE THINKING SKILLS OF PRE-SERVICE TEACHERS	229
Erhan ÜNAL, Fatih ÖZDİNÇ	
ASTIN THEORY AND SOCIAL NETWORKS	230
Elham Akbari and Hamid Abdollahian	
FACTORS DEVELOPMENT OF PHYSICAL ABILITY OF STRIKER FOOTBALL PLAYER: A CASE STUDY OF THAILAND	245
AVM. Adinan Jarayapan & Bhasana Soraphetphisai	
HOTEL BUSINESS DEVELOPMENT WAY TO REACH SERVICE STANDARD FOR SUPPORTING SENIOR TOURISTS IN THE AREA OF AMPHAWA DISTRICT, SAMUTSONGKRAM	249
Benjaporn Yaemjamuang, Monrat Jaiuea & Tassanee Naksanee	
KNOWLEDGE MANAGEMENT FOR WRITING RESEARCH PROPOSAL	253
Wanvisa Saisanan Na Ayudhaya	
DEVELOPMENT FOR 21st CENTURY SKILLS BY USING PROCESSES OF RESEARCH BASED LEARNING	258
Poonyapon Chanfoy	
ACTIVE LEARNING BY USING PROCESSES OF PROBLEM BASED LEARNING	263
Suphanwadee Waiyaroop & Bhanit Yenkhæ	
KNOWLEDGE MANAGEMENT: GUIDE TO WRITE A RESEARCH PROPOSAL	270
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 Bhiromrat 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 PROPECT-DISINFECTION OF EFFLUENTS WITH RENEWABLE Hen Friman, Faina Nakonechny	307
HOW PARTICIPATION IN CAMPUS RECREATION PROGRAMMING IMPROVES STUDENT RENTETION James G. Archibald	312
SPANISH FRANCHISING: EXPLAINING OWNERSHIP Rosa M, Mariz Pérez	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 Rungsisawat & 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 Rungsisawat & 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	384
Sasiporn Phongploenpis	
KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT: INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY	390
Supaporn Wongsa, Supaporn Jaisook, Ganratchakan Ninlawan and Sirilak Ketchaya	
THE STUDY OF TECHNOLOGY ASSISTED OFFICE ADMINISTRATION OF SUAN SUNANDHA RAJABHAT UNIVERSITY	395
Suntaree Patcharaprateep, Pornkiat Phakdeewongthep & Wannee Sutthachaidee	
THE EXPOSURE AND SATISFACTION OF THE GRADUATE STUDENTS FOR THE CHANNAL OF THE INFORMATION AT SUANSUNANDHA RAJABHAT UNIVERSITY	399
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	404
Charles Wild	

## 2017 ICBTS CONFERENCE BERLIN PROGRAM

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

	<p><b>Paper 5(144)</b> Examining Motivation to Teach Levels of Pre-Service Teachers in Terms of Some Variables Ipek Som Onal</p>
12.01-13.00	<b>Lunch Break</b>
13.01-15.00	<p><b>Session A 3</b></p> <p><b>Paper 1(9)</b> ACTING AS A TOOL TO EXPRESS POWER OF MEDIUM Dr. Kusuma Teppharak</p> <p><b>Paper 2(10)</b> EQUIPMENT DESIGN TO CREATE TIE-DYE FABRIC PATTERN Mr. Tanutpong Phriwanrat</p> <p><b>Paper 3(11)</b> WICKERWORK PROCESS ANALYSIS APPLY FOR HOME DECORATION DESIGN: PRANEE HANDICRAFT SING BURI THAILAND Mr. Akapong Inkuer</p> <p><b>Paper 4(12)</b> SOUVENIRS DESIGN FROM ARTS AND CULTURAL Mr. Noppadon Sangwalpetch</p> <p><b>Paper 5(13)</b> THAI PERFORMING ARTS IN KING PRAJADHIPOK'S LAWS Asst. Prof. Manissa Vasinarom</p> <p><b>Paper 6(116)</b> ESL Basic Learners: Personal Histories of Writing Ketskanda Jaturongkachoke and Supat Kookiattokoon and Supamit Chanseawrassamee</p> <p><b>Paper 7(150)</b> 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><b>Paper 8(127)</b> 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	<b>Afternoon Break</b>
15.16- 17.00	<p><b>Session A 4</b></p> <p><b>Paper 1(14)</b> 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><b>Paper 2(15)</b> THE ART OF THE FABRIC PATTERN DESIGN BY STUDYING THE WOODEN CARVING ON GINGERBREAD IN VIMANMEK MANSION IN THAILAND Mrs. Chanoknart Mayusoh</p> <p><b>Paper 3(17)</b> A WESTERN TREATMENT OF NONWESTERN NATIONAL IDENTITY: A CASE STUDY OF <i>THE KING AND I</i> Asst. Prof. Dr. Chutima Maneewattana</p> <p><b>Paper 4(16)</b> MAINTAINING SIGNIFICANCE OF REALIA IN TRANSLATED PLAY Dr. Nataporn Rattanachaiwong</p> <p><b>Paper 5(40)</b> THE EXPOSURE AND SATISFACTION OF THE GRADUATE STUDENTS FOR THE CHANNAL OF THE INFORMATION AT SUANSUNANDHA RAJABHAT UNIVERSITY Miss Netdao Yooyong</p> <p><b>Paper 6(128)</b> AN EVOLUTION PERSPECTIVE ON THE ROLE OF UNIVERSITIES IN REGIONAL INNOVATION</p>

