

**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
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- Health care Management
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**Professor Dr. Ebrahim Soltani**

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## **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 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>
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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>

# ROLE OF PROVINCIAL GOVERNOR IN CONTROL OF LOCAL ADMINISTRATION ORGANIZATIONS: CASE STUDY NONGBUALAMPHU PROVINCE

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## ABSTRACT

This research is aim to study 1) both official and informal role of Nong Bua Lumphu governor in directing and controlling of Local Administrative Organization. 2) To study the problematic and the obstacle of directing and controlling of Local Administrative Organization. The official role is under the Constitution of the Kingdom of Thailand B.E. 2540 and B.E. 2550, including Determining Plans and Process of Decentralization Act, B.E. 2542. The informal roles are relying on personal leadership on 1) the informal role in economics 2) the informal role in society. 3) the informal role in politics.

The problematic and the obstacle are 1. Poverty is one of the problems that pull down the development, lack of infrastructure for basic administration. 2. Budgets management: local governments have authority to set priorities and make expenditure allocation decisions. Governors have limited authority to approve. 3. The lack of understanding with regard to fiscal decentralization within the government is the result of weak dissemination of information. 4. Governors are usually immediately transferred to another province during their term this suspended the administration.

Suggestion to this study 1) shall reorganize the budget administration in proper with law and regulation. 2) shall reconstruct and adapt the master plan of Local Administrative Organization to suit for each different area. 3) shall set up the permanent administration term for each governor and stop the immediately transferred to another province during their administration. 4) Shall reform governor administration, Local Administrative Organization and public sector to realize the will and the truly meaning of decentralization.

**Keywords:** Local Administration, Personal Leadership, Official Role, Informal Role, Directing and Controlling

## INTRODUCTION

Strengthening local government was identified as a policy priority in the Government's 7th National Economic and Social Development Plan (1991-1996) and Eighth Plan (1997-2001) The 7th Plan emphasized developing local infrastructure facilities, providing credit to expand and improve local services, and assisting local authorities in mobilizing capital and formulating development projects. The 8th Plan emphasized strengthening the management and budgetary capability of local institutions, and supporting decentralization. The Department of Local Administration within the Ministry of Interior has an ongoing training program to enhance local capabilities in three areas: (i) local administrative systems (i.e., staff regulations, accounting systems, etc.); (ii) developing tax and property maps to enhance local revenue collections and increasing local tax rates; and (iii) training local personnel.

Local government in Thailand had a lack of development; after the Black May of 1992, political atmosphere brought high attention to decentralization. The major movement on decentralization after the 1992 was elected provincial governors. This movement stirred widespread debates and discussion among civil servants, politicians and academics as well as public attention concerning decentralization and local

government reform. Political parties such Democrat Party, New Aspiration Party and Chatthai Party included decentralization in their policy platforms. Some parties went further to propose the election of provincial governor. Local government in Thailand are statutory bodies of national government. There are about 7,951 units of local authorities, which can be classified into five forms. They include;

1. Provincial Administrative Organization (PAO),
2. Municipality,
3. Sub-district (Tambon) Administrative Organization (TAO),
4. Bangkok Metropolitan Administration (BMA), and
5. Pattaya City.

The Decentralization Act defines six functions to be transferred to local administrative organizations: (i) infrastructure; (ii) promotion of quality of life; (iii) maintenance of social order and peace; (iv) planning and investment promotion, commerce and tourism; (v) management and conservation of natural resources and the environment; and, (vi) arts, culture, tradition, and local wisdom. These functions will be transferred based on the powers and duties of various local administrative organizations, ranging from small organizations like municipalities, to larger provincial administrative organizations, to special organizations like the Bangkok Metropolitan Administration.

The Decentralization Act also issued under the Decentralization Act, 1) Functions that are identified as appropriate to local governments must be transferred and that such transfer is mandatory for the central agencies currently involved; 2) The government must allocate a sufficient portion of the budget from the central revenue to local government units so that such units could perform the transferred functions; 3) The establishment of the National Decentralization Committee (NDC) to monitor the progress of decentralization and to ensure that devolution is taking place as planned. Thailand tries to reorganize her local government last two decades that decentralization and local government has been an active issue. The new decentralization era in Thailand started in 2540 B.E. the 2540 B.E. Constitution was promulgated to “decentralize powers to localities for the purpose of independence and self – determination of local affairs.” the 2550 B.E. Constitution has still sustained the decentralization process. Determining Plans and Process of Decentralization Act, B.E. 2542 is regarded as the starting point of the decentralization of the state to local administrative organizations. Governor’s roles have been changed due to Determining Plans and Process of Decentralization Act, B.E. 2542. The decentralization sharpens governor’s authorities to control and direct Local Administrative Organization.

