



PROCEEDINGS OF
The IRES
INTERNATIONAL CONFERENCE



ate: 16th -17th February, 2018 | Venue: Zurich, Switzerland

In Association With



PROCEEDINGS OF
THE IRES
103rd INTERNATIONAL CONFERENCE
ZURICH, SWITZERLAND

Organized by



Date of Event

16th-17th February 2018

Event Co-Sponsored by



Corporate Address

Institute of Research and Journals

Plot No- 161, Dharma Vihar, Khandagiri, Bhubaneswar, Odisha, India

Mail: info@theires.org, www.iraj.in

Publisher: **IRAJ**

© 2018, The IRES International Conference, Zurich, Switzerland

No part of this book can be reproduced in any form or by any means without prior written permission of the publisher.

Type set & printed by:

R. K Printers
Bhubaneswar, India

About IRAJ Research Forum (IRF):

The *IRAJ Research Forum* is an International non-profit academic association under 'Peoples Empowerment Trust' with the stated goals of promoting cooperation among scientists, defending scientific freedom, encouraging scientific responsibility, and supporting scientific education and science outreach for the betterment of all humanity. It is the one of the world's largest and most prestigious general scientific society.

Objective of IRF:

- ❖ To provide a world class platform to researchers to share the research findings by organizing International/National Conferences.
- ❖ To use the research output of the conference in the class room for the benefits of the students.
- ❖ To encourage researchers to identify significant research issues in identified areas, in the field of Science, Engineering, Technology and Management.
- ❖ To help dissemination of their work through publications in a journal or in the form of conference proceedings or books.
- ❖ To help them in getting feedback on their research work for improving the same and making them more relevant and meaningful, through collective efforts.
- ❖ To encourage regional and international communication and collaboration; promote professional interaction and lifelong learning; recognize outstanding contributions of individuals and organizations; encourage scholar researchers to pursue studies and careers in circuit branches and its applications.
- ❖ To set up, establish, maintain and manage centers of excellence for the study of /on related subjects and discipline and also to run self supporting projects for the benefit of needy persons, irrespective of their caste, creed or religion.

About TheIRES:

The Institute of Research Engineers and Scientists (TheIRES) is a **non-profit organization** that promotes the Engineering and Technology, related latest developments and issues to be discussed and experimented through interactions amongst the researchers and academician across the globe at a common platform in association with The IIER, Academics World & ISER.

Conference Committee

Program Chair:

Dr. P. Suresh

M.E, Ph.D. Professor and Controller of Examinations,
Karpagam College of Engineering.,
Coimbatore, India

Hani N Hermiz

Agricultural College University of Salahaddin,
Erbil.

Conference Manager:

Mr. Bijan Kumar Barik

Mob: +91-9776047497

Conference Convener:

Miss. Priyanka Yadav, TheIRES

Mob: +91-7809593053

Publication Head:

Mr. Manas Ranjan Prusty, IRAJ, India

INTERNATIONAL ADVISORY MEMBERS

Prof. Goodarz Ahmadi,

Professor, Mechanical and Aeronautical Engineering,
Clarkson University, USA

Dr Chi Hieu Le,

Senior Lecturer, University of Greenwich. Kent ME4 4TB.
United Kingdom

PROF. (ER.) Anand Nayyar

Department of Computer Applications & I.T.KCL Institute of Management and Technology, Jalandhar
G.T. Road, Jalandhar-144001,Punjab, India.

Prof. R. M. Khaire,

Professor, Dept. Of Elex. and Telecommunication,
B, V University, India

Dr. P. Suresh,

Professor, Karpagam College of Engineering, Coimbatore,Tamilnadu

Mark Leeson

Associate Professor (Reader)

Area of Expertise: nanoscale communications,
evolutionary algorithms, network coding and communication systems

Dr. P. K. Agarwal

Professor, Deptt. of Civil Engineering, MANIT Bhopal ,Ph. D: IIT Kanpur

M.E: Civil Engg.IIT Roorkee, Membership: Indian Road Congress (IRC), Institute of Urban Transport (IUT)

