CROSS-SECTIONAL STUDY TO IDENTIFY THE PREVALENCE OF ABUSE AND ITS TYPES, ITS CAUSES AND ITS RESOURCES FOR A SAMPLE OF CHILDREN AND ADOLESCENTS

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ABSTRACT

Child abuse is a global problem that will lead to physical damage and psychological consequences for the child in the long term, and to combat all kinds of abuse, we need to know the prevalence of abuse and various fields and its impact on children so that we can control it, The researcher studied cross-sectional which aims to determine the prevalence of abuse in the home, school, and the street. To achieve the purpose of the study researcher has used a questionnaire to monitor the abuse and consists of 11 questions and applied the questionnaire to a sample study is (320) children and adolescents, male and female and the age group of (8-16 years) and who are in elementary and middle schools, in two areas of Baghdad, one poor and other rich for the academic year 2016-2017, and the results were as follows: (a)Over half the sample being abused at home, and that the biggest source of abuse is the father, followed by the mother, and that the main reason for the abuse is a punishment and discipline followed by the play and the neglect of the study, and that the common ratio of the types of abuse are wounds followed by insults and profanity, and I reacted sample reaction to the assault cry, followed by the beating, and that more respondents feelings toward the assault was (not good). (b)There is abuse in schools in general, but not on a daily basis frequently. (c)The sample as a whole suffers from the problems of family members, but not on a daily basis frequently. (d) The respondents answered that there are scenes of violence in the street. (e)Exposure to violence in the home and school in poor areas be more than rich regions, as well as The respondents of family problems in poor areas suffer more than the rich regions. (f)There are manifestations of abuse in the street and both rich and poor areas alike. (g)There are no differences between age groups in the cause of the attack and the type of attack and the tool used in the attack and repeat the abuse, and self-defense in order to avoid abuse. (h)There are differences between the age groups of abuse in the home and scenes of abuse in the street and a source of abuse and family problems and feeling toward the assault. (i)There are differences between males and females in the exposure of the abuse at home and watch the abuse on the street and repeat abuse in favor of males. (j)There are differences between males and females in their feelings about the assault. (k)There is no Differences between males and females do not exist in the cause of abuse and the source of abuse and the tool used in the abuse and self-defense in order to avoid abuse and family problems and scenes of abuse in the street.

Keywords: CROSS-SECTIONAL STUDY, IDENTIFY THE PREVALENCE OF ABUSE, ITS TYPES, ITS CAUSES ITS RESOURCES

INTRODUCTION

The phenomenon of child abuse is one of the most prominent global problems that are almost devoid of them community both described the progress or reactionary, a phenomenon that continues to worsen and grow steadily even seemed impossible to control, Because of the specificity of this problem, this phenomenon range from beyond the community will and the limits of state intervention and legislation limits, Behelrm has pointed (1967) that most of the behavioral and emotional disorders suffered by the child due to the nature of the deal parent with a child in the family, such as firmness, access and protection, the results of the psychological studies that violence leads to The violence because the person who lives in an atmosphere of oppression and social deprivation at home emotional charge card often explode against him are more vulnerable or less powerful[1].

Alice has pointed (1966) that the role of the mother's reaction to the practitioner abuse it is often reflected in the treatment of children, in a study for the victims of the sudden murder indicated results that more women killers Be in the case defend themselves against aggression couples.[2], and as Heath pointed (2002) violence is not acceptable is not primarily because it undermines the health, but because it is in itself a humiliating and cruel and unfair, and children in particular, and people, in general, should have the right to live without violence, not because it protects their health, but because they have a right to do so [3].

THE LITERATURE SHOWING

THE DEFINITION OF ABUSE:

1- Edwin (1954) abuse from a legal point ((that use illegal means of physical coercion in order to personal or social purposes[4].
2- Oxford Dictionary as ((illegal use of physical force to harm to persons and property[5].

The nature of the Abuse:

Abuse includes four recognized types of widespread abuse.

1) physical abuse.
2) psychological abuse (emotional).
3) sexual assault (including incest).
4) negligence[6].

1. PHYSICAL ABUSE:

It defines physical abuse as an act leads to a big or a risk of injury bodily injury[7] and have steadily bodily or physical punishment, this is the most obvious of child abuse or maltreatment shape due to physical indicators include bruises and fractures and bleeding[8].

2. PSYCHOLOGICAL ABUSE (EMOTIONAL):

Emotional violence or emotional abuse is the method of short and humiliating or remote from the Al Rigga excessively by a parent or other care providers conduct which conflicts with the social development or psychological natural for the child[9].

3. SEXUAL ABUSE:

Sexual abuse occurs when a child is engaged in sexual activities can not be absorbed, which is then the child is not ready developmentally and can not give consent, which violates the law and social taboos of society and such exhibitionism and voyeurism and child pornography, rape[10]

4. CHILD NEGLECT:

It happens when they do not meet the basic needs of the child, including adequate food, clothing, health care, education, supervision, and protection from environmental hazards and support and love, and the provision of home medical care [11].

THE RISK FACTORS RELATED TO CHILD ABUSE:

THE RISK FACTORS ARE IN FOUR AREAS:

The first field:

1-parental factors (substance abuse):

The parents were addicts less able to identify priorities and provide guidance and attend to the needs of children[12].

2-personal and behavioral characteristics:

Pointed English (1998) to be aggressive, anxiety and depression of personal and behavioral characteristics that distinguish aggressive parents, and also inaccurate knowledge of child development and the negative attitudes towards parenting contributes to child-rearing problems[13].

3-A history of abuse:

Dunkle has pointed (2004) that the experience of violence in childhood, especially sexual violence, has been identified as a risk factor, particularly the risk of exposure to violence on the stage of adulthood. A phenomenon is known as re-victimization[14].

4. The age of the mother:

Is a children's teenage young mothers are at increased risk of abuse and ill-treatment, compared with children of older mothers[15].

The second area: family factors include

1. domestic assault:

Clinical studies have shown that women who are beaten by Oazusbandm fail to protect their children and their children I'm assaulted and even killed their children[16].

2. social isolation:

Family and social history reveals the social isolation or lack of social support and guide lost children at increased risk of ill-treatment[17]

3-family size and family composition of the family:

She Organization WHO (2002) that the overcrowding of the family increases the risk of increased violence against children[18].

The third area: the child-related factors, including:

1. The age of the child:

Children younger than 4 years are most at risk of death and severe injury from older children[19]

2. sex of the child:

The male is more prone to physical violence than girls, while female children face exposure of neglect and sexual violence than male children[20].

3. The child's disability:

She Balanced owns research that violence against children with disabilities occurs at annual rates at least 1.7 times more than non-disabled peers.