## **OBJECTIVE**

1. To study both official role and informal role of Nong Bua Lumphu governor in directing and controlling of Local Administrative Organization.
2. To study the problematic and the obstacle of directing and controlling of Local Administrative Organization.

## **METHODOLOGY**

This study is a qualitative and quantitative study. Research had set up the research methodology as follow;

1. Content analysis.
  - 1.1 To analyzed the Constitution of the Kingdom of Thailand B.E. 2540 and B.E. 2550, including Determining Plans And Process Of Decentralization Act, B.E. 2542

1.2 To analyzed both formal and informal administration role of Nong Bua Lumphu governor in directing and controlling of Local Administrative Organization.

2. Population and sample.

This research had interviewed in Nong Bua Lumphu province such as (1) governor (2) ex-governor (3) scholars and (4) local administrator.

### **Theoretical Framework**

Decentralization is a set of policy reforms aimed at transferring responsibilities, resources, or authority from higher to lower levels of government. The concept is not used as an adjective to qualify a given political or fiscal system. Decentralization is a set of state reforms. As such, decentralization does not include transfers of authority to non-state actors (as in the case of privatization reforms). In general, Decentralization policies classifies as belonging to one of three categories – administrative, fiscal, and political – depending on the type of authority devolved:

1. Administrative decentralization comprises the set of policies that transfer the administration and delivery of social services such as education, health, social welfare, or housing to subnational governments. Administrative decentralization may entail the devolution of decision-making authority over these policies, but this is not a necessary condition. If revenues are transferred from the center to meet the costs of the administration and delivery of social services, administrative decentralization is funded (and coincides with fiscal decentralization). If subnational governments bear the costs of the administration and delivery of transferred services with their own pre-existing revenues, administrative decentralization is not funded.

2. Fiscal decentralization refers to the set of policies designed to increase the revenues or fiscal autonomy of subnational governments. Fiscal decentralization policies can assume different institutional forms. An increase of transfers from the central government, the creation of new subnational taxes, and the delegation of tax authority that was previously national are all examples of fiscal decentralization.

3. Political decentralization is the set of constitutional amendments and electoral reforms designed to open new—or activate existing but dormant or ineffective—spaces for the representation of subnational polities. Political decentralization policies are also designed to devolve electoral capacities to subnational actors. Examples of this type of reform are the popular election of mayors and governors (who were previously appointed), the creation of subnational legislative assemblies, or constitutional reforms that strengthen the political autonomy of subnational governments.

The conceptual framework of decentralization was analyzed and followed the collapse of the developmental state and accompanied the move toward free-market economies characteristic of the last quarter of the twentieth century. Finally, as defined here, decentralization may take place in authoritarian as well as democratic contexts, which means that the concepts of decentralization and democratization should not be conflated.

### **Background history of Provincial Administrative organization (PAO)**

Provincial Administration Organization is the largest body of Thailand's provincial administration; each province has one, except Bangkok. The PAO covers the area of the whole province, set up with an aim to manage and provide public services within its province, helping the works of municipalities and the sub-district administrations; it does so by collaborating with other administrations within the same province to avoid power redundancy and appropriate budget allocation.

Provincial Administrative organization (PAO) consists of two administrations. The first is the administrative body led by the chair of the provincial administrative organization; he or she is responsible for all the administrative affairs of the province. The second is the legislative body where members of the provincial administrative organization issues rules and regulations as well as monitor the management of the provincial organization.

There is only one chair of each provincial administration organization; he or she is elected by the people in the province. The main duty is to monitor and manage the provincial administration organization led by the permanent secretary of the organization who functions as the top executive of the organization. The chair appoints his or her assistants who are not members of the provincial administration council to help him or her running the administrative affairs of the organization. The assistantship serves for four years. Their duties include managing and monitoring of the provincial administrative affairs, making sure that the administration is done in accordance with the provincial acts and regulations and the provincial development plan. Other duties include planning for the development of the province, setting up the annual budget to be submitted to the provincial administrative council, and reporting the performance and expenditures to the provincial administrative council.

