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TABLE OF CONTENTS

SI No.	TITLES AND AUTHORS	Page No.
01.	Non-Rigid Object Segmentation Based on Distance Transformation ➤ <i>Hobum Park, Duyeol Yu, Hernsoo Hahn, Youngjoon Han</i>	1-4
02.	Implementation of Image-based Water Level Measurement System ➤ <i>Duyeol Yu, Hobum Park, Hernsoo Hahn, Youngjoon Han</i>	5-8
03.	Measures of Set-Back Control in Accordance with the Heat Storage Functions of Office Buildings ➤ <i>Jun Hong, Hye-Jin Kim, Hye-Won Kim, Yu-Sun Ahn, Byungseon Sean Kim</i>	9-11
04.	Satisfaction of English Camp III: A Case of Students' Camp at Hua-Hin, Thailand ➤ <i>Chintana Dumrongsuntithum, Kevin Wongleedee</i>	12-14
05.	Success Level of English Communication by Students at English Camp ➤ <i>Pongsak Rungsong, Chaithanaskorn Phawitpiriyakliti</i>	15-17
06.	Beauty, Health, and Cosmetic Protection for Thai Consumers ➤ <i>Boontin Thongyot, Narumon Chomchom</i>	18-20
07.	English Communicate with International Customers: A Case Study of Hotels Employees in Thailand ➤ <i>Kevin Wongleedee</i>	21-23
08.	Faculty Members' Satisfaction of SSRU-TEP Testing 2018 ➤ <i>Nungruthai Sanunrum, Narumon Chomchom</i>	24-25
09.	Entry Mode and Quality Introduction of FDI Firms ➤ <i>Ho-Chyuan Chen</i>	26-30
10.	Applying Intertextuality Between Film and Painting for Filmmaking ➤ <i>Teerapong Serisamran</i>	31-35
11.	The Visualization of Photography Learning Through Cinematic Methods ➤ <i>Pison Suwanpakdee</i>	36-39
12.	Applying Operations Research Techniques in Course Scheduling in The Higher Education System ➤ <i>Xuemei Su</i>	40
13.	Personality Improvement as The Key Success of Human Capital Enhancement ➤ <i>Narumonchomchom</i>	41

14.	Image Factors and Service Factors Affecting Domestic Passengers at Thai International Airports	42
	➤ <i>Natthanichawitthayathaworn, Kevin Wongleedee</i>	
15.	Computer Room Users' Level of Satisfaction of The Service and Facility	43
	➤ <i>Supatsekthaweelarp, Tanapolkortana</i>	
16.	Factors of Success of ASEAN Camp	44
	➤ <i>Sarochabinabdulloh, Chaithanaskornphawitpiriyakliti</i>	
17.	English Communicate in ASEAN English Camp	45
	➤ <i>Sirikornyoooyong, Kevin Wongleedee</i>	
18.	Management Improvement at ASEAN English Camps	46
	➤ <i>Atcharapundaiporn, Kevin Wongleedee</i>	
19.	Key Factors of Success to Retain Customers of Low Cost Airlines	47
	➤ <i>Chaithanaskornphawitpiriyakliti</i>	
20.	Determination of Traffic Safety with Methods Alternative to Traditional Methods	48-53
	➤ <i>Coruhemine, Tortum Ahmet</i>	

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EDITORIAL

It is my proud privilege to welcome you all to the IASTEM International Conference at Kyoto, Japan in association with The IIER. I am happy to see the papers from all part of the world and some of the best paper published in this proceedings. This proceeding brings out the various Research papers from diverse areas of Science, Engineering, Technology and Management. This platform is intended to provide a platform for researchers, educators and professionals to present their discoveries and innovative practice and to explore future trends and applications in the field Science and Engineering. However, this conference will also provide a forum for dissemination of knowledge on both theoretical and applied research on the above said area with an ultimate aim to bridge the gap between these coherent disciplines of knowledge. Thus the forum accelerates the trend of development of technology for next generation. Our goal is to make the Conference proceedings useful and interesting to audiences involved in research in these areas, as well as to those involved in design, implementation and operation, to achieve the goal.

