

**International Academic Multidisciplinary Research Conference 2017**

**Proceeding of**

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

*Berlin, Germany  
23 – 25 October, 2017*

**THE 2017 ICBTS**



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

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**Conference Proceedings**

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**Conference Three Themes**

*The International Business Tourism and Applied Sciences Research Conference*

*The International Education Social Sciences and Humanities Research Conference*

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# Conference Proceedings

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

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## THE 2017 ICBTS

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## INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
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- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
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- Health care Management
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Hamdan Bin Mohammed Smart University  
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Phone. +44(0) 1227 827405

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ABWL/Controlling  
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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@icbttconference.com  
Email: conferenceteam@icbtsconference.com

### **Proceeding Editors**

#### **Prof. Dr. Gilbert Nartea**

Lincoln University, New Zealand  
Phone +64 3 4230233

### **Proceeding Editors & Program Chair**

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

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## **SPEAKER BACKGROUND**



**Professor Dr. Ebrahim Soltani**

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

## **SPEAKER BACKGROUND**



**Professor Dr. Kai Heuer**

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

## **SPEAKER BACKGROUND**



### **Dr. Tariq Khan**

**Dr Tariq Khan** is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming ,Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

## **SPEAKER BACKGROUND**



### **Dr. Chayanan Kerdpitak**

**Dr. Chayanan Kerdpitak** is a Lecturer and management committee of Doctor of Business Administration Programmes of College Management Innovation in Valaya Alongkorn Rajabhat University in Thailand and a management committee of CK Research Consultant in Bangkok. I was a Lecturer of Principle Marketing, Sales Management, Consumer Behavior, and Marketing Research at The Suan Dusit University in Thailand. She received a Ph.D. in the field of Business Logistics within Industrial at Ramkhamhaeng University, Thailand. She has published over 20 proceeding paper and some reports in such journals as International Journal Business and Economics Research. She has been a consultant on Import Automobile Industry from Germany for International Marketing and Marketing Research. Chayanan graduated a B.B.A and M.B.A in Business Administration from The Ramkhamhaeng University, Bangkok, Thailand (Major in Marketing).

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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 Wongsu</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 style="text-align: center;">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 style="text-align: center;"><b>Conference Close</b></p>
<p><b>23 -24 October 17</b></p>	<p style="text-align: center;"><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><b>25 October 2017</b></p>	<p style="text-align: center;"><b>Free day for Participants</b></p>

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

**Chanoknart Mayusoh**

*Lecturer, Fashion Design, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Thailand  
E-Mail: chanoknart.ma@ssru.ac.th, pook\_ka\_9@hotmail.com*

## ABSTRACT

This research was studied about “The Art of the fabric pattern design by studying the wooden carving on Gingerbread in Vimanmek Mansion in Thailand” and the objectives were as follows.

1. To study, analyze, and process the knowledge about wooden carving on Gingerbread in Vimanmek Mansion.
2. To study the design principle to create scarf products from the fabric pattern by studying the wooden carving on Gingerbread in Vimanmek Mansion.
3. To create the knowledge that conformed to the course of study and develop the design with the topic of designing and making tie-dye in FAD2210, textile pattern designing, and FAD3607, local textiles.

The researchers collected the data from the fieldwork by analyzing 10 pictures of wooden carving on Gingerbread in Vimanmek Mansion and the criteria of data analysis were as follows, shapes, colors, materials, and decorations. The result of the study about wooden carving on Gingerbread in Vimanmek Mansion was found that most of the patterns were inspired from nature especially the leaves, vines, and flowers. The arrangement of the patterns was in various connectivity but the symmetrical alignment was preferred with the left-to-right repetition on the switching of matte and gloss materials and usually decorated in obvious framing area. Although the pattern was fully filled the area but the pattern spacing technique made it looked open and comfortable. The arrangement was used for decorating the upper side of the mansion or the area that the repetition was enough for the pattern to be clearly shown such as the roof edge or the balcony. When applying these patterns in the fabric pattern design, there were some adaptations by recomposing the pattern of wooden carving on the square shaped cloth then repeating the former pattern or former pattern with minor changes on the cloth and border also choosing pastel and vivid color tone to develop for the three colorful and contemporary scarf designs.