While noted Sorensen (2001) that children with disabilities (2.1) times more than the physical and criminal abuse, and the ratio (1.8) times more than the sexual assault[21]

4-preterm birth and low birth weight:

She noted some studies have results that children who are born prematurely or with low birth weight may be at increased risk of ill-treatment, while there are some studies results disagreed and pointed at the results there is no sign of low birth weight and abuse[22].

Fourth area:

1. Environmental factors include poverty is a factor of risk factors, physical The attack is more common among people who are poorer and neglect[23]

2-unemployment pointed English (1998) that unemployment may lead to a rise in tension when the family leading to child abuse.

3-collective violence pointed CDC (2006) that the rampant violence in the community has consistently generated an environment in which violence against children is acceptable [24]

METHODOLOGY

THE STUDY SAMPLE:

The study sample was selected a sample of (Purposive), in kind of this kind of samples are selected sample that is consistent with the intended purpose which formed the current study, a sample of 320 individuals were selected from primary school pupils and middle school students in the city of Baghdad, and the sample in the age group (8-16 years) and who are in (third, fourth, fifth and sixth primary grade), respectively, and grade (the first, second and third average).

The study materials:

For the purpose of achieving the goals of research, the researcher built a questionnaire to violence to find out the prevalence of violence in the home, school, and the street, and to see the kind of violence and its source, its causes, and the resolution is trying to monitor violence in the home, school, and the street.

Consisted questionnaire (11) Question see Appendix (1) monitor violence in the home, school, street, were the questions of (1-7) to monitor exposure to violence in the home, including exposure to violence, the source of violence and the cause of the violence and the kind of violence and the instrument used in violence, the violence was repeated and finally Rose reaction to the violence and in front of each question a number of different alternatives to answer are chosen evidenced by one (only), while the question (8) to monitor the violence in the school and includes the only two alternatives to answer the question is 'yes' and 'no' If you answered (Yes) means the repetition of violence, while the ninth question about the presence of family problems at home, and also includes a question replacements to answer 'yes' and 'no', and the question (10) tries to know watch violence on the street and also includes two alternatives only to answer the question is (Yes) and (not), and if the answer (yes) means there is street violence, and finally the question (11) to see the sample feeling toward violence and the question includes (3) alternatives to answer.

RESULTS AND ANALYSIS

This chapter includes an overview of the findings of the study in accordance with the goals of the research, and then discuss these results in order to get out of the recommendations and proposals.

First goal: to identify the prevalence of violence, the source of violence, the causes of violence, and the type of violence, and the tool used violence, and the frequency (repetition of violence), and self-defense against violence (reaction against the violence) of the sample as a whole.

To answer the first question was extracted percentages and duplicates answers the sample as a whole individual was the number of people exposed to violence (209) was their answers (yes) exposed to violence and rate (65.3%) compared to the number who answered (no) and the number was (111) and by (34.7%) and table 1 illustrates this.

Table (1)

Frequencies and percentages for answers of those polled as a whole to determine (Exposure to abuse in the home)

The answer	Duplicates	percentage %
Yes	209	65,3
No	111	34,7
Total	320	100,0

2. To know The source of abuse has been extracted frequencies and percentages for answers of those polled as a whole to determine, Table 2 illustrates this.

Table (2)
Frequencies and percentages account for answers of those polled as a whole to determine (the source of abuse)

The source of abuse	Duplicates	percentage %
the father	74	23,1
Mother	45	14,1
the brother	33	10,3
friends	33	10,3
Sister	16	5,0
Relatives	8	2,5
total summation	209	65,3

From the table above it is clear that the highest rate of violence is the source of the father followed by the mother, followed by brother and friends and was less a source of violence, sisters, and relatives.

3 - To know the cause of the violence was frequencies and percentages for answers of those polled as a whole to determine and the table (3) This shows.

Table (3)
Frequencies and percentages account for answers of those polled as a whole to determine (the reason for abuse)

the reason for abuse	Duplicates	percentage %
Play and neglect of the study	49	15,3
Disobey orders	42	13,1
Punishment and discipline	50	15,6
Family problems between the father and mother	16	5,0
Mother beat by father	39	12,2
Problems concerning the work of the Father	4	1,3
Family problems among relatives within the same family	3	0,9
Because of the economic situation	6	1,9
Total	209 111 320	65,3 35,0 100,0

It is the above table it is clear that the main cause of violence is the punishment and discipline followed is a play and neglect of the study and then disobey orders followed by hitting the father of the mother while the lowest rate of violence is the economic situation of the family and the father worked and finally problems between relatives within a single family.

4 - To know the type of violence directed against the respondents in the current study were duplicates account and extract the percentage of answers to the sample, and Table 4 This shows.

Table (4)
Number of answers those polled as a whole and their lineage percentage to get to know (the kind of violence)

the kind of violence	Duplicates	percentage %
1 - injured	71	22,2
2 - insulting and abusive words (cursed)	39	12,2
3 - bleeding	38	11,9
4 - locked in a closed space	26	8,1
5 - break	17	5,3
6. enter the hospital	17	5.3
Total	209	65,0

	111 320	35,0 100,0

From the table above it is clear that the percentage common to the type of violence is the wound and then insult and profanity followed by bleeding and imprisonment while fewer types of violence were the fractures and hospitalization.

5 - To know the tool used in the violence were duplicates and percentages f for answers of those polled as a whole to determine, Table 5 shows that.

Table (5)
Frequencies and percentages account for answers of those polled as a whole to determine (Elements used in violence)

Elements used in violence	Duplicates	percentage %
Hand	118	36,9
Other tool	91	28,4
Total	209 111 320	65,3 34,7 100,0

From the table above it is clear that the use of hand was the most frequently used tool in the violence followed by other tools.

6 - To know a repeat of violence (frequency of violence) and then calculate the frequencies and percentages for answers of those polled as a whole to determine (the frequency of violence) and the table (6) This shows.

Table (6)
Frequencies and percentages account for answers of those polled as a whole to determine (the frequency of violence)

Recurrence Of Violence	Duplicates	percentage %
Always	54	16,9
Sometimes	118	36,9
Scarcely	37	11,6
Total	209 111 320	65,3 34,7 %100

From the table above it is clear that a repeat of violence sample was built in the sense sometimes once or twice a weeknight is always the sense that every day is rarely followed.

7 - To know the direction of the sample rose act of violence (self-defense) calculated frequencies and percentages for answers of those polled as a whole to determine Its reaction to the violence and the table (7) This shows.

Table (7)
It explains duplicates and percentages account for answers of those polled as a whole to determine (Its reaction to the violence) self-defense

The reaction to avoid the violence	Duplicates	percentage %
Silence	40	12,5
The complaint	40	12,5
beating	52	16,3
Cry	72	22,5

Isolation and withdrawal	5	1,6
Total	209 111 320	65,3 34,7 %100

It is the above table it is clear that the highest reaction of the sample towards the violence was crying, followed by beatings and the silence and the complaint on the arrangement and less reaction to the violence was the isolation and withdrawal from others.