Shahriar Shahbazpanahi

Islamic Azad University, Department of Civil Engineering, Sanandaj, Kurdistan, Iran,

PhD (Structural Engineering),

University Putra Malaysia, Malaysia, 2009-Present

Harun Bin Sarip

Head of Research and InnovationDept, UniKL-MICET

Doctorate: Université de La Rochelle, France, Member:

International Society of Pharmaceutical Engineer, Singapore Chapter

Dr.Bilal Ali Yaseen Al-Nassar

The World Islamic Sciences and Education University (WISE)

Faculty of Business and Finance

Department of Management, Information System (MIS), Amman- Jordan

Dr. Md. Al-Amin Bhuiyan
Associate Professor
Dept. of Computer Engineering
King Faisal University
Al Ahssa 31982, Saudi Arabia

Prof. (Er.) Anand nayar
Department of Computer Applications & I.T.
KCL Institute of Management and Technology, Jalandhar
G.T. Road, Jalandhar-144001
Punjab, India

Prof. Aleksandr Cariow
institution or Company: West Pomeranian University of
Technology, Szczecin

Dr. P. K. Agarwal
Professor, Deptt. of Civil Engineering, MANIT Bhopal ,Ph. D: IIT Kanpur
M.E: Civil Engg.IIT Roorkee, Membership: Indian Road Congress (IRC), Institute of Urban Transport (IUT)

Dr. VPS Naidu
Principal Scientist & Assoc. Prof., MSDF Lab, FMCD
CSIR - National Aerospace Laboratories, Bangalore, India

Mr. P. Sita Rama Reddy
Chief Scientist ,Mineral Processing Department, CSIR - Institute of Minerals & Materials Technology
Bhubaneswar, India, M.Tech. (Chem. Engg., IIT, KGP)

Dr.P.C.Srikanth,
Professor & Head, E&C Dept, Malnad College of Engineering, Karnataka
Senior Member IEEE, Secretary IEEE Photonics Society,
M.Tech: IIT, Kanpur, Ph.D: In IISc Photonics lab

Prof. Lalit Kumar Awasthi,
Professor, Department of Computer Science & Engineering
National Institute of Technology(NIT-Hamirpur),
PhD, IIT, Roorkee, M. Tech, IIT, Delhi

Dr. Chandra Mohan V.P.
Assistant Professor, Dept. of Mech. Engg., NIT Warangal,
Warangal. Ph.D : Indian Institute of Technology(IIT),Delhi
M.B.A: Alagappa University

Prof. I.Suneetha,
Associate Professor, Dept. of ECE, AITS, Tirupati, India

Dr.s. Chandra Mohan Reddy,
Assistant Professor (SG) & Head,Dept. of Electronics & Communication Engineering, JNTUA College of Engineering, Pulivendula,
Ph.D,J.N.T. University Anantapur, Anantapuramu

Gurudatt Anil Kulkarni,
I/C HOD E&TC Department, MARATHWADA MITRA MANDAL'S POLYTECHNIC

★★★

TABLE OF CONTENTS

SI No	TITLES AND AUTHORS	Page No.
01.	The Role of the Thai Government Towards Self-Governing of Local Communities ➤ <i>Airawee Wiraphanphong</i>	1-3
02.	The Ability of Second Year English Language Major Students in Translating Garden-path Sentences ➤ <i>Aungkana Sukwises</i>	4-7
03.	A Study of the Potentials and Skills of Health Tourism Staff in Bang Lampu Area of Bangkok ➤ <i>Benjaporn Yaemjamuang, Monrat Jaiuea</i>	8-12
04.	Political Culture and Democratization in South Korea ➤ <i>Boonwat Sawangwong</i>	13-16
05.	A study of Using Behavior Shuttle Bus Services and Guidelines for the Improvement and Development the Quality of Services ➤ <i>Chantouch Wannathanom</i>	17-20
06.	The Effect of Exploring a Target Needs on Decision Making on the Job Training of Business English Students ➤ <i>Chinchira Bunchutrakun, Angvarrah Lieungnapar, Anantachai Aeka</i>	21-24
07.	The Knowledge and Understanding of Community in Creative Cultural Tourism a Case Study of Oumchan Community, Prachaksilapakhom, Udonthani, Thailand ➤ <i>Ekkachai Sithamma</i>	25-27
08.	The Myth of Vote-Buying Scheme in Rural Areas in Thailand ➤ <i>Hatchakorn Vongsayan</i>	28-31
09.	Creative Tourism Development in Ban Chiang, Udon Thani ➤ <i>Itsaree Tiyaiphath</i>	32-36
10.	The Development of a Mobile Map Application: A Case Study of Suan Sunandha Rajabhat University ➤ <i>Jarumon Nookhong, Nutthapat Kaewrattanapat, Wipada Chiawchan</i>	37-42
11.	The Application of Social Capital to Promote Sustainable Community Development in Samutsongkhram Province ➤ <i>Khanthong Jaidee, Ludech Girdwichai, Voradej Chandarasorn</i>	43-48