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

12.01- 13.00	<b>Lunch Break</b>
13.01-15.00	<p><b>Session B 3</b></p> <p><b>Paper 1 (30)</b> THE DEVELOPMENT OF ONLINE ADMISSION FOR GRADUATE STUDENTS, SUAUN SUNANDHA RAJABHAT UNIVERSITY Miss Khatcharin Thapthimthet</p> <p><b>Paper 2 (28)</b> ORGANIZED ACTIVE LEARNING BY CREATIVE BASED LEARNING Mrs. Chompunuj Limlertmonkol</p> <p><b>Paper 3 (31)</b> 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><b>Paper 4 (19)</b> VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET Dr. Natnaporn Aeknarajindawat</p> <p><b>Paper 5 (25)</b> KNOWLEDGE MANAGEMENT: GUIDE TO WRITE A RESEARCH PROPOSAL Miss Yanika Chuentako</p> <p><b>Paper 6 (34)</b> KNOWLEDGE ON FOLLOWING-UP AND RECORDING ACCORDING TO PERSONNEL DEVELOPMENT TRAINNING Miss Supassawee Morakul</p> <p><b>Paper 7 (114)</b> AGRICULTURAL TRADE UNDER WTO REGIME: OPPORTUNITIES AND CHALLENGES Dr. MOHD ADIL</p> <p><b>Paper 8 (115)</b> RACE OF RELIGIONS AND THE RICE OF RADICALISM IN WEST PAPUA INDONESIA Umar Werfete and Suparto Iribaram</p>
15.01 - 15.15	<b>Afternoon Break</b>
15.16 - 17.00	<p><b>Session B 4</b></p> <p><b>Paper 1(7)</b> DEVELOPMENT OF A SOLUTION TO THE TRAFFIC ISSUES INSIDE SUAN SUNANDHA RAJABHAT UNIVERSITY Mr. Wichar Kunkum</p> <p><b>Paper 2 (6)</b> 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><b>Paper 3 (32)</b> DEVELOPMENT OF THE “I” SYSTEM FOR THE CORRECTION OF INTERNET LEARNING VIA THE INTERNET SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Pinyaphat Kongsorn</p> <p><b>Paper 4 (38)</b> KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT: INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Supaporn Wongsa</p> <p><b>Paper 5 (4)</b> THE STUDY OF APPLICANTS’ SATISFACTION OF UNIVERSITY ADMISSION SYSTEM : UNDERGRADUATE LEVEL, SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Chontiya Ledanan</p>