8 - To see if there is violence in school by frequencies and percentages for answers respondents as a whole to determine the proliferation rate (violence in school), and Table 8 This shows.

Table (8)
Frequencies and percentages account for answers to the sample as whole individuals to determine the prevalence of (violence in schools)

The prevalence of violence in schools	Duplicates	percentage %
Yes	147	45,9
No	173	54,1
Total	320	100,0

From the table above it is clear that the number of those who answered "yes"147 and the number who answered 'no' (173) in the sense that there is violence in the schools, and found it is not on a daily basis frequently.

9 - To know Are there family problems for members of the sample who are exposed to violence, were duplicates calculate the percentage of answers of those polled as a whole to determine Table (9) shows that.

Table (9)
Frequencies and percentages account for answers of those polled as a whole to determine (family problems at home)

family problems at home	Duplicates	percentage %
Yes	152	47.5
No	168	52.5
Total	320	%100

From the table above it is clear that the sample suffering from family problems, and these problems are not found on a daily basis frequently.

10 - To see if there is violence in the street, were duplicates and percentages for answers of those polled as a whole to determine the table (10) shows that.

Table (10)
Frequencies and percentages account for answers of those polled as a whole to determine (Scenes of violence in the street)

Scenes of violence in the street	Duplicates	percentage %
Yes	225	70.3
No	95	29.7
Total	320	%100

From the table above it is clear that there are scenes of violence in the street.

11 - To know what is the sense of the direction of the sample individuals violence

The frequencies and percentages account for answers of those polled as a whole to determine (respondents feelings about violence and the table (11) shows that.

Table (11)
Frequencies and percentages account for answers of those polled as a whole to determine (Their feelings about violence)

Their feelings about violence	Duplicates	percentage %
Hatred	115	35.9
normal thing	65	20.3
not good	140	43.8
Total	320	%100

From the table above it is clear that more respondents feelings toward violence were (not good), followed by feelings of hatred, followed by something unusual.

The second objective: to identify the significance of differences in exposure to violence in the home and the various fields, and variable depending on the region, and as follows:

1 - to identify the significance of differences in the (exposure to violence in the home) and by (variable region).

The value of the Chi-square account and the table (12) shows that.

Table (12)
To calculate the value of(Chi) to identify the significance of differences in the (exposure to violence in the home) and by region

Chi-square		percentage %		Exposure to violence in the home		Region Poor
Tabulated	Calculated	No	Yes	No	Yes	
3.84	6.08	40.5	55.0	45	115	Rich
		59.5	45.0	66	94	Total
		%100	%100	111	209	Region

From the table above it is clear that the value (Chi) is greater than the calculated spreadsheet when the degree of freedom (1) and level (0.05), and that the differences with the fact and not statistically significant due to the accident, and in favor of the impoverished region.

2 - to identify the significance of differences in the (exposure to violence at school) by region was the value of Chi-square account, and the table (13) shows that.

Table (13)
To calculate the value of(Chi) to identify the significance of differences in the (Exposure to violence at school) and by region

Chi-square		percentage %		Exposure to violence at school		Region Poor
Tabulated	Calculated	No	Yes	No	Yes	
3.84	68.62	30.6	%72.8	53	107	Rich
		69.4	27.2	120	40	Total
		%100	%100	173	147	Region

From the table above it is clear that the value (chi) amounting to (56.48) is greater than the amount of spreadsheet (3.84) at the level of (0.05) and the degree of freedom (1) in the sense that schools in poor areas exposed to violence more than schools in rich areas.
3 - to identify the significance of differences was used chi-square to determine (the presence of family problems) and by region, and the table (14) shows that.

Table (14)
To calculate the value of(Chi) to identify the significance of differences in the (The presence of family problems) and by region

Chi-square		percentage %		The presence of family problems		Region Poor
Tabulated	Calculated	No	Yes	No	Yes	
3.84	68.62	28.0	74.3	47	113	Rich
		72.0	25.7	121	39	Total
		%100	%100	168	152	Region

From the table above it is clear that the value (chi) calculated the amount of (68.62) is greater than tabular amounting to (3.84) at the level of (0.05) and the degree of freedom (1), in other words, that the sample in poor areas suffer from more family problems compared to the sample in rich areas .
4 - to identify the significance of differences was Chi-square account to determine (watch violence on the street) and by region, and the table (15) shows that.

Table (15)
To calculate the value of(Chi) to identify the significance of differences in the (Show violence in the street) and by region

Chi-square		percentage %		The presence of family problems		Region Poor
Tabulated	Calculated	No	Yes	No	Yes	
3.84	2.53	43.2	52.9	41	119	Rich
		56.8	47.1	54	106	Total
		%100	%100	95	225	Region

From the table above it is clear that the value of (chi) the calculated amount (2.53) is smaller than the amount of spreadsheet (3.84) at the level of (0.05) and the degree of freedom (1) that both regions where there is violence in the street.
Third goal:
1 - recognize the significance of differences in exposure to violence and the various fields, according to variable age groups (8-10) (11-13) (14-16), the value of the Chi-square account, and the table (16) shows that.

Table (16)
To calculate the value of(Chi) to identify the significance of differences in the (Exposure to violence in the home) and by region

Chi-square		percentage %		Exposure to violence in the home		Region Poor
Tabulated	Calculated	No	Yes	No	Yes	
5.99	31.71	9.0	26.3	10	55	10-8
		64.0	54.1	71	113	13-11
		27.0	19.6	30	41	16-14
		%100	%100	111	209	Total

From the table above that there are significant differences in the answers respondents about exposure to violence in the home differences, where the value is calculated Chi-square (13.71) is greater than the value of Chi-square tabular amounting to (5.99) at the level of (0.05) and the degree of freedom (2) that there are differences in the age groups about their exposure to violence in the home and on a daily basis and by the biggest and in favor of the age group (11-13), a category that is exposed to violence by the largest and frequently daily, followed by age group (8-10), and finally the age group (14-16) Year.

2 - Understand the significance of differences in (the source of violence) and by age group (8-10) (11-13) (14-16). The value of the Chi-square account and the table (17) shows that.

Table (17)
To calculate the value of(Chi) to identify the significance of differences in the (A source of violence) and according to age groups

Chi-square		% percentage						A source of violence						Age groups
Tabulated	Calculated	friends	Relatives	Sister	Brother	Mother	Father	friends	Relatives	Sister	Brother	Mother	Father	
18.31	24.4	18.2	25.0	12.5	21.2	33.3	31.1	6	2	2	7	15	23	10−8
		51.5	25.0	37.5	60.6	55.6	58.11	17	2	6	20	25	43	13−11
		31.3	50.0	50.0	18.2	11.1	10.8	10	4	8	6	5	8	16−14
		%100	%100	%100	%100	%100	%100	33	8	16	33	45	74	Total

From the table it is clear that the calculated Chi-square value of (24.24) is greater than tabular amounting to (18.31) at the level of (0.05) and the degree of freedom (1) There are differences in the answers to the sample about the source of the violence, and that the sample differ in their answers in different age groups, we note that age group (8-10) that the source of the violence, the president is the father followed the mother and brother and friends and sister and relatives, while the main source of violence for the age group (11-13) is also the father followed the mother and brother, followed by friends and sister and relatives, while the age group (14-16 years) was the main source of violence is the father and sister, respectively, followed by friends and then the brother and mother and relatives finally comes.