I once again give thanks to the Institute of Research and Journals, IASTEM, The IIER for organizing this event in Kyoto, Japan. I am sure the contributions by the authors shall add value to the research community. I also thank all the International Advisory members and Reviewers for making this event a Successful one.

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ENGLISH COMMUNICATE IN ASEAN ENGLISH CAMP

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Abstract- The ASEAN English camp was designed to help students to develop knowledge of ASEAN Economic Community as well as improve English communication ability. The objectives of this research paper was to survey the level of English communication of the students who participated in English Camp V, Thailand. The population of this survey study included all the students of SuanSunandhaRajabhat University who participated in the training and activities of the ASEAN English Camp V during January, 2017. A total of 20 students who participated in focus group and answered the open ended questionnaire, the collected data was analyzed by researcher. The findings revealed there were plenty of opportunity for speaking English in each activity and the majority of students enjoy the new international friends and networks.

Index Terms - ASEAN English Camp, International Students, Level of Communication

I. INTRODUCTION

The ASEAN English camp was designed to help students to develop knowledge of ASEAN Economic Community as well as improve English communication ability. English camp is one of the most important ways to properly prepared to enter AEC community. ASEAN Economic Community (AEC) is very important for all member countries to achieve its objectives. Therefore, it is imperative to training human capital to be able to reap the benefit of the coming AEC. Higher educational institutions are very concerned that the faculty members of many universities of Thailand will not fully take advantages of this vital educational opportunity [1] [2]. These faculty members are an important human capital that must be trained in order to train other people such as staff and students to take full advantage of the coming AEC. English communication is important for Thai students and Thai faculty members. However, E-Learning is also an important technology of learning to be implemented to Thailand in order to take the advantage of new economic of ASEAN community.

It is important to understand the logic. From this mindset, it is imperative that Thailand needs to improve the quality of education and the ability to understand E-Learning to catch up with ASEAN neighbors. The improvement and development of knowledge of E-Learning technology will help Thai faculty members to enter the ASEAN market in the near future successfully [3]. The Centre for ASEAN Studies and Training was assigned to set up the ASEAN camp to train both faculty members to understand about the future of ASEAN community and to be able to take advantage of the single economic and big market in the near future. There are many benefits of implement E-Learning. For instance, it can be more cost and time effective to deliver to a big size classroom than traditional based classroom training.

III. METHODOLOGY

The population of this survey study included all the students of Suan Sunandha Rajabhat University who participated in the training and activities of the ASEAN English Camp V during January, 2017. The present research utilized a quantitative survey research method which aimed to examine the international tourists' experience of using low cost airlines during their visiting many tourist destinations in Thailand and to elicit and collect data for their comments and opinions about their perceptions of low cost airlines' factor of success. In addition, the purposes of this research were to be able to use the findings of this research to create a marketing strategic plan to enhance international tourist's satisfaction of using low cost airlines in the future. Statistics analysis used in this study were percentage, mean, and standard deviation. A simple random sampling technique and Taro Yamane table technique was conducted to obtain a sample group that included 400 international tourists from various tourist destinations around Bangkok [6]. A Likert five-scale questionnaire was developed and utilized as a research tool for collecting data at major international airports in Thailand. The independent variables of this study included gender, age, level of education, occupation, income, and country of origin. The dependent variables included tourists' perception of factors of success for low cost airlines.

IV. FINDINGS

The aims of the finding section in this research paper were to report sample characteristics and the main results of the data analysis used to answer the four research questions as well as the level of satisfaction from participating in the ASEAN camp. The sample group was 106 respondents. A

demographic profile indicated that more female than male respondents were sampled with the ratio of 69:31. The staff group made up 75 percent of the sample population and the faculty group made up 23 percent, whereas, the management group was only 2 percent.