	<p><b>Paper 6 (116)</b> THE EFFECTIVENESS OF USING GAMES IN LEARNING ENGLISH VOCABULARY: AN ANALYTIC IN THE SAUDI ARABIAN CONTEXT Ayedh Dhawi Mohammed Almohanna, Saudi Arabia</p> <p><b>Paper 7 (133)</b> SOCIAL MEDIA AND ARABIC: CODE-SWITCHING AMONGST ALGERIAN STUDENTS LIVING IN THE UK Linda Merzougui</p>
<b>24 October 17(T)</b>	<b>Session C</b>
24 October 17 (T) 09.30 – 10.30	<p><b>Session C1</b></p> <p><b>Paper 1(48)</b> GERMAN LEADERSHIP IN EU FOREIGN POLICY AFTER EUROZONE CRISIS? Merve Yavuz</p> <p><b>Paper 2 (7)</b> CULTURAL AND ART EDUCATION: A MEANS FOR SOCIAL STABILITY IN NORTHERN GHANA Dr. Eric Appau Asante and MAVIS DONKOR</p> <p><b>Paper 3 (53)</b> INNOVATIVE ACADEMY PROJECT -DISINFECTION OF EFFLUENTS WITH RENEWABLE ENERGY Hen Friman and Faina Nakonechny</p> <p><b>Paper 4 (61)</b> 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><b>Session C2</b></p> <p><b>Paper 1(57)</b> EXPLORING THE EFFECT OF TECHNOLOGY SUPPORTED COLLABORATIVE LEARNING ON CREATIVE THINKING SKILLS OF PRE-SERVICE TEACHERS Erhan ÜNAL and Fatih ÖZDİNÇ</p> <p><b>Paper 2 (64)</b> ASTIN THEORY AND SOCIAL NETWORKS Dr Elham Akbari and prof Hamid Abdollahian</p> <p><b>Paper 3 (50)</b> EFFECT OF PAUL THE PERSIAN'S LOGICAL WORKS ON AL-MANTIQ BY IBN AL-MUQAFFA Seyedmohammadreza Azarkasb</p> <p><b>Paper 4 (136)</b> THE NECESSITY OF REGIONAL ECONOMIC INTEGRATION: A LESSON FOR SOUTH ASIA? Md. Rajin Makhdum Khan and Faizah Imam</p> <p><b>Paper 5 (137)</b> AN INVESTIGATION OF SENSORY LEARNING STYLES USED BY KURDISH EFL STUDENTS AT UNIVERSITY LEVEL Dr. Hoshang Farooq Jawad and Mr. Salahaddin Saeed Khidr</p>
<b>24 October 17(T)</b>	<b>Session E</b>

<p>24 October 17 (T) 09.30 – 10.30</p>	<p><b>Session E1</b>  <b>Paper 1(141)</b> 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  <b>Paper 2 (144)</b> CONTRADICTIONS AMONG STUDENTS OF BEING MALES AND FEMALES IN LEARNING ENGLISH AS A FOREIGN LANGUAGE.  Amina Babou, Algeria  <b>Paper 3 (145)</b> THE RELATIONSHIP BETWEEN SYSTEM OF SUGGESTIONS AND THE PRODUCTIVITY OF HUMAN RESOURCES. A CASE STUDY OF TEHRAN PROVINCE GASCO  Ali Aolatshah, Iran  <b>Paper 4 (120)</b> 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><b>Session E2</b>  <b>Paper 1 (158)</b> 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  <b>Paper 2(31)</b> ADVANCING SUSTAINABLE AGRO-TOURISM IN THE WESTERN BALKANS: INSIGHTS FROM THE KATUN PROJECT  Djurdjica Perovic and Sanja Pekovic andTatjana Stanovcic andJovana Vukcevic, Montenegro  <b>Paper 3 (163)</b> SHARING ECONOMY: THE ESTABLISHMENT OF ORGANIZATIONAL IDENTITY OVERTIME, CONSIDERING IDENTIFY CLAIMS AND LEGITIMACY GRANTING  João Miguel O. Cotrim and Prof. Francisco Nunes  <b>Paper 4 (143)</b> REGENERATING PATRIARCHY: A STUDY ON GEORGE ORWELL'S VIEWS ON WOMEN AND FEMALE CHARATER  Khaled Zouaoui  <b>Paper 5 (154)</b> 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><b>Participation and Discussion</b></p> <ol style="list-style-type: none"> <li>1. Dr. Mustafa Arslan., Georgia,</li> <li>2. Dr. Dr Olufemi Aramide, Nigeria</li> <li>3. Dr. Asif Iqbal, China</li> <li>4. Professor Wang Zhuquan, China</li> <li>5. Dr. Sumit Kumar dey, India</li> </ol>
<p>25 October 2017</p>	<p>Free day for Participants</p>