EDITORIAL

It is my proud privilege to welcome you all to the TheIRES International Conference at Zurich, Switzerland. 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, TheIIR, TheIRES for organizing this event in Zurich, Switzerland. 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.

Editor-In-Chief

Dr. P. Suresh

M.E, Ph.D. Professor and Controller of Examinations,
Karpagam College of Engineering.,
Coimbatore, India



A STUDY OF THE POTENTIALS AND SKILLS OF HEALTH TOURISM STAFF IN BANG LAMPU AREA OF BANGKOK

¹BENJAPORN YAEMJAMUANG, ²MONRAT JAIUEA

^{1,2}Tourism Program, SuanSunandhaRajabhat University, Bangkok, Thailand
E-mail: ¹Benjaporn.ya@ssru.ac.th, ²dora_nook@hotmail.com

Abstract - The study of the Potentials and Skills of Health Tourism Staff in Bang Lampu Area of Bangkok is a quantitative research by using a questionnaire to collect data for analysis on necessity and essential factors in services and skill development of health tourism staff. Totally 165 samplings of this study were classified into two groups, namely 151 staff who work at 14 Thai traditional massage and spa parlors, and 14 owners or entrepreneurs of the parlors. Collected data through the questionnaire were analyzed by the computerized statistics package to find the value of Rating Scale, Mean (\bar{X}), and standard deviation (S.D.). Results consequently were used for the descriptive discussion part. Study results are summarized as below.

1. Potentials/skills of tourism health staff on knowledge perspective: The study results found that entrepreneurs viewed their health tourism staff at the Moderate level with the Mean at 3.32 and standard deviation at the 0.843 while staff's overall view was at the Most level with the Mean at 4.44 and standard deviation at the 0.325.

2. Potentials/skills of health tourism staff on skills perspective: The study results found that the overall view of entrepreneurs towards their staff was at the Moderate level with the Mean at 3.37 and standard deviation at 0.927 while staff's overall view was at the Most level with the Mean at 4.73 and standard deviation at 0.652.

3. Potentials/skills of health tourism staff on competency perspective: The study results found that the overall view of entrepreneurs towards their staff was at the Most level with the Mean at 3.54 and standard deviation at 0.926. Health tourism staff's overall view was at the same range with the Mean at 4.17 and standard deviation at 0.76.

4. Potentials/skills of health tourism staff on attitude perspective: The study results found that the overall view of entrepreneurs towards their staff was at the Much level with the Mean at 3.34 and standard deviation at 0.629. Health tourism staff's overall view was at the Most level with the Mean at 4.64 and standard deviation at the 0.414

5. Potentials/skills of health tourism staff on personality perspective: The study found that the overall view of entrepreneurs towards their staff was at the Moderate level with the Mean at 3.18 and standard deviation at 0.392 while staff's overall view was at the Most level with the Mean at 4.27 and standard deviation at 0.413

Index Terms - Health Tourism, Potentials

I. INTRODUCTION

In the rapid economic change era, especially after entering the ASEAN Community with service free trade agreements stimulate business people's intention to increase efficiency on services and production. In terms of competition on tourism and service business, one thing that business really focuses on is tourism that focuses on health promotion. At this point, ASEAN investors can expand their health tourism business in Thailand such as Thai massage, spa, health rehabilitation and therapy.