TABLE I
Level of Satisfaction

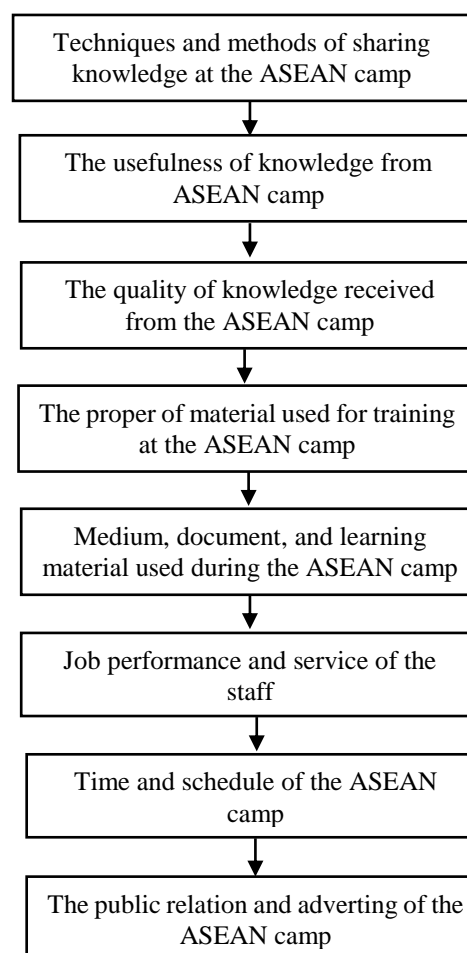
	Mean	S.D.	Rank
<i>Activities</i>			
1.The public relation and adverting of the ASEAN camp	3.35	.8140	8
2.The proper of material used for training at the ASEAN camp	4.56	.5916	4
3.Techniques and methods of sharing knowledge at the ASEAN camp	4.96	.5695	1
4.Medium, document, and learning material used during the ASEAN camp	4.52	.6869	5
5.Time and schedule of the ASEAN camp	4.34	0.7387	7
6.Job performance and service of the staff	4.44	0.6858	6
7. The quality of knowledge received from the ASEAN camp	4.75	0.6114	3
8.The usefulness of knowledge from ASEAN camp	4.84	0.8126	2
All categories	4.76	0.9987	

From TABLE I, the mean score can be used to rank the highest to the lowest concern as follows: 1) Techniques and methods of sharing knowledge at the ASEAN camp, 2) The usefulness of knowledge from ASEAN camp, 3) The quality of knowledge received from the ASEAN camp, 4) The proper of material used for training at the ASEAN camp, 5) Medium and document, and learning material used during the ASEAN camp, 6) Job performance and service of the staff 7) Time and schedule of the ASEAN camp, and 8) The public relation and advertising of the ASEAN camp. Also, the mean score of all categories is 4.16 with standard deviation of 0.6634 which indicated that the average level of satisfaction is high.

The major purpose of the finding section in this research paper were to report sample characteristics and the main results of the data analysis from the research questions as

well as the level of satisfaction from evaluating the benefits of E-Learning at the ASEAN camp. A demographic profile indicated that more female than male faculty members at the camp and were sampled with a ratio of 75:25. In terms of education level, the Ph.D. group made up 12 percent of the sample population and the Master degree group made up 86 percent, whereas, the bachelor degree group was only 2 percent.

Ranking of Satisfaction



V. FUTURE STUDIES

Certainly there is some limitation of this research. One of the limitations of this research came from the use of the Likert five-scale which may not have an ability to distinguish the importance of success factors from expectation and from reality since some of the respondents was first time users of low cost airlines. It also does not take into account of the reasons behind each factor of success. Therefore, the findings may not be generalized to all low cost airlines properly. Hence, future research should use a combination of Likert five-scale with in-depth interviews and focus groups. In other words, future studies

should use a combination of qualitative and quantitative methods in order to effectively measure the importance of factors of success from the perspective of the international tourists.

CONCLUSIONS

Low cost airlines growth is increasing important to the economy of ASEAN nations as well as to the growth of tourism industry. This research focused on the factors of success of low cost airlines and the findings revealed the ranking of five important factors of success as follows: low price, reliable of service provider, proper time of flight, on time services, and convenience online ticket. Even though low cost airlines provide only limited services but most of the passengers seem to be happy with that limited services and most importantly with low prices.