# THE DIFFERENCES OF SOCIAL AND POPULATION FACTORS TOWARDS TOURISTS' ATTITUDES TO STAYING AT GREEN HOTELS IN BANGKOK

**Dr. Rumpapak Luekveerawattana**

*Tourism Industry and Hospitality Management Program,  
Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University  
E-mail: Rumpapak.lu@ssru.ac.th*

## ABSTRACT

The study on “the differences of social and population factors towards tourists' attitudes staying at green hotels in Bangkok” aims to study social, population and geographical factors that influence tourists' attitudes and decision making to stay at green hotels. The study also aims to compare social and population factors with tourists' attitudes in order to know whether these factors influence their attitudes for making decisions to stay at green hotels in Bangkok. The samples were 400 tourists whom were selected through the accidentally sampling. The researcher analyzed data by using percentage, mean, and standard deviation. The researcher used statistics which were t-test and F-test to compare independent and dependent variables and post hoc test by using LSD and Scheffe's method.

The study results found that most samples were females (210 persons) or 52.5 % followed by males (190 persons) or 47.5%. Most samples were younger than 30 years old (161 persons or 40.3%). In terms of educational level, most samples graduated Bachelor's Degree (225 persons or 56.3%). 138 samples ran their own business (34.5%). Most samples travelled to Bangkok with their families (168 persons or 42.0%). Their travel goal mostly was for leisure (246 persons or 61.5%). Interestingly, most samples were Europeans (169 persons or 42.3%). According to the hypothesis testing, different educational levels cause different attitudes for making decisions to stay at hotels at the statistical significant level of .006. The researcher compared occupation with attitude and found the statistical significant level of .000 while the comparison between travel goal and attitude to choose hotels found the statistical significant level of .035.

The study also shared the researcher's recommendation to executive persons and stakeholders of green hotels. They should realize about tourists' educational level, occupation, and travel goal factors for their green hotel management planning. These factors potentially influence tourists' attitudes to make decisions whether to reserve or deny their booking for stays.

**Key word:** Attitude, Tourist, and Green Hotel

## INTRODUCTION

In the current or nowadays world, we encounter global warming or climate change which temperature is increased as a result of greenhouse effect. The global warming is caused by human beings by increasing carbon dioxide through burning of fuels of transports, and industrialized manufacturing processes. The researcher deemed that business on tourism and services consume a lot of energy and release more carbon dioxide through such as logistic transports and travels by vehicles. Vividly, this kind of business consumes enormous energy in productions and services. In addition, this business focuses on conventional tourism in which to please customers for their satisfactions rather than care about negative impacts towards environment degradation and difficult living conditions of people in nearby communities. As a result, the business destroys tourism resources and environment. Hence, the tendency of tourism and environment preservation is necessary and an important agenda in many countries that many tourists realize. Furthermore, choosing services from business that preserves environment is one factor that tourists pay attention to and

make decisions to stay at hotels that are friendly to environment. This is an indicator that hotels provide services with care to resources, safety of customers, responsibility to environment, and energy saving including locality in terms of social, cultural, and economy aspects (Wachirawongsakorn, 2015).

This study intends to study tourists' attitudes towards staying at green hotels in Bangkok. The researcher wants to know their attitudes which lead to decision making. The researcher expects that the study results will be useful for hotel business owners' management as green hotels to improve their services as environmentally preservative green hotel business and tourism.