Tourism in Thailand extremely grows though still after Singapore in terms of international tourism business expansion. Positively, Thailand possesses qualified medical doctors and reasonably lower healthcare costs compares to Singapore. In other word, Thailand provides quality services with low prices.

In addition, there are many tourists' attraction areas in Thailand and standard services. The researcher views with these contributing factors, Thailand can expand its health tourism to the ASEAN Region. According to the Tourism Authority of Thailand (TAT) found that Thailand has strengths in health tourism, which are as a reputable central of international health services; possesses highly percentage (38%) of healthcare market in Asia; the highest number of tourists used

services; and possesses a variety of holistic health services compared to other countries in the same region. In contrast, weaknesses of health tourism in Thailand include lack of qualified medical doctors and health promotion staff who were trained, certified or met required standards, and have potentials to welcome foreign customers or tourists with holistic healthcare services (<http://www.etajournal.com>).

According to the abovementioned information, the researcher realizes that it is important for Thailand to prepare the readiness of its health tourism staff regarding problems stated above. The researcher therefore conducted this study to study potentials and skills of health tourism staff who worked in the Bang Lampu area of Bangkok. The Bang Lampu area has been a popular market from the past to present. It locates near famous tourists' areas where many foreign tourists visit.

In this area, there are also many healthcare or traditional massage parlors. Nevertheless, through observations, there are still many problems on services and skills which can be seen from reduction of tourists. Hence, this study focuses on studying health tourism staff's potentials and skills. Analyzed data would be used for these staff's SWOT analysis and as guidance for their future professional development.

II. OBJECTIVE

To study potentials and skills of health tourism staff working in Bang Lampu Area of Bangkok.

III. METHODOLOGY

This study assessed health tourism staff's potentials and skills who worked in the Bang Lampu area of Bangkok. It is a quantitative research. Totally 165 samplings were purposively selected from 14 parlors: 14 entrepreneurs and 151 staff. The data collection tool was a questionnaire which was tested by experts. The questionnaire consisted of two parts.

Part 1 collected population, economic, and social background data. The questionnaire was designed as a checklist with seven main questions. These questions consisted of general information about key informants; sex, age, marital status, educational level, average salary, and work experiences.

Part 2 collected data about potential skills of health tourism staff including their needs for service skill development. The data measurement is Interval Scale and used Likert Scale to set the five scales starting from Most to should be improved (least).

After the data collection through the questionnaire period, the researcher verified accuracy and completeness of data with the reliability at 0.869. Data then were computerized with the statistic package with codes. The researcher then analyzed data with statistics.

1. Calculated data from the first part (checklist) of the

I. Knowledge perspective

Table 1 showed the Mean and standard deviation on knowledge perspective of health tourism staff who worked on Thai traditional massage and spa

Potential skills of staff in health tourism, Thai massage and spa	Entrepreneur			Staff		
	\bar{X}	S.D.	Level	\bar{X}	S.D.	Level
1. Knowledge about available and current services to customers	3.18	1.461	Moderate	4.52	0.801	Most
2. Capable to share information about benefits that customers will gain from various services	3.52	1.177	Much	4.10	0.803	Much
3. Basic knowledge about human anatomy	2.88	1.278	Moderate	4.70	0.759	Most
4. Knowledge about prohibitions not to use some therapeutic equipment with customers who have congenital diseases	3.29	1.413	Moderate	4.44	0.802	Most
Total for knowledge	3.22	0.843	Moderate	4.44	0.325	Most

According to the table 1 on a knowledge perspective, entrepreneurs viewed health tourism staff at the Moderate level with the Mean at 3.22 which is the highest value. This means that staff can share information about various benefits of using services

questionnaire to find frequency and reported results with the percentage

2. Calculated data from the second part of the questionnaire (rating scale) to find Mean (\bar{X}) and standard deviation (S.D.)