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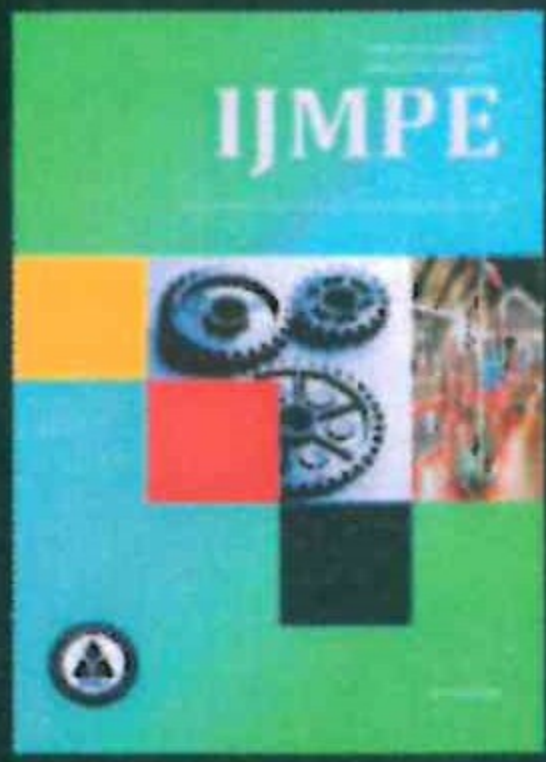
The author would like to thank Graduate school for their support and the Research and Development Institute, Suan Sunandha Rajabhat University, Bangkok, Thailand for great financial support. The author also would like to thank Asst. Prof. Dr. Kevin Wongleedee, Director of Institution of Lifelong Learning Promotion and Creativity for proof reading this research paper.

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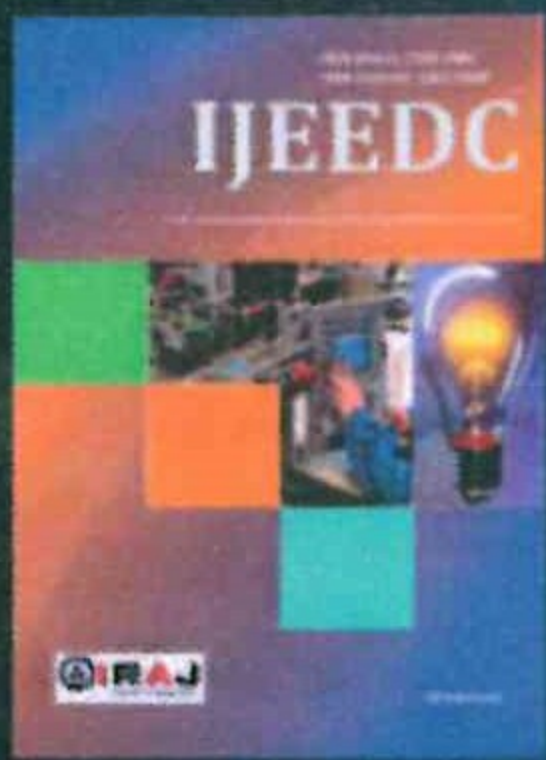


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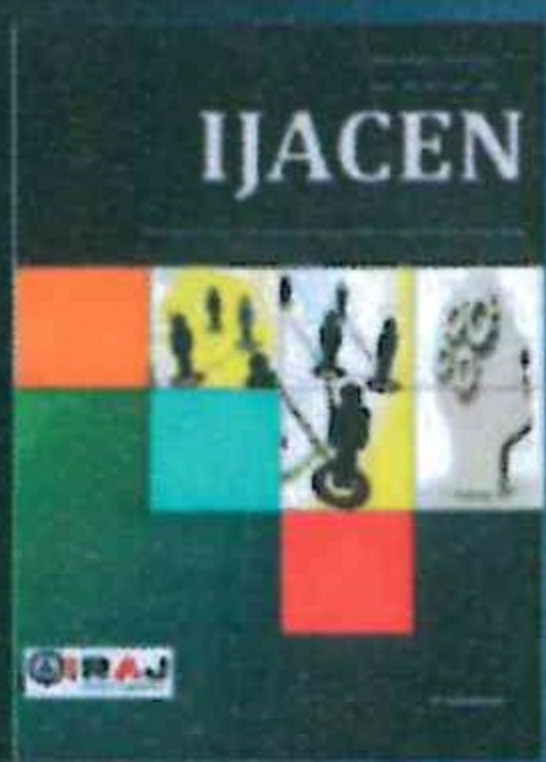