### **OBJECTIVES**

1. To study social, population, and geographical factors and attitudes of tourists towards their decision making to staying at green hotels
2. To compare social and population factors of tourists towards their attitudes to staying at green hotels in Bangkok

### **REVIEW OF RELATED LITERATURE**

The implementation of corporate marketing strategies and brand management is critical for modern organizations that seek to serve suppliers and customers, increase business performance, strengthen competitiveness, and achieve continuous success in global business. (Kasemsap,2015).It is suggested that the marketing concept should be applied to green tourism planning. Based on a survey of potential such tourists, the research identified the types of attributes and their corresponding levels that they seek. It also estimates the extent of their influence upon intention to visit by market segment (Hong & Kim & Kim,2003).

ArunpornAthimatmaitree and associates conducted a study on KlongHae Floating Market tourism management satisfaction comparison. This market locates in Had Yai District of Songkhla Province. The research team used questionnaires as data collection tools. They used percentage, mean, standard deviation, t-test, and F-test for their statistic methods. Their research results found that the overall satisfaction level of tourists towards the floating market management was at the moderate level. The study also found that different sexes and educational backgrounds influenced their levels of satisfaction with a statistical significant level of.05 . In addition, their different average income per month influenced the floating management for parking and services of suppliers with the statistical significant level of .05.(Athimatmaitreeand,2013)

The research institute committee, Chalermphrakiat Academic Resource Division of Ramkhamhaeng University, Nakhon Si Thammarat Campus conducted a study on their scholars' satisfactions towards the Division's information technology services. They used statistical tools such as percentage, mean, standard deviation, and frequency. They also tested their hypothesis by comparing the difference between personal factors and satisfactions in using information technology services into three dimensions by using t-test and F-test. The study found that the overall satisfaction level of scholars towards the service system, steps of services, and personnel was at the very good level. The study also found that different sexes and ages influenced different levels of satisfaction towards all aspects of services( Chalermphrakiat Academic Resource Division of Ramkhamhaeng University, 2011).

### **HYPOTHESIS**

Different social and population factors influence different tourists' attitudes to stay in green hotels.

### **METHODOLOGY**

The comparison between social and population factors and attitudes of tourists staying in green hotels in Bangkok was conducted as a quantitative study that used a survey research method. The researcher used questionnaires to collect 400 tourists' comments towards their stays at hotels in Bangkok. Tourists were Thai and foreigners (Table Taro Yamane referred in Lohakij, 2005). The researcher used the accidental sampling to approach tourists in order to know their social and population factors and attitudes towards their decision making for their stays at hotels. In addition, the researcher analytically compared these factors and found that they influenced tourists' different attitudes to stay in green hotels. Populations for this study were tourists in Bangkok. There were 41,283,511 tourists in 2015 (Department of Tourism, Ministry of Tourism and Sports). The data collection tool was a structural questionnaire which consisted of two parts, namely 1) social and population factors, and 2) geographical factor of hotels and tourists' attitudes that influenced their decision making to stay in the green hotels.

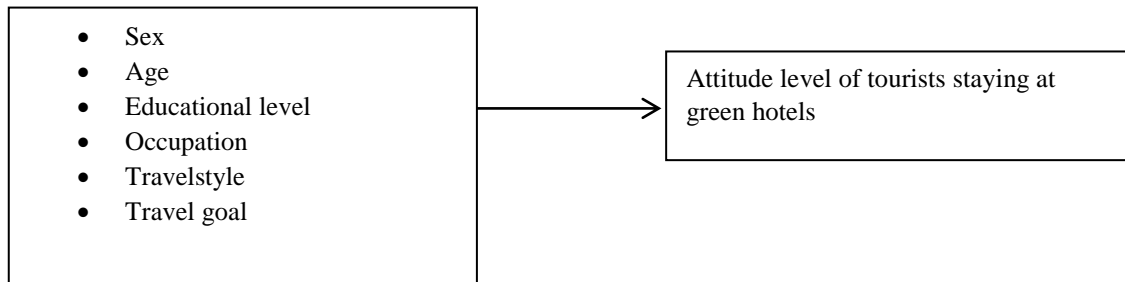
**Statistics for data analysis**

1. Percentage, mean, and standard deviation were used to describe general data description of social, population, and geographical factors including attitudes that influenced tourists' decision making to stay at green hotels.
2. F-test and t-test were used to compare between independent and dependent variables regarding the hypothesis by setting the statistical significant level of .05. These variables included sex, age, educational level, occupation, travel styles and travel goals, and tourists' attitudes in making decisions to stay at green hotels. Moreover, analysis of variance between group by using LSD and Scheffe's method