IV. RESULTS

According to the study of the Potentials and Skills of Health Tourism Staff in Bang Lampu Area of Bangkok with 165 key informants (14 entrepreneurs and 151 staff) from 14 parlors found that most entrepreneurs and employees were females, 64.3 and 85.4 percent, respectively. Entrepreneurs aged range between 31-40 years old (42%); while their staff aged range 20-30 years old was 55.7 percent. Most key informants' marital status was married (entrepreneurs 43% and staff 41.7%). Most entrepreneurs attained Bachelor's degree (50%) while staff attained lower than the undergraduate level (57%). In terms of work experiences, 35.7 percent of entrepreneurs have been working in this field for 4-6 years while 38.4 percent for staff. And, the average monthly incomes of most entrepreneurs was more than 50,001 Thai Baht (57.1%) and more than half of staff (62.9%) of staff gained salaries in the range between 15,000-35,000 Thai Baht.

The researcher categorized potentials/skills of health tourism staff who worked on Thai traditional massage and spa into five category or perspectives, which were knowledge, skills, competency, attitude, and personality. Results are analyzed and described as below.

In contrast, staff viewed their knowledge at the Most level with the Mean at 3.52 or averagely 4.4, especially their knowledge on human anatomy with the Mean at 4.70.

2. Skill perspective

Table 2 illustrated the Mean and standard deviation on skills perspective of health tourism staff who worked on Thai traditional massage and spa

Potential skills of staff in health tourism, Thai massage and spa	Entrepreneur			Staff		
	\bar{X}	S.D.	Level	\bar{X}	S.D.	Level
1. Good communication skills with customers	3.39	1.255	Moderate	4.72	0.849	Most
2. Capable to communicate with foreign customers	3.02	1.384	Moderate	4.68	0.865	Most
3. Possess service skills	3.27	1.025	Moderate	4.80	0.895	Most
4. Possess skills on a variety of equipment uses	3.38	1.128	Moderate	4.73	0.819	Most
Total for skills	3.27	0.927	Moderate	4.73	0.652	Most

According to this table on skills perspective, entrepreneurs viewed their staff's skills at the Moderate level with the Mean at 3.27, particularly skills on using a variety of equipment with the highest

Mean value. Staff viewed their skills with the Mean at 4.73, especially service skills with the Mean at 4.37.

3. Competency perspective

Table 3 showed Mean and standard deviation on competency perspective of health tourism staff who worked on Thai traditional massage and spa

Potential skills of staff in health tourism, Thai massage and spa	Entrepreneur			Staff		
	\bar{X}	S.D.	Level	\bar{X}	S.D.	Level
1. Capable to receive orders of customers and follow supervision of executive persons or entrepreneurs	3.59	1.011	Much	4.37	0.790	Most
2. Capable to work with others	3.35	1.360	Moderate	4.14	0.986	Much
3. Capable to continually learn and develop thysel	3.49	1.104	Much	4.42	0.967	Most
4. Capable to explain or provide advices to customers for understanding	3.59	1.140	Much	3.69	1.324	Most
5. Capable to effectively prevent appropriate services to each customer	3.50	0.823	Much	4.09	1.245	Much
6. Capable to increase customers' satisfactions and they repetitively use services	3.73	1.090	Much	4.32	1.082	Most
Total for competency	3.54	0.926	Much	4.17	0.726	Much

According to the table 3, entrepreneurs viewed their staff at the Much level with the Mean at 3.54, especially towards customers' satisfactions and they repetitively used services. For this perspective, staff

also viewed themselves at the Much level with the Mean at 3.73. They also viewed that they can keep learning by themselves with the Mean at 4.42. Their total competency was with the Mean at 4.17.