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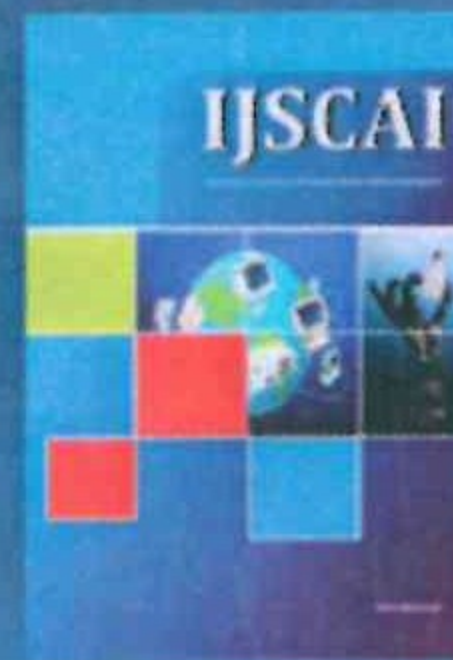
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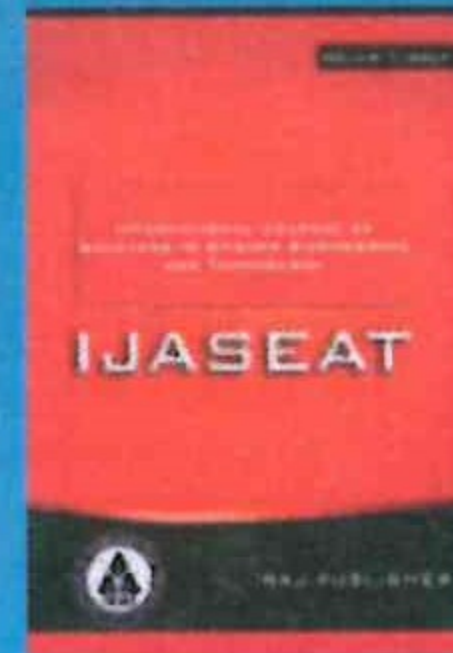
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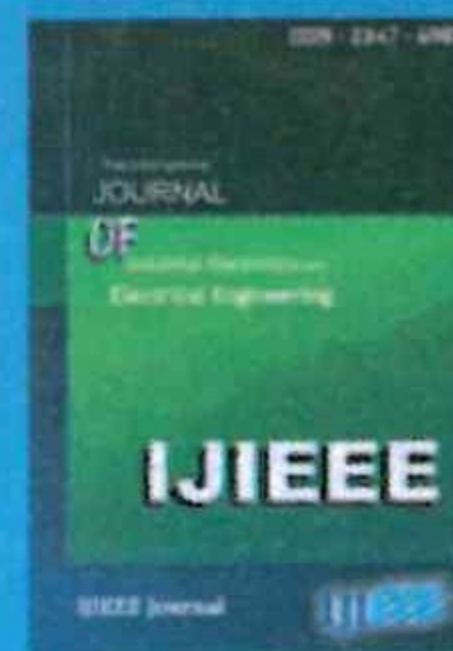
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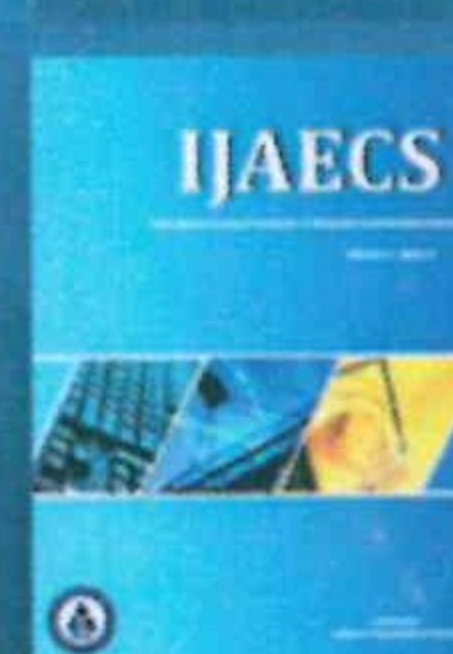
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