**CONCEPTUAL FRAMEWORK**

Independent variables: Sex, age, educational level, occupation, travel style, and travel goal

Dependent variable: the scale of attitudes of tourists to stay at green hotels



## RESEARCH RESULTS

**Table 1**  
**Number and percentage classified by social and population factors**

Social and population factors	Asia	Europe	America	Australia	Africa
<b>Sex</b>					
Female	77(64.7%)	78(46.2%)	34(48.6%)	18(51.4%)	3(42.9%)
Male	42(22.1%)	91(47.9%)	36(18.9%)	17(8.9%)	4(2.1%)
<b>Age</b>					
Younger than 30yrs	63(52.9%)	45(26.6%)	38(23.6%)	12(7.5%)	3(1.9%)
30-39 yrs	39(32.8%)	40(23.7%)	22(19.3%)	9(7.9%)	4(3.5%)
40-49 yrs	13(10.9%)	62(36.7%)	10(10.4%)	11(11.5%)	0(0.0%)
50 and older	4(3.4%)	22(13.0%)	0(0.0%)	3(10.3%)	0(0.0%)
<b>Educational level</b>					
High school or equivalent	33(54.1%)	12(19.7%)	11(18.0%)	5(8.2%)	0(0.0%)
Diploma or equivalent	21(30.4%)	34(49.3%)	11(15.9%)	3(4.3%)	0(0.0%)
Bachelor's Degree	56(24.9%)	98(43.6%)	47(20.9%)	20(8.9%)	4(1.8%)
Higher than Bachelor's Degree	9(20.0%)	25(55.6%)	1(2.2%)	7(15.6%)	3(6.7%)
<b>Occupation</b>					
Scholar	35(31.3%)	44(39.3%)	23(20.5%)	10(8.9%)	0(0.0%)
Government official	12(52.2%)	7(30.4%)	1(4.3%)	0(0.0%)	3(13.0%)
Social enterprise employees	5(18.5%)	12(44.4%)	3(11.1%)	3(11.1%)	4(14.8%)
Employee	46(48.4%)	23(24.2%)	19(20.0%)	7(7.4%)	0(0.0%)
Business owner	20(14.5%)	79(57.2%)	24(17.4%)	15(10.9%)	0(0.0%)
Agriculture/farming/other	1(20.0%)	4(80.0%)	0(0.0%)	0(0.0%)	0(0.0%)
<b>Travel style</b>					
Alone	24(70.6%)	7(20.6%)	0(0.0%)	3(8.8%)	0(0.0%)
Family	28(16.7%)	92(54.8%)	25(14.9%)	20(11.9%)	3(1.8%)
Groups of friends	41(35.7%)	38(33.0%)	32(27.8%)	4(3.5%)	0(0.0%)
Beloved person	9(19.6%)	19(41.3%)	13(28.3%)	5(10.9%)	0(0.0%)
Colleagues	17(45.9%)	13(35.1%)	0(0.0%)	3(8.1%)	4(10.8%)
<b>Travel goal</b>					
Leisure	52(21.1%)	120(48.8%)	45(18.3%)	26(10.6%)	3(1.2%)
Temporary stay	11(68.8%)	1(6.3%)	4(25.0%)	0(0.0%)	0(0.0%)
Party with friends	17(23.6%)	29(40.3%)	21(29.2%)	5(6.9%)	0(0.0%)
Work	39(59.1%)	19(28.8%)	0(0.0%)	4(6.1%)	4(6.1%)
<b>Total</b>	<b>119(29.8%)</b>	<b>169(42.3%)</b>	<b>70(17.5%)</b>	<b>35(8.8%)</b>	<b>7(1.8%)</b>

From the table 1, it can be seen that most samples or informants were females or 52.5%. Mostly were European people (169 persons or 42.3%. Most samples (161 persons or 40.3%) were younger than 30 years old. 225 samples or 56.3% or mostly attained their Bachelor's Degree. In terms of occupation, mostly ran their

own business (138 persons or 34.5%). Mostly (168 persons or 42.0%) shared that they travelled to Bangkok with families. 246 samples (61.5%) or mostly shared that their travel goal was for leisure.