**Keywords**– Patterns Gingerbread, Fabric Patterns, Vimanmek Mansion

## INTRODUCTION

People of current generation usually not inherit prides or tastes from their predecessors. The influence of Western cultures during the era where Thais imitate foreigners associates Western tastes with modernity. This mindset could gradually damage the glorious of Thai architectures especially artists from Gingerbread wooden stencils found in historic palaces, and raise the challenge on the preservation of this type of fine arts.

The Ginger Bread Style House uses the prototype of the Victorian house found in England. This style became popular in Thailand as foreign influence grew beginning with the reign of King Rama IV. Foreigners built houses in the style that they were accustomed to all over the country and locals appreciated the beauty of

carved wood. Thus began a trend of using the Ginger bread style decorations in Thai houses, beginning with the palace, houses of lords, wealthy people, barons, and even temples. (Sompup Rojanaphan,2009,P.112)

**Figure 1-3**

**(1) The Ginger Bread Style House1; (2) The Ginger Bread Style House2; (3) The Ginger Bread Style House3**



Although the Ginger Bread House style derives from the West, it does suit Thailand's weather since the carved wood serve as ventilation. It also suits the Thai aesthetic, with many houses often adapting the carving pattern to incorporate Thai traditional patterns, which add to the original beauty. Vimanmek Mansion is also built according to the Victorian style, influenced by the European style, but adapted to suit the Thai aesthetic seamlessly. The throne is shaped like an "L" and is 60 meters in length and 20 meters in height. The building has 3 floors, except for the royal residence, which has an octagonal shape and has 4 floors. The first floor comprises of brick work and cement. The other floors are built using golden teak wood painted with a cream color, with a red roof in an adapted Thai style. The building also has patterns on the windows and perforated ventilation air ways in the Ginger Bread House style. (Tanakom Bunkij,2006,P.34)

**Figure 4-5**

**(1) Vimanmek Mansion1; (2) Vimanmek Mansion2**



The beautiful perforated wood work at Vimanmek Mansion is not only a valuable architectural piece, but also reflects the fusion of culture, traditions, livelihood, and the beliefs of Thai people and Western people in a harmonized way, worthy of preservation. For this reason, the researcher emphasizes the perforated wood work in the Ginger Bread House style at Vimanmek Mansion, which is worthy of preservation and conservation to be passed along to the new generations. The author foresees the importance of Gingerbread wooden stencils in Vimanmek Mansion which should be maintained and preserved for the next generations. The author has studied style patterns and the production of Gingerbread wooden stencils in Vimanmek

Mansion which were crafted by artisans from old days and apply to the design of fabric patterns to meet customer demands; which could also be used to enhance product development, subsequent researches and design further.