3 Identify the significance of differences in (that causes violence) and according to age groups (8-10) (11-13) (14-16). The value of the Chi-square account and the table (18) shows that.

Table (18)
To calculate the value of(Chi) to identify the significance of differences in the (The causes of violence) and according to age groups

Chi-square		% percentage	that causes of violence	Age

Tabulated	Calculated	Economic situation	Problems between the boat within the same family	Problems concerning the work of Father	Hit Father of the mother	Fight between the father and mother	Punishment and discipline	Failure to obey orders	Played and the neglect of the study	Economic situation	Problems between the boat within the same family	Problems concerning the work of Father	Hit Father of the mother	Fight between the father and mother	Punishment and discipline	Failure to obey orders	Played and the neglect of the study	groups
23.68	22.34	16.7	33.3	0.0	20.5	31.2	36.0	14.3	32.7	1	1	–	8	5	18	6	16	10−8
		50.0	33.1	50.0	46.2	43.8	60.0	64.3	51.0	3	1	2	18	7	30	27	25	13−11
		33.3	33.3	50.0	33.3	25.0	4.0	21.4	16.3	2	1	2	13	4	2	9	8	16−14
		%100	%100	%100	%100	%100	%100	%100	%100	6	3	4	39	16	50	42	49	Total

From the table above it is clear that the value of chi-square calculated the (22.34) is smaller than the tabular amount (23.68) at the level of (0.05) and the degree of freedom (10) does not have a statistically significant between age groups in The cause of violence differences and found that the difference is due to chance .

4 - to identify the significance of differences in the (type of violence) and according to age groups (8-10) (11-13) (14-16) in the value of the Chi-square account, and the table (19) shows that.

Table (19)

To calculate the value of(Chi) to identify the significance of differences in the (Types of violence) and according to age groups

Chi-square		% percentage						Types of violence						Age groups
Tabulated	Calculated	Locked in a closed space	insult and the words of saucy	Hospital Admissions	hemorrhage	broke down	Wound	Locked in a closed space	insult and the words of saucy	Hospital Admissions	hemorrhage	broke down	Wound	
18.31	17.73	34.6	30.8	17.6	26.3	17.6	25.4	9	12	3	10	3	18	10−8
		50.0	48.7	35.3	44.7	64.7	64.8	13	19	6	17	11	46	13−11
		15.4	20.5	47.1	28.9	17.6	9.9	4	8	8	11	3	7	16−14
		%100	%100	%100	%100	%100	%100	26	39	17	38	17	71	Total

From the table above it is clear that the value of chi-square calculated the (17.73), which is smaller than the tabular amount (18.31) at the degree of freedom (10) and level (0.05), there are no statistically significant differences in the sample answers about the differences (type of violence), and that there were differences they revert to the accident, and that all age groups are exposed to all types of violence alike and different rates.

5 - to identify the differences in (the tool used in the violence) and according to age groups (8-10) (11-13) (14-16) years Done calculate the value of chi-square, and the table (20) shows that.

Table (20)

To calculate the value of(Chi) to identify the significance of differences in the (The means used in violence) and according to age groups

Chi-square		% percentage		The means used		Age groups
Tabulated	Calculated	Other tool	Hand	Other tool	Hand	
1.72	18.31	22.0	29.7	20	35	10 − 8
		56.0	52.5	51	62	13−11
		22.0	17.8	20	21	16−14

		%100	%100	91	118	Total

From the table above it is clear that the value of chi-square calculated (1.72) is smaller than the tabular amount (18.31) at the level of (0.05) and the degree of freedom (2) There were no statistically significant differences in the answers of the sample and according to age groups in the tool used in the violent type.

6 - Understand the significance of differences in (a repeat of violence) and according to age groups (8-10) (11-13) (14-16) years it has been accounted Chi-square value, and the table (21) shows that.

Table (21)
To calculate the value of (Chi) to identify the significance of differences in the (Recurrence of violence) and according to age groups

Chi-square		% percentage			Recurrence of violence			Age groups
Tabulated	Calculated	Scarcely	Sometimes	Always	Scarcely	Sometimes	Always	
9.49	6.56	13.5	26.3	35.2	5	31	19	10−8
		64.9	55.9	42.6	24	66	23	13−11
		21.6	17.8	22.2	8	21	12	16−14
		%100	%100	%100	37	118	54	Total

From the table above it is clear that the value of chi-square calculated the (6.56) is smaller than the amount of spreadsheet (9.49) at the level of (0.05) and the degree of freedom (4), there are no statistically significant differences between age groups in (a repeat of violence).

7 - to identify the significance of differences in the (self-defense to avoid violence) and according to age groups (8-10) (11-13) (14-16), and the table (22) shows that.

Table (22)
To calculate the value of (Chi) to identify the significance of differences in the (Self-defense to avoid violence) and according to age groups

Chi-square		% percentage					Self-defense to avoid violence					Age groups
Tabulated	Calculated	Isolation and withdrawal from others	Cry	beating	The complaint	Silence	Isolation and withdrawal from others	Cry	beating	The complaint	Silence	
15.51	7.25	20.0	29.2	23.1	15.0	37.5	1	21	12	6	15	10−8
		60.0	55.6	55.8	57.5	45.0	3	40	29	23	18	13−11
		20.0	15.3	21.2	57.5	17.5	1	11	11	11	7	16−14
		%100	%100	%100	%100	%100	5	72	52	40	40	Total

From the table above it is clear that the value of chi-square calculated the (7.25) is smaller than the tabular amount (15.51) at the degree of freedom (8) and level (0.05), no statistically significant differences in answers respondents differences according to age groups in (defending restraint to avoid violence) In other words, that all age groups are using the same methods and defensive means to avoid violence alike without preference for style over another.

8 - recognize the significance of differences in the (exposure to violence at school) and according to age groups (8-10) (11-13) (14-16) years, and the table (23) shows that.

Table (23)
To calculate the value of (Chi) to identify the significance of differences in the (Exposure to violence at school) and according to age groups

Chi-square		% percentage		Exposure to violence at school		Age groups
Tabulated	Calculated	No	Yes	No	Yes	
5.99	7.70	15.0	26.5	26	39	10−8
		63.6	50.3	110	74	13−11
		21.4	23.1	37	34	16−14
		%100	%100	33	147	Total

From the table above it is clear that the value of Kai calculated the (7070) is greater than the amount of scheduling (5.99) when the degree of freedom (2) and the level in terms of (0.05) that the differences in the sample answers about exposure to violence in schools, a statistically significant and not due to chance, and for the benefit Category age with the most repetitions.