**Table 2**  
**Number and percentage classified by room selection specifically at environment friendly hotels under the Green Leaf Project**

Green hotel	Asia	Europe	America	Australia	Africa	Total
Yes	82(29.5%)	117(42.1%)	45(16.2%)	27(9.7%)	7(2.5%)	278(100.0%)
No	37(30.3%)	52(42.6%)	25(20.5%)	8(6.6%)	0(0.0%)	122(100.0%)
<b>Total</b>	<b>119(29.8%)</b>	<b>169(42.3%)</b>	<b>70(17.5%)</b>	<b>35(8.8%)</b>	<b>7(1.8%)</b>	<b>400(100.0%)</b>

From the table 2 above, most samples (278 persons or 69.5%) chose only hotels that were friendly to environment under the Green Leaf Project while 122 persons (30.5%) did not consider this condition for their stays. In addition, most samples' attitude level was at the 'very much' level with the mean at 3.72 and standard deviation was 0.666. Considering each point then found that the first three points at the 'very much' level included safety system, location, and facilities.

**Table 3**  
**Mean of scores and standard deviation of the attitude levels towards tourists' decisions to stay at hotels**

Statement	Mean	Standard deviation	Level
You view that green hotel management will benefit tourism industry.	4.40	.675	Very much
You view that green hotel management will benefit society, community, and public.	4.34	.656	Very much
You view that green hotel management will benefit guests.	4.34	.689	Very much
You view that green hotel management contribute to better environment.	4.31	.639	Very much
<b>Total</b>	<b>4.34</b>	<b>.579</b>	<b>Very much</b>

From the table 3, it can be seen that most samples' attitude level was at the 'very much' level with the mean at 4.34 and standard deviation was .579. Considering each point then found that the first three points at the 'very much' level included green hotel management will benefit tourism industry; green hotel management will benefit society, community, and public; and green hotel management will benefit guests.

**Table 4**  
**mean comparison between social and population factors and attitude towards tourists' decision making to choose hotels for stays.**

Comparison	t/F	P-value
Difference between sex and attitude	-1.486	.138
Difference between age and attitude	1.097	.350
Difference between educational level and attitude	3.625	.006
Difference between occupation and attitude	5.830	.000
Difference between travel styles and attitude	1.356	.249
Difference between travel goals and attitude	2.905	.035

From the table 4 above, sex did not make a difference towards attitudes of tourists to choose hotels at the statistical significant level of .05 which were the same as age and travel style (0.5). Differently, the educational level influenced a difference towards the attitudes to stay at hotels at the statistical significant level of .006 and analysis of variance between group by using LSD's method found that high school or equivalent differ from higher than Bachelor's Degree at the statistical significant level of .035. In addition, occupation influenced a difference towards attitudes at the statistical significant level of .000 and analysis of variance between group by using Scheffe's method found that employee differ from business owner at the statistical significant level of .000. Travel goal also influenced a difference toward the attitude level at the statistical significant level of .035 and analysis of variance between group by using Scheffe's method found that Temporary stay differ from work at the statistical significant level of .05.

### **DISCUSSION AND CONCLUSION**

Most samples were females (210 persons or 52.5%) followed by males (190 persons or 47.5%). Most informants were younger than 30 years old (161 persons or 40.3%). Mostly attained Bachelor's Degree (225 persons or 56.3%). 138 informants (34.5%) ran their own business. In terms of whom they accompanied with to Bangkok, mostly (168 persons or 42.0%) travelled with families. 246 persons (61.5%) had a travel goal for leisure. Notably, most tourists were Europeans (169 persons or 42.3%). According to the hypothesis testing result found that the educational level influenced different levels of tourists' attitudes towards their decision making to stay at hotels at the statistical significant of .006 while occupation also influenced the difference at the statistical significant level of .000, and travel goal influenced the difference at the statistical significant level of .035.