Members of the PAO are directly elected by the people; they are elected to a four-year term. Their duties and responsibilities include enacting rules and regulations to be used within a particular province or district such as regulations on petrol and tobacco taxes, monitoring of the administration of the PAO, and monitoring and evaluation of projects' expenditures. Their roles and responsibilities also include their roles in approving the provincial development plan which is a collection of plans and projects submitted from municipalities and sub-district administration organizations. The plan may entail road construction or other infrastructures. They also take part in approving the province's annual budget, which is the management of the public money, managing the collected taxes levied from the public; the taxes include property tax and indirect taxes such as trade and business taxes. These collected taxes, in principle, would return for the development of the province or city.

### **Background history of Nong Bua Lam Phu**

Nong Bua Lam Phu is famous as the spot where in the 16th century Naresuan, the king-liberator of Siam, came to learn of the outcome of a war between the Lao and Burmese in the area of Vientiane. This place was long a Lao stronghold. During the existence of the Lao kingdom of Lan Xang (1354-1707), Nong Bua Lam Phu was traditionally given to the crown prince Uparat to rule. It was the birthplace of the principal wife of Chao Siribunyan, the last independent king of Vientiane. [2] In 1827, Chao Anou of Vientiane designated Phagna Narin to be governor at the onset of the Laotian Rebellion of 1826-1828. Under Thai rule, the province originally consisted of five districts in Udonthani Province.

Nong Bua Lam Phu is a province. Established on December 1, 1993, it is the 76th province of Thailand. Before separation, Nong Bua Lam Phu once was part of Udon Thani. Although the province was just established recently, it has long history. Archeological artifacts found in this area indicate that there were human's settlements in Nong Bua Lam Phu since in the pre-historical era. About 200 years ago, a town was established by Laotian people from the left side of Mekong River. The boundaries of Nong Bua Lam Phu is about;

North: connects to Udon Thani

East: connects to Udon Thani

West: connects to Loei

South : connects to Khon Kaen

The name Nong Bua Lam Phu appears in historical record as a rest venue for Siamese Army during their march to fight against Vientiane in both Ayutthaya and Rattanakosin era. Besides picturesque nature namely Phu Phan Range and beautiful lake, Nong Bua Lam Phu is rich of cultural attractions, such as

archeological sites and interesting local handicrafts. The province acquires total area of 3,859 square kilometres and it is divided into 6 Amphoes namely Mueang Nong Bua Lam Phu, Non Sang, Si Bun Rueang, Na Klang, Suwanakhuha, and Na Wang.

### **Directing and Controlling on Local Administrative Organization**

Nong Bua Lam Phu had good opportunities to try some new administration methods since Nong Bua Lam Phu was a new born province. The official roles of Nong Bua Lumphu governor are follows;

#### **1. The Official Role.**

The official role rely upon Constitution of the Kingdom of Thailand B.E. 2540 and B.E. 2550, including Determining Plans and Process of Decentralization Act, B.E. 2542, as follow;

- 1.1 manages, directs and controls government authorities under the laws and regulation.
- 1.2 manages, directs and controls government authorities under cabinet or prime minister.
- 1.3 manages, directs and controls government authorities under the inspectors
- 1.4 manages, directs and controls provincial or none provincial administration in province except military, judiciary, attorney, civil service in university, police and education service.
- 1.5 cooperates with every government authorities in province.
- 1.6 reports the projects and manages the budget to Ministry of the Interior
- 1.7 direct and control Local Administrative Organization
- 1.8 direct and control government and none government authorities.
- 1.9 promote and penalty the official by the assignment of permanent secretary.

The official role is to check and balance between provincial administration and Local Administrative Organization. Local accountability must be enhanced for decentralization to succeed that because the decentralization hasn't been completed transfer smoothly. Local residents and organizations—local administrations, the private sector, and civil society as best know and understand local problems. One reason that governors are still play a major role in provincial administration is local administration consisted of local officials directly or indirectly elected by the people. Local administration members are temporary, there is vacuum in administration while waiting for the election. a governor, who was a permanent civil servant under the Ministry of Interior was appointed take care local administration in between.

#### **2. The Informal Roles**

The informal role was beyond the law and any regulations by Constitution of the Kingdom of Thailand B.E. 2540 and B.E. 2550, including Determining Plans and Process of Decentralization Act, B.E. 2542. It's depending on governor's leadership and how governor perform that role. The informal role behaved through power and influence. The informal role is about personal leadership and natural leadership, for example.

1. The informal role in economics. The Constitution of the Kingdom of Thailand B.E. 2540 and B.E. 2550, including Determining Plans and Process of Decentralization Act, B.E. 2542 allow local government manage their own affairs such as tax management, personal management etc. That means local government has authorities to manage and plan how to spend their budget. Governors had no direct authorities to deal with this management. But governors have roles to support local economics by giving local government some advises and control them through legal process.