9. Identify the significance of differences in the presence of (family problems) and according to age groups (8-10) (11-13) (14-16 years) and the table (24) shows that.

Table (24)
To calculate the value of (Chi) to identify the significance of differences in the (The presence of family problems) and according to age groups

Chi-square		% percentage		The presence of family problems		Age groups
Tabulated	Calculated	No	Yes	No	Yes	
5.99	6.44	20.8	19.7	35	30	10 -1
		62.5	52.0	105	79	13−11
		16.7	28.3	28	43	16−14
		%100	%100	168	152	Total

From the table above it is clear that the value of chi-square calculated (6.44) greater than the tabular amount (5.99) when the level of significance (0.05) and the degree of freedom (2) there are significant differences in the answers respondents differences in (the presence of family problems) Last of all age groups in the sense suffer from family problems in the occurrences of different rates.

10-recognize the significance of differences in the presence of (witnessing violence in the street), and according to age groups (8-10) (11-13) (14-16) has been accounted Chi-square value, and the table (25) shows that.

Table (25)
To calculate the value of(Chi) to identify the significance of differences in the (Show violence in the street) and according to age groups

Chi-square		% percentage		Show violence in the street		Age groups
Tabulated	Calculated	No	Yes	No	Yes	
5.99	6.30	27.4	17.3	26	39	10−8
		47.4	61.8	45	139	13−11
		25.3	20.9	24	47	16−14
		%100	%100	95	225	Total

From the table above it is clear that the value of chi-square calculated the (6.30) greater than the spreadsheet (5.99) at the level of (0.05) and the degree of freedom (2) there are significant differences in the answers to the sample around watching violence on the street differences, in other words, that all age groups (see violence on the street), but at different rates and duplicates.

11-recognize the significance of differences in (feeling toward violence) and according to age groups (8-10) (11-13) (14-16) it has been accounted Chi-square value, and the table (26) shows that.

Table (26)
To calculate the value of (Chi) to identify the significance of differences in the (Their feelings about violence) and according to age groups

Chi-square		% percentage			Their feelings about violence			Age groups
Tabulated	Calculated	not good	normal thing	hatred	not good	normal thing	hatred	
9.49	14.23	16.4	35.4	16.5	23	23	16	10−8
		59	53.8	57.4	83	35	66	13−11
		24.3	10.8	26.1	34	7	30	16−14
		%100	%100	%100	140	65	115	Total

From the table above it is clear that the value of chi-square calculated 14.23 greater than the spreadsheet (9.49) level of significance (0.05) degree of freedom (4) There are significant differences between age groups differences about their feelings toward violence, according to duplicates in the table above, we note that the age group (8 -10) was sandwiched between their answers (normal and is good) while you feel the age group (11-13 years) with hatred toward violence, compared to the age group (14-16), which is violence is not good.

Fourth Objective: Identify the significance of differences in the (exposure to violence in the home) and various fields, according to a variable gender (male - female).

1 - The value of the chi-square account and the table (27) shows that.

Table (27)
Calculate the value (Chi) to identify the significance of differences in the (Exposure to violence in the home) and according to age groups

Chi-square		% percentage		Exposure to violence in the home		Sex
Tabulated	Calculated	No	Yes	No	Yes	
3.84	13.25	36.0	57.4	40	120	Males
		64.0	42.6	71	89	Females
		%100	%100	111	209	Total

From the table above it is clear that the value of chi-square calculated the (13.25) is greater than tabular amounting to (3.84) at the level of (0.05) and the degree of freedom (1), no statistically significant differences between (male and female) in their answers to exposure to violence in the home and in favor of males in the sense that males are exposed to violence in the home is more than females.

2 - To know the significance of differences between males and females in the (source of the violence) it has been accounted Chi-square value, and the table (28) shows that.

Table (28)
To calculate the value of (Chi) to identify the significance of differences in the (Source of the violence) and according to variable of sex (male - female)

Chi-square		% percentage						Source of the violence						Sex
Tabulated	Calculated	Relatives	friends	Sister	Brother	Mother	Father	friends	Relatives	Sister	Brother	Mother	Father	
3.84	1.14	50.0	60.6	62.5	51.5	55.6	59.5	20	4	10	17	25	44	Males
		50.0	39.4	37.5	48.5	44.4	40.5	13	4	6	16	20	30	Females
		%100	%100	%100	%100	%100	%100	33	8	16	33	45	74	Total

From the table above it is clear that the value of chi-square amounting to (1.14) is smaller than the amount of spreadsheet (3.84) at the level of (0.05) and the degree of freedom (1) There are no differences between the (male and female) in their answers about the source of violence.

3 - to learn about the significance of differences between (male and female) in (that causes violence) it has been accounted Chi-square value, and the table (29) shows that.

Table (29)
To calculate the value of (Chi) Between males and females to know (that causes violence)

Chi-square		% percentage								Source of the violence								Sex
Tabulated	Calculated	Economic situation of the family	Problems between relatives within the same family	Problems concerning the work of Father	Hit Father of the mother	Family problems between the father and the mother	Punishment and discipline	Disobey orders	Played and the neglect of the study	Economic situation of the family	Problems between relatives within the same family	Problems concerning the work of Father	Hit Father of the mother	Family problems between the father and the mother	Punishment and discipline	Disobey orders	Played and the neglect of the study	
14.07	5.80	50.0	33.3	75.0	66.7	37.5	56.0	61.9	0.55	3	1	3	26	6	28	26	27	Males
		50.0	66.7	25.0	33.30	62.5	44.0	38.1	44.9	3	2	1	13	10	22	16	22	Females
		%100	%100	%100	%100	%100	%100	%100	%100	6	3	4	39	16	50	42	49	Total

From the table above it is clear that the value calculated Kai (5.80) is smaller than the amount of spreadsheet (14.07) at the level of (0.05) and the degree of freedom (7), there are no statistically significant differences between males and females in (that causes violence) differences.

4 - To identify the significance of differences between males and females in (the tool used violence) it has been accounted Chi-square value, and the table (30) shows that.

Table (30)
To calculate the value of (Chi) to identify significance of differences between the (male of female) in (the tool used violence)

Chi-square		% percentage		the tool used violence		Sex
Tabulated	Calculated	Another tool	Hand	Another tool	Hand	
3.84	0.12	56.0	58.5	51	69	Males
		44.0	41.5	40	49	Females
		%100	%100	91	118	Total

From the table above it is clear that the value of chi-square calculated the (0.12) is smaller than the tabular amount (3.84) when the degree of freedom (1) The level of significance (0.05) No statistically significant differences between male and female differences in (the tool used violence) and found it spreads due to chance.