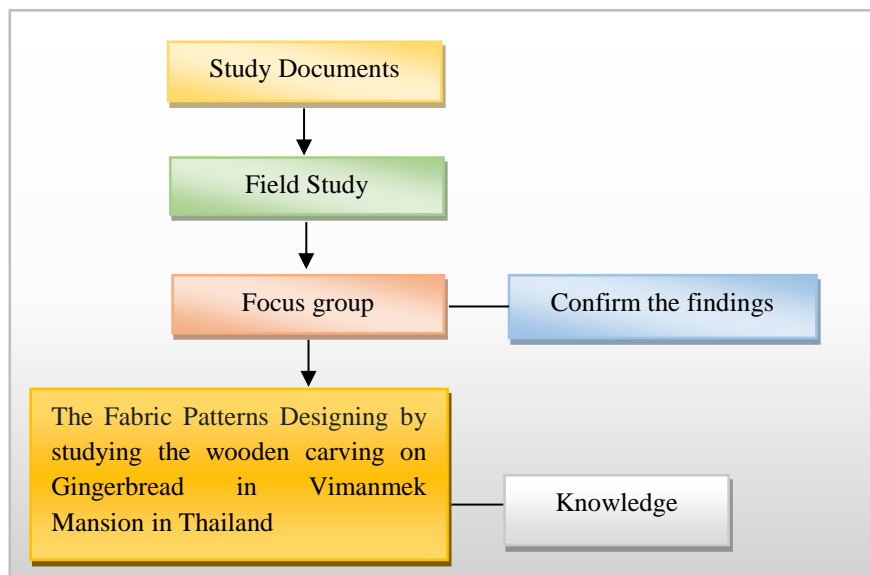
## METHODOLOGY

### I. Data Collection

This research is considered as a pure research that was conducted to study and seek for academic knowledge in order to build knowledge on “The Art of the fabric pattern design by studying the wooden carving on Gingerbread in Vimanmek Mansion in Thailand”.

### Conceptual Framework

**Figure 6**  
**(Conceptual Framework)**



### II. Data Analysis

The researcher has collected data from the field studies, referring to the 7 photographs of the perforated wood work in the Ginger Bread House style at Vimanmek Mansion. The criteria for analysis are: Shape, Color, Material, and Decorative Purpose. The data is then used to develop creative designs for the fabric pattern design for in the next stage.

**Figure 7**

**Photograph sample 1**



**Table 1**

**Table Analysis of Sample 1**

Shape	Color	Decorative Purpose
Using lines and curves, the patterns are taken from natural motifs, such as flowers, leaves, integrating the patterns together in a continuous motion and repeating patterns.	Only one color is used throughout the pieces, with a darker concentration of color as the frame to draw attention.	The piece is used to decorate stairs banisters, covering the whole length.

**Figure 8**

**Photograph sample 2**



**Table 2**

**Table Analysis of Sample 2**

Shape	Color	Decorative Purpose
Leaf pattern and motifs are assembled together into geometric bouquets. The pattern within the frame is horizontally symmetric.	The piece uses a contrasting color to the frame, which is light brown and green, which is a color pairing inspired by nature.	The piece is used to decorate the area above doors and used as ventilation through the perforated patterns.

**Figure 8**

**Photograph sample 3**



**Table 3**

**Table Analysis of Sample 3**

Shape	Color	Decorative Purpose
The pattern is similar to grass flower. The design is vertically symmetry and repeating horizontally.	The color is mixed between brown and pale orange which creates natural feeling and contrasted by dark brown color, which is a color in the same tone, to help make the stencils more visible.	This is used for the decoration of upper part of doors and allowing air flow through the glamorous stencils

**Figure 9**  
**Photograph sample 4**



**Table 4**  
**Table Analysis of Sample 4**

Shape	Color	Decorative Purpose
This is the use of curves from natural patterns such as vines to create continuous and repetitive patterns.	White color contrasted by dark brown help make it more noticeably.	This is used for the decoration of upper part of doors and allowing air flow through the glamorous stencils

**Figure 10**  
**Photograph sample 5**



**Table 5**  
**Table Analysis of Sample 5**

Shape	Color	Decorative Purpose
Using lines and curves, the patterns are taken from natural motifs, such as flowers, leaves, integrating the patterns together in a continuous motion, vertically symmetric, with a horizontal pattern placement.	Only one color is used throughout the pieces, with a darker concentration of color as the frame to draw attention.	The piece is used to decorate the guard rails on the balcony, covering the whole length.

**Figure 11**  
**Photograph sample 6**



**Table 6**  
**Table Analysis of Sample 6**

Shape	Color	Decorative Purpose
This is the mix of curves and straight lines cuddling together in a continuous manner. The pattern is repeated horizontally.	This is the mix of curves and straight lines cuddling together in a continuous manner. The pattern is repeated horizontally.	The texture is rough and shiny. This is used for terrace decoration by covering all areas, in contrast to the use of alternate pattern at other stairs.