2. The informal role in society. Governors are the linkage role and leading role to organize the administration in Nong Bua Lam Phu. Governors had roles to support the art and culture in Nong Bua Lumphu provide each year. Thai local culture always respects governors as a leader in any way.

3. The informal role in politics. The biggest change of decentralization in Thailand happened in 1997, there was a deep concern that this rush might bring severe political conflicts or conflict of interests to the country. Some were afraid that the people were not ready for decentralization. Governors had roles to make the compromise in local politics. The informal role in politics is mostly concern about personal management. Governors have roles to manage, control and direct every government function in provincial working in the correct ways under the law and regulation.

### **The problematic and the obstacle of directing and controlling of Nong Bua Lumphu**

Governors have problematic and the obstacle of directing and controlling of Nong Bua Lam Phu such as;

1. Poverty is one of the problems that pull down the development, lack of infrastructure for basic administration.

2. Local governments have authority to set priorities and make expenditure allocation decisions. Governors have limited authority to approve local government's budget. Decentralization designed badly or is introduced without strong local participation and accountability. It can lead to macroeconomic instability, declining service levels, heightened conflicts, corruption, and collapse of the safety net.

3. The lack of the understanding with regard to fiscal decentralization and personal administration within the local government is the result of weak dissemination of information.

4. Governors are usually immediately transferred to another province during their term this suspended the administration.

## **CONCLUSION**

The public sector in Thailand has undergone dramatic changes since the Constitution of 1997 mandated certain public sector reforms. One mandate was the decentralization and devolution of certain responsibilities from central agencies to local governmental units (LGUs). The decentralization is depend upon the Constitution of 1997 and 2007, the Determining Plans And Process Of Decentralization Act B.E. 2542 (1999). It specifies the functions to be devolved from central government agencies to local authorities and the time-frame for doing so. Three directives were issued under the Decentralization Act, 1) Functions that are identified as appropriate to local governments must be transferred and that such transfer is mandatory for the central agencies currently involved; 2) The government must allocate a sufficient portion of the budget from the central revenue to local government units so that such units could perform the transferred functions; 3) The establishment of the National Decentralization Committee (NDC) to monitor the progress of decentralization and to ensure that devolution is taking place as planned. This change had the effect to governor's roles in both official role and informal administration role of Nong Bua Lumphu governor in directing and controlling of Local Administrative Organization.

1. The official role is relying upon the Constitution of 1997 and 2007, the Determining Plans and Process of Decentralization Act B.E. 2542 (1999), such as manages, directs and controls government authorities under the laws and regulation, direct and control Local Administrative Organization, directs and controls government authorities under cabinet or prime minister. manages, directs and controls government authorities under the inspectors, manages, directs and controls provincial or none provincial administration in province except military, judiciary, attorney, civil service in university, police and education service.

2. The informal role is relying upon personal leadership.

2.1 The informal role in economics because of local government manage their own affairs such as tax management, personal management etc. Local governments spend their budget on their own

policies to support local economics. Governors had roles to support by giving them some advice on how to manage in a proper way.

2.2 The informal role in society. Governors had roles to support the art and culture in Nong Bua Lumphu province each year. Thai local culture always respects governors as a leader in any way.

2.3 The informal role in politics. The decentralization in Thailand happened in 1997 let a lot interest groups join local politics. Governors had roles to make the compromise in local politics. The informal role in politics is mostly concern about personal management. Governors have roles to manage, control and direct every government function in provincial working in the correct ways under the law and regulation.

3. The problematic and the obstacle of directing and controlling of Nong Bua Lumphu

3.1. Poverty is one of the problems that pull down the development.

3.2. Governors have limited authority to approve local government's budget.

3.3 The lack of the understanding with regard to fiscal decentralization and personal administration within the local government is the result of weak dissemination of information.

3.4. Governors are usually immediately transferred to another province during their term this suspended the administration.

### **Suggestion to this study**

1. Shall reorganize the budget administration in proper with law and regulation. Local Administrative Organization needs improving the fiscal status. The main challenges are to balance responsibilities with resources, accountability and capacity; and create incentives for the implementation of decentralization to match formal decentralization arrangements.

2. Shall reconstruct and adapt the master plan of Local Administrative Organization to suit for each different area. Local administrations must both incorporate this collective with governors and help these each other to participate more effectively in public affairs by increasing their access to and understanding of public information.

3 . Shall set up the permanent administration term for each governor and stop the immediately transferred to another province during their administration.

4. Shall reform governor administration, Local Administrative Organization and public sector to realize the will and the truly meaning of decentralization.

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