5. recognize the significance of differences between males and females in (recurrence of violence). it has been accounted Chi-square value, and the table (31) shows that.

Table (31)
To calculate the value of (Chi) to identify significance of differences between the (male of female) in (Recurrence Of Violence)

Chi-square		% percentage			Recurrence Of Violence			Sex
Tabulated	Calculated	Scarcely	Sometimes	Always	Scarcely	Sometimes	Always	
5.99	9.16	35.1	62.7	61.1	13	74	33	Males
		64.9	37.3	38.9	24	44	21	Females
		%100	%100	%100	37	118	54	Total

From the table above it is clear that the value calculated Kai (9.16) is greater than the amount of spreadsheet (5.99) at the level of (0.05) and the degree of freedom (2), there are differences between males and females in the repeating of violence and in favor of higher repetitions (male).

6. recognize the significance of differences between males and females in the (self-defense against of violence) it has been accounted Chi-square value, and the table (32) shows that.

Table (32)

To calculate the value of (Chi) to identify significance of differences between the (male of female) in (Self-defense to avoid of violence)

Chi-square		% percentage					Self-defense to avoid of violence					Sex
Tabulated	Calculated	Isolation and withdrawal	Cry	beating	The complaint	Silence	Isolation and withdrawal	Cry	beating	The complaint	Silence	
9.49	3.76	60.0	48.6	59.6	62.5	65.0	3	35	31	25	26	Males
		40.0	51.4	40.4	37.5	35.0	2	37	21	15	14	Females
		%100	%100	%100	%100	%100	5	72	52	40	40	Total

From the table above it is clear that the value of chi-square calculated (2.76) is smaller than the amount of scheduling (9.49) at the level of (0.05) and the degree of freedom (4) There were no statistically significant differences between males and females in the (self-defense against of violence spreads) and that each gender using the same methods of defense and the means for self-defense against of violence alike.

7. recognize the significance of differences between males and females in the exposure (Exposure to violence at school) it has been accounted Chi-square value, Table (33) shows that.

Table (33)

To calculate the value of (Chi) to identify significance of differences between the (male of female) in (Exposure to violence at school)

Chi-square		% percentage		Exposure to violence at school		Sex
Tabulated	Calculated	No	Yes	No	Yes	
3.84	25.48	37.0	65.3	94	96	Males
		63.0	34.7	109	51	Females
		%100	%100	173	147	Total

From the table above it is clear that the value of chi-square calculated the (25.48) is greater than tabular amounting to (3.84) at the level of (0.05) and the degree of freedom (1), there are differences between males and females in the (exposure to violence at school) and in favor of males.

8 - to identify the significance of differences between males and females in the presence of family problems.

And to identify the significance of differences between males and females in (the presence of family problems) it has been accounted Chi-square value, and the table (34) shows that.

Table (34)
To calculate the value of (Chi) to identify significance of differences between the (male of female) in (The presence of family problems)

Chi-square		% percentage		The presence of family problems		Sex
Tabulated	Calculated	No	Yes	No	Yes	
3.84	0.05	49.4	50.7	83	77	Males
		50.6	49.3	85	75	Females
		%100	%100	168	152	Total

From the table above it is clear that the value of chi-square calculated the (0.05) is smaller than the tabular amount (3.84) when the level of significance (0.05) and the degree of freedom (1), there are no statistically significant differences between males and females in the presence of family problems, and that both sexes suffer from family problems and alike.

9. Identify the significance of differences between males and females (Show of violence in the street) it has been accounted Chi-square value, and the controversy (35) shows that

Table (35)
To calculate the value of (Chi) to identify significance of differences between the (male of female) in (Show of violence in the street)

Chi-square		% percentage		Show of violence in the street		Sex
Tabulated	Calculated	No	Yes	No	Yes	
3.84	1.21	54.7	48.0	52	108	Males
		45.3	52.0	43	117	Females
		%100	%100	173	147	Total

From the table above it is clear that the value of chi-square calculated the (1.21) is smaller than the tabular amount (3.84) when the level of significance (0.05) and the degree of freedom (1), there are no statistically significant between male and female (see violence in the street) differences.

10 - Understand the significance of differences between males and females in the (Feeling toward the violence) it has been accounted Chi-square value, and the table (36) shows that.

Table (36)
To calculate the value of (Chi) to identify significance of differences between the (male of female) in (Feeling toward the violence)

Chi-square		% percentage			Feeling toward the violence			Sex
Tabulated	Calculated	not good	normal thing	hatred	not good	normal thing	hatred	
5.99	6.97	46.4	64.6	46.31	65	42	53	Males
		53.6	34.4	53.9	75	23	62	Females
		%100	%100	%100	140	65	115	Total

From the table above it is clear that there are significant differences between (male and female) in their feelings toward the violence, and that the answers males differ from females answers in terms of their feelings, according to duplicates and ratios are shown in the above table.

CONCLUSION

1. Over half the sample were exposed to violence in the home, and the top source of violence is the father, followed by the mother, and that the main cause of violence is the punishment and discipline followed by the play and the neglect of the study, and that the common ratio of the types of the violence are the wounds followed by insults and profanity, and I reacted sample reaction to the violence cry, followed by the beating, and that more respondents feelings toward the violence was (not good).
2. There is violence in schools in general, but not on a daily basis frequently.
3. The sample as a whole suffers from the problems of family members, but not on a daily basis frequently.
4. Respondents answered that there are scenes of violence in the street.
5. Exposure to violence in the home and school in poor areas be more than rich regions, as well as the sample of family problems in poor areas suffer more than the rich regions.
6. There are manifestations of violence in the street and both poor and rich alike the two regions.
7. There are no differences between age groups in the cause of violence and the kind of violence and the instrument used in the violence and frequency of the violence, and self-defense in order to avoid violence.
8. There are differences between age groups in exposure to violence in the home and the scenes of violence in the street and a source of the violence and family problems and feeling toward violence.
9. There are differences between males and females in exposure to violence at home and watch the violence on the street and repeat the violence in favor of males.
10. There are differences between males and females in their feelings about violence.
11. Differences between males and females do not exist in the cause of violence and a source of violence and the instrument used in the violence and self-defense to avoid the violence and family problems and the watching of violence in the street.

Recommendations with regard to (exposure to violence at home)

1. Many children who died at the hands of their parents suffered from frequent bouts of the violence and ill-treatment, but less lethal killer before the event. And so it became clear to doctors should be more willing to consider abuse as part of a discriminatory diagnosis for any injury or undue mysterious physical results, so that intervention can be arranged before it is too late.
2. Parental education and guidance proactive is also important, especially in dealing with situations that tension parents like (constant crying and colic, and play, mood, and training to control the bladder, intestines and the use of water courses), and discipline appropriate for the age group and the issues of development and public safety of the home and the investigation of the violence, and it can guide these efforts at every stage of a child's growth and interaction of a family doctor.
3. The application of primary prevention of child abuse before it occurs, such as social justice strategies and reduce the gap between rich and poor, and improve education and social control, and promote dialogue between parents and their children.

Recommendations regarding exposure (for violence at school):

1. The enactment of laws and penalties by the government institution (Ministry of Education), which prohibits the use of violence in all its forms with the students.
2. To determine the number of pupils and students in a single classroom on according to the global education system, because the buildings crowded with students generate the violence in the classroom.
3. For the participation of teachers and teachers in training sessions which focused on how to deal with students and pupils, taught the human rights and the rights of the child matter where teachers are aware of the importance of this article and the existing laws.
4. Finally activate the role of educational guidance in all stages of education in all schools.

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The Impact of Corporate Social Responsibility on Egyptians' Purchase Intention "The Case of Telecommunication Sector in Alexandria"

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ABSTRACT

Purpose – The purpose of this research is to investigate the mediating effect of consumers' attitude between CSR activities (cause-related marketing, environmental responsibility and corporate philanthropy) involved by telecommunication companies and Egyptians purchase intention using the Baron & Kenny mediation effect test approach.

Design/methodology/approach – The research design is conclusive descriptive research and the questionnaire method was chosen for data collection. The researcher decided to do some modifications on reliable and valid scales for each variable under investigation and using them for the research. Then, the researcher measured its own reliability and validity in a less developed country as Egypt. About 400 questionnaires were distributed on the academic staff and students at the two campuses of the Arab Academy of Science and Technology.

Findings – Results show that CSR activities involved by telecommunication companies could positively influence consumer attitude and purchase behavior, however, negative feeling can also be formed if the companies are perceived as socially irresponsible.

Research limitations – It is very difficult to generalize the findings of this study as it used a non-probability convenience sampling technique with an academic staff and undergraduate student sample of only one university and in only one city. Practical implications – companies are recommended to go beyond traditional marketing mix, by adapting Corporate Social Responsibility (CSR) as it has become an important tool in business practices.

Originality/value – As a limited number of studies discussed the impact of CSR on consumers' behavior in Egypt. This research aims to investigate consumers' buying behavior towards CSR activities (cause-related marketing, environmental responsibility and corporate philanthropy) of the telecommunication companies in Egypt. We are interested in exploring whether the Egyptian consumers consider a corporation's CSR initiatives before making any purchase decisions of the products and services.

Keywords – CSR, cause-related marketing, corporate philanthropy, Egypt, environmental responsibility, purchase intention, university.

INTRODUCTION

Corporate social responsibility is defined as "establishments or obligations to maximize its positive impact and to minimize its negative effects in being a contributing member to society, with concern for society's long term needs and wants" (Lantos, 2001, p. 600). The initial CSR idea generated in the 19th century (1880) was related to the social consequences of the industrial revolution (Fernandez, 2005; Smith, 2003). CSR is now related to the social consequences of commerce, business and marketing, and its aim is to limit the negative consequences while increasing the positive consequences of commerce, business and marketing.

Although research into CSR and consumer behavior is still relatively young, there exists a growing interest in studying the links between CSR and marketing. The Egyptian consumers are now well aware that, in pursuing their business effort, companies now have to show more responsibility towards society and the environment where they are operating and at the same time do managers increasingly see CSR as a marketing tool to help create a competitive advantage, but what is the actual impact of companies engagement in CSR on consumer behavior? The consumers are getting more aware of the corporation involved in corporate social responsibility (CSR) through better education and the increased influence of the media. The companies up to a certain extent already been realized that their socially responsible behavior have a direct impact on the consumers buying behavior.

Studies on corporate social responsibility may be at a mature stage, but consumers responses to CSR actions are not. Results from surveys testing the relationship between consumer responses to CSR initiatives generate an argument. On the one hand, some researchers report a positive relationship exists between a company's CSR actions and consumers reaction to that company and its products (Brown and Dacin, 1997; Creyer and Ross, 1997; Bhattacharya and Sen, 2004; Ellen et al., 2006; Smith and Langford, 2009 and Carvalho et al., 2010). On the other hand, other researches mentioned that the relationship between a company's CSR actions and consumers reaction is not always direct and evident, suggesting numerous factors that can affect a company's CSR actions on consumer purchase intention (Boulstridge and Carrigan, 2000; Ellen et al., 2000; Carrigan and Attalla, 2001 and Maignan and Ferrell, 2004; Valor, 2008). Arguments exists about what is related and what is not in explanations about why consumers intend to buy products having CSR features and why they actually buy them (Devinney et al., 2006 and Arredondo et al., 2010).

2. LITERATUREE REVIEW

2.1 Purchase Intention

The concept of purchase intention is considered as a prediction of consumer behavior or attitude towards a buying decision that will be made in the future (Espejel et al., 2008). In other words, buying intention is a type of consumers attitudes or beliefs regarding their future purchases (Lockard and Kaniya, 2013). Purchase intention can be explained as the probability that a consumer has the intention to buy a product (Lockard, Kaniya, 2013). The idea of purchase intention is established in psychological and behavioral studies; therefore, the theory of reasoned action works perfectly for identifying and understanding relations between purchase intentions and CSR (Lockard, Kaniya, 2013).

The willingness of consumers to purchase the company's products increases by CSR activities (Brown and Dacin 1997; Sen and Bhattacharya 2001). In fact, when firm's ethical behavior surpasses from consumer expectation it will have a positive correlation with consumers' purchase intention (Creyer and Ross 1997). Moreover, consumers give more reactions to those companies that practice social responsibility (Creyer and Ross 1997; Ellen et al 2000; Sen and Bhattacharya, 2001), and have negative responses to companies that don't (Barrett, 1996).

2.2 Corporate social responsibility

Corporate social responsibility has been defined by several authors in different ways, Mohr, Webb and Harris (2001) have defined CSR as "a company's commitment to minimizing or eliminating any harmful effects and maximizing its long run beneficial impact on society". Petkus and Woodruff defined social responsibility as "both avoiding harm and doing well" as cited by (Mohr et al., 2001).

The idea of companies looking beyond profits to their role in society is generally named corporate social responsibility (CSR), it refers to a company engaging itself with ethical values, transparency, employee relations, compliance with legal requirements and overall respect for the communities in which they operate, it goes beyond the occasional community service action, however, as CSR is a corporate philosophy that leads strategic decision-making, partner selection, hiring practices and, ultimately, brand development (South China Morning Post, 2002).

2.2.1 CSR in Egypt

The nineties witnessed the development of the last century in the form of the relationship between the government, the public sector, the private and civil society in Egypt, like a large number of developing countries; where the private sector solution gradually replace the public sector, which had a diminished role in the economic activity and job creation, while the government had a focusing attention about the pursuit of creating the right climate to attract domestic and foreign investments (ElMogharbel and Fouad 2008).

In fact, it could be argued that there is still ambiguity and lack of sufficient knowledge on the individual level, the local companies and the Egyptian society as a whole on the concept of corporate social responsibility including its dimensions, its development, as well as the extent of its effectiveness and how to take advantage of it (ElMogharbel and Fouad 2008).

2.3 Purchase Intention and Cause-Related Marketing

CSR and CRM are two expressions that originally and conceptually are different, but actually are closely linked to each other and are often used as synonyms. CSR is a broader, general concept (Bhattacharya and Sen, 2003; Nielsen and Thomsen, 2007) and more complicated (Mohr et al., 2001) mainly because of the variety of the approaches of social responsibility.

It's argued that cause-related marketing is often used as a signifier of CSR, conceptually; CRM represents cause-specificity of CSR (Sheikh, Zee, 2011). For several reasons, cause specificity of CSR is often more attractive than a more unspecific technique to good corporate citizenship. Cause-related marketing facilitates the communication but most likely is less expensive and more attuned or adjustable to the customer segments a firm targets.

The previous studies demonstrated that cause marketing has a significant positive impact on consumers' purchasing intention, and also it plays a vital role in consumers' attitudes and their purchasing decision towards CRM. In other words, the findings showed that, the higher importance of a cause sponsored by a company consumers perceive, the more likely its product is bought (Zeynali and Golka, 2013).

H1: Consumer Attitude mediates the relationship between Cause-Related Marketing and Consumers' Purchase Intention.

2.4 Purchase Intention and Environmental Responsibility

The natural and physical environments, which are playing an external impact on the process and content of managerial decision making, is recently viewed as important to marketing and management strategy (Drumwright 1994; Hart 1995; Shrivastava 1994).

There have been a slight number of studies that carried out on green purchasing behavior (Tanner &Kast, 2003; Lee, 2008; Cheah, 2009). Green purchasing intention is defined as the probability and the willingness of a consumer to prefer eco-friendly traits more than other traditional products in their purchase decision (Abdul Rashid, 2009). Bang et al. (2000) confirm in their study that consumers, who are more caring about the environmental protection, are willing to pay higher prices for eco-friendly products than those who are less caring. Kim and Choi (2005) indicate that there is a high probability that people who are highly worried about environmental matters will purchase environmentally friendly products than those who are less worried. Many studies are also based on the proposition that the level of environment protection has a direct and strong impact on consumer's behavior with regard to recycling and energy saving, eco-friendly product purchase (Bamberg, 2003).

H2: Consumer Attitude mediates the relationship between Environmental Responsibility and Consumers' Purchase Intention.

2.5 Purchase Intention and Corporate Philanthropy

Philanthropic CSR occupies the fourth type in the Carroll's Four types pyramid of CSR: economic, legal, ethical and philanthropic (Carroll, 2000). According To Carroll, CP activities are voluntary, and the corporate desire leads them solely to undertake social initiatives for the enrichment of society. The firms that exercise philanthropy is characterized by actions such as donations, charity and voluntary work, these types of activities are not a part of the core business and take place outside the corporation´s immediate business (Gillberg, 2012). CP has been defined as "An optional responsibility of a company that includes choosing how it will voluntarily allocate resources to charity or to social services activities in order to reach marketing and other business related objectives for which there are no clear social expectations as to how the company should perform"(Ricks, 2005, P 122).

In an experimental study, Barone Et al. (2000) explained that corporate philanthropic activities such as, monetary donations and employee voluntary involvement in social improvement, actually impact subjects' choice decisions. In fact, results of the previous studies indicate that a corporation's philanthropic activities result in positive attitudes as well as purchase behaviors (Becker-Olsen and Hill, 2006). Another experimental study was recently conducted by Mohr and Webb (2005), which examined the impact of CSR activities and price on consumer responses, across two domains, environmental or philanthropic CSR activities. Environmental and philanthropic CSR had a positive impact on purchase intention and how the consumer evaluated the firm.

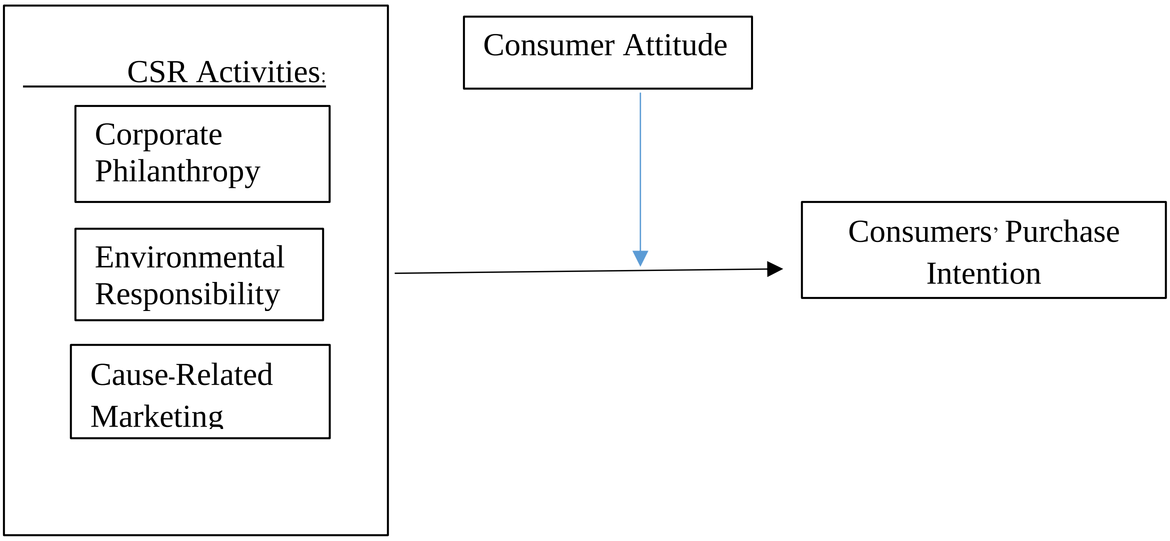
H3: Consumer Attitude mediates the relationship between Corporate Philanthropy and Consumers' Purchase Intention.

3. METHODOLOGY

3.1 Design

This research aim is to measure the impact of CSR, its different types of activities and its communication of the telecommunication companies on Egyptians' purchase intention. Consequently, this research is descriptive and cross-sectional study, as it generally focuses on the description of the characteristics of corporate social responsibility and its influence on Egyptians consumers on their buying decisions. Descriptive statistics are used to support the researcher to introduce his quantitative data in a manageable form (Biggam, 2008).

Figure 1: Conceptual Framework



3.2 Population and Sample Method

For the research