4. Attitude perspective

Table 4 showed mean and standard deviation on attitude perspective of health tourism staff who worked on Thai traditional massage and spa

Potential skills of staff in health tourism, Thai massage and spa	Entrepreneur			Staff		
	\bar{X}	S.D.	Level	\bar{X}	S.D.	Level
1. Confidently and professionally provide services	3.81	0.765	Much	4.61	0.791	Most
2. Commit to work	3.11	0.840	Moderate	4.62	0.789	Most
3. Build trust for customers on therapeutic services	3.13	0.838	Moderate	4.90	0.301	Most
4. Possess generosity and spirituality	3.09	0.855	Moderate	4.65	0.645	Most
5. Punctual	3.38	0.844	Moderate	4.67	0.590	Most
6. Follow rules and disciplines	3.06	0.812	Much	4.68	0.781	Most
7. Enthusiastic and committed to service provisions	3.80	0.942	Much	4.35	0.698	Most
Total for attitude	3.34	0.629	Much	4.64	0.414	Most

According to the table 4, entrepreneurs viewed their staff's attitude at the Much level with the Mean 3.34. They viewed that their staff were enthusiastic and committed to provide services with the highest Mean

value at 3.80. Staff positively viewed their attitude at the Most level with the Mean at 4.64. They viewed that they can make customers rely on therapeutic services with the Mean at 4.90.

5. Personality perspective

Table 5 showed Mean and standard deviation on personality perspective of health tourism staff who worked on Thai traditional massage and spa

Potential skills of staff in health tourism, Thai massage and spa	Entrepreneur			Staff		
	\bar{X}	S.D.	Level	\bar{X}	S.D.	Level
Personality perspective						
1. Healthy	2.63	1.314	Low	3.43	1.451	Much
2. Good interpersonal relationship with cheerful and friendly face	2.39	0.934	Low	3.58	1.161	Much
3. Good emotional control	2.52	1.193	Low	3.04	1.453	Much
4. Know tact and duties	2.59	1.097	Low	3.41	1.431	Much
Total for Personality	2.53	0.835	Low	3.37	0.638	Moderate

According to the table 5 on a personality perspective found that entrepreneurs viewed their staff at the Low level, especially on good interpersonal relationship with cheerful and friendly faces at the mean at 2.39. In contrast, staff viewed their total score for this perspective with the Mean at 3.37 which contradicted

of what they entrepreneurs viewed. The analysis of all five perspectives showed that the value that entrepreneurs viewed their health tourism staff's potentials/skills. Mean and standard deviation analytical results can be summarized on the table below.

Table 6 showed mean and standard deviation analytical results of health tourism staff who worked on Thai traditional massage and spa

Overall results of potential skills of staff in health tourism working on Thai massage and spa following each perspective	Entrepreneur			Staff		
	\bar{X}	S.D.	Level	\bar{X}	S.D.	Level
1. Knowledge perspective	3.22	0.843	Moderate	4.44	0.325	Most
2. Skills perspective	3.27	0.927	Moderate	4.73	0.652	Most
3. Competency perspective	3.54	0.926	Much	4.17	0.726	Much
4. Attitude perspective	3.34	0.629	Much	4.64	0.414	Most
5. Personality perspective	2.53	0.835	Low	3.37	0.638	Moderate
Total of all five perspectives	3.18	0.392	Moderate	4.27	0.459	Most

According to the table 6, entrepreneurs viewed their health tourism staff's potentials/skills at the Moderate level with the total mean at 3.18 while the overall Mean value of staff was at 4.27 in which they believed that they are capable staff.

DISCUSSION

According to the study results on potentials and skills of health tourism staff who worked on Thai traditional massage and spa found that their entrepreneurs viewed their potentials and skills at the Moderate level. In contrast, they viewed their potentials and skills at the Most level, particularly on knowledge such as on human anatomy, skills, competency, and attitude perspectives. They also viewed that they kept learning and improved service skills and customers relied on them for therapeutic services. In addition to entrepreneurs' view, they also viewed their staff's personality at a Low level. They emphasized that staff should be friendly with cheerful manner. This statement is relevant to a study of Siriwardee Wongwatcharadamrong (2009) on the

improvement to create the motivation of health tourism of senior citizen. Muaklek, Saraburi Province. Her study found that service motivation contained "cheerful and friendly staff" factor that highly impacts motivations of population groups more than other factors. Supportively, a study of Paleeratkarndee and associates (2004) on health tourism found that staff should be trained and obtained standard certification from Ministry of Public Health.