Educational level, occupation, and travel goal were the first three points that influenced tourists' attitudes towards their decision making to stay at green hotels. Most tourists who were Europeans chose to stay in hotels that were friendly to environment. According to the research of Mensah found that there was also a significant positive relationship between some socio-demographic characteristics of tourist and their environmental behavior (Mensah & Mensah, 2013). Moreover, other research show that tourist with high knowledge tend to stay at green hotel if they have ability and confident. The future studies should consider investigating demographic profile of users play an important role of green hotel knowledge towards tourist staying behavior (Ramlan, 2017). Thus, hotel business owners who want to respond to guests' needs should plan their business in sustainable way to have hotels friendly to environment and notify tourists (Hong & Kim & Kim, 2003). Since the tourists are conscious about environmentally friendly practices in India. They patronize the hotels that have adapted green practices though not compromising on service quality (Lanjewar, 2015). The hotel' stakeholders should emphasize to promote their green practices by targeting to leisure tourists who have high education.

### **RECOMMENDATION**

As the results of this study found, tourists came to Bangkok for leisure. Hotel or accommodation business owners should arrange atmosphere of hotels or places appropriately for full relaxation or leisure of tourists with friendly environment management. In addition, *educational level, occupation, and travel goal* of tourists influenced their different attitudes towards their decision making to stay at green hotels. Hence, executive persons or stakeholders should realize about these points for their planning and management as the attitudes of hotel guests are positively related to green practices (Nguyen Thi Phuong, 2017).

### **ACKNOWLEDGMENT**

I would like to express my sincere thank you to Suan Sunandha Rajabhat University provided me a research scholarship and research facilities so that I could accomplish my research.

## REFERENCES

- [1] Athimatmaitree, A. (2013). KlongHae Floating Market tourism management satisfaction comparison in Had Yai District, Songkhla Province. 4<sup>th</sup> Had Yai Academic Conference, (10 May 2013), 185-195.
- [2] Kasemsap, K. (2015). The Roles of Corporate Marketing Strategies and Brand Management in the Global Retail Industry. *Successful Technological Integration for Competitive Advantage in Retail Settings*, 310 -339
- [3] Lanjewar, J. (2015). Green Initiative by Hotels. *Sai Om Jouenal of Commerce & Management*. 2(1), 42-48
- [4] Lohakij, S. (2005). Smoking Attitude of Chiang Mai University and Mea Jo University Freshman Using Categorical Data Analysis. Chiang Mai: Chiang Mai University
- [5] Mensah, I., & Mensah, R. D. (2013). International Tourists' Environmental Attitude towards Hotels in Accra. *International Journal of Academic Research in Business and Social Sciences*, 3(5). Retrieved from [www.hrmars.com/journals](http://www.hrmars.com/journals)
- [6] Nguyen Thi Phuong, T. (2017). Tourist Attitudes toward Green Hotel: Do Vietnamese Care about Environmentally Friendly Practices in Hotels? *VNU Journal of Science: Economics and Business*, 33(2). <https://doi.org/10.25073/2588-1108/vnueab.4080>
- [7] Ramlan, R. (n.d.). Green Hotel Knowledge and Tourists' Staying Behavior Structured Abstract. Retrieved from [http://www.academia.edu/4083164/Green\\_Hotel\\_Knowledge\\_and\\_Tourists\\_Staying\\_Behavior\\_Structured\\_Abstract](http://www.academia.edu/4083164/Green_Hotel_Knowledge_and_Tourists_Staying_Behavior_Structured_Abstract)
- [8] Sung-kwon Hong. & Seong-il Kim & Jae-hyun Kim (2003). Implications of potential green tourism development. *Annals of Tourism Research*, 30(2), 323-341
- [9] The research institute committee, Chalermphrakiat Academic Resource Division of Ramkhamhaeng University, Nakhon Si Thammarat Campus. (2011). Scholars' satisfactions towards information technology services of Chalermphrakiat Academic Resource Division of Ramkhamhaeng University, Nakhon Si Thammarat Campus.
- [10] Wachirawongsakorn, P. & Timsungnern, U. (2015). Assessment of Friendly environment services of hotels in the lower zone of the northern region. *Journal of Environmental Management*, 11(1/2015).