**Figure 12**  
**Photograph sample 7**



**Table 7**  
**Table Analysis of Sample 7**

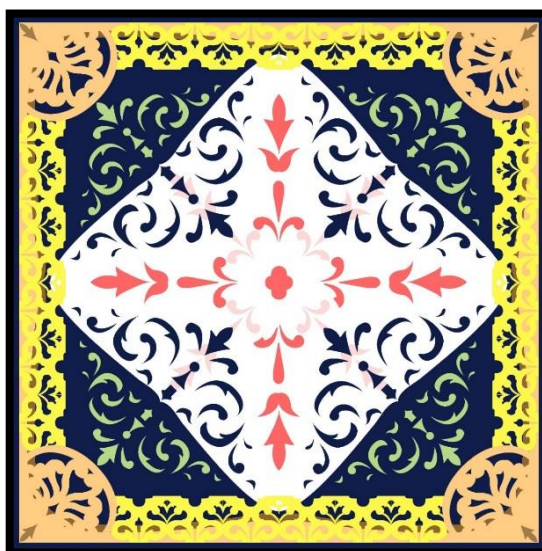
Shape	Color	Decorative Purpose
A motif of cascading flowers is used to make a horizontal patten.	Only one color is used throughout the pieces, with a darker concentration of color as the frame to draw attention.	The piece is used to decorate the roofs.

### Results

The researcher concluded the results of fabric patterns design by studying the wooden carving on Gingerbread in Vimanmek Mansion in Thailand that there were 3 obtained patterns and the conclusion was obtained by collecting data of Chapter 1 -3. Subsequently, the research analyzed and synthesized such data in order to gain the guidelines of fabric patterns design. Those three obtained fabric patterns were as follows:

#### Pattern 1

**Figure 13**  
**The contribution of fabric patterns design 1**



The design of the first pattern consists of three prototypes of Gingerbread wooden stencils in Vimanmek mansion; which are obtained from Example 2, 3, and 7. They are reorganized to match with scarves pattern.

The color tone is a mix of pastel colors namely yellow, guava green, and cream with vivid colors such as navy and brick red. This makes the pattern more piercing.

### Pattern 2

Figure 13

The contribution of fabric patterns design 2



The design of the pattern 2 consists of three prototypes of Gingerbread wooden stencils in Vimanmek mansion; which are obtained from Example 2, 3, 5, 6 and 7. They are reorganized to match with scarves pattern. The color tone is a mix of pastel colors namely yellow, guava green, and cream with vivid colors such as navy and brick red. This makes the pattern more piercing.

### Pattern 3

Figure 14

The contribution of fabric patterns design 3



The design of the pattern 2 consists of three prototypes of Gingerbread wooden stencils in Vimanmek mansion; which are obtained from Example 1, 2, 4 and 5. They are reorganized to match with scarves pattern. The color tone is a mix of pastel colors namely yellow, guava green, and cream with vivid colors such as navy and brick red. This makes the pattern more piercing.

## DISCUSSION

The study of the patterns of perforated wood work in the Ginger Bread House style at Vimanmek Mansion reveal patterns emulated from nature, such as vines, leaves, and flowers. The patterns are placed in many ways, but usually with symmetry and with a horizontal pattern on matte and glossy patterned material. The patterns are limited within a clear cut frame. Even when the pattern covers the whole area, the placement of pattern helps to create an airy, open, and comfortable feeling. The study focuses on pieces used to decorate the upper areas of the building, or in areas that have a recurring pattern, for example, the roof or guard rails of the balcony. When it comes to the fabric pattern design, modification must be made to match with fabric texture by employing Gingerbread wooden stencil patterns on the square fabric, the repetition of patterns or the like is made around borders and on the fabric itself, the colors chosen are in pastel and vivid tones. This mixture creates three distinct patterns of scarves that are attractively colorful and contemporary.

## ACKNOWLEDGEMENTS

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