In addition, Kamolrat Lhasuwong (1981, pp. 229-230) stated that potentials at the individual level included the absolute of body and mind. This means that a person is ready to react against objects in human body such as maturity which means growth of body and mind. In this case, they may satisfy with stimulated objects or actions. Hence, components that begets potentials and maturity at the individual level included physical, mental, intellectual, and emotional growth significantly including social experiences or existing knowledge. People who possess existing knowledge seem to learn new things quicker than young experienced persons.

RECOMMENDATIONS

1. Future studies should precisely classify each health tourism perspective in order to have specific information for health tourism development.
2. Consumers or tourists' consumption behaviors and satisfactions should be researched to immensely contribute to data collection for future development approach analysis.

REFERENCES

- [1] B.Yaemjamuang, HOTEL BUSINESS DEVELOPMENT WAY TO REACH SERVICE STANDARD FOR SUPPORTING SENIOR TOURISTS IN THE AREA OF

- AMPHAWA DISTRICT, SAMUTSONGKRAM, ICBTS International Multidisciplinary Research Conference 2017, P.249
- [2] KamolratLhasuwong, Educational Psychology, pp. 229-230, Faculty of Education, Srinakharinwirot University (Prasanmit Campus), Bangkok, 1981
- [3] K. Wongleedee. (2012). Satisfaction, Global Senior Citizen in Thailand. ICEMT Conference, 7-11.
- [4] Tourism Authority of Thailand. [online] Tourism Authority of Thailand. 2009.
- [5] Source: <http://www.tat.or.th> (5 July 2010)
- [6] PaleerateKarndee and associates (2004) Health tourism research (copy): Ramkambaeng University, Bangkok.
- [7] SiriwadeeWongwatcharadamrong (2009). The improvement to create the motivation of health tourism of senior citizen. Muaklek, Saraburi Province. Thesis. Master of Arts, (Tourism Management). Graduate School. Rangsit University.

JOURNAL PUBLICATION PARTNER

IRAJ INTERNATIONAL JOURNALS



IJMPE

www.ijmpe.iraj.in

International Journal of Mechanical and Product Engineering

ISSN(P):2320-2092
ISSN(e):2321-2071



IJEEDC

www.ijeedc.iraj.in

International Journal of Electrical, Electronics and Data Communication

ISSN(P):2320-2084
ISSN(e):2321-2950



IJACEN

www.ijacen.iraj.in

International Journal of Advance Computational Engineering and Networking

ISSN(e):2320-2106
ISSN(P):2320-2106

Journal indexed in



International Journal of Soft Computing And Artificial Intelligence (IJSCAI)

ISSN(P):2321-404X
ISSN(e):2321-4384
www.ijscai.iraj.in



International Journal of Advances Computer Science and Cloud Computing (IJACSCC)

ISSN(P):2321-4058
ISSN(e):2321-4392
www.ijacsc.com



International Journal of Advances in Science, Engineering and Technology(IJASEAT)

ISSN(P):2321-8991
ISSN(e):2321-9009
www.ijaseat.iraj.in



International Journal of Industrial Electronics and Electrical Engineering(IJIEEE).

ISSN(P):2347-6982
ISSN(e):2349-204X
www.ijieee.iraj.in



International Journal of Advances in Mechanical and Civil Engineering(IJAMCE)

ISSN(P):2394-2827
www.ijamce.iraj.in



International Journal of Manager and Applied Science (IJMAS)

ISSN(P):2394-7926
www.ijmas.iraj.in



International Journal of Advance in Electronics and Computer Science (IJAECs)

ISSN(P):2393-2835
www.ijaecs.iraj.in

IRAJ Journals Listed in University Library

MIT, University of California Berkeley, Stanford, Cambridge, Oxford, Harvard

Visit for Upcoming Conferences- www.theires.org



This book will be available online at
WORLD RESEARCH LIBRARY
www.worldresearchlibrary.org

ISBN



978-93-87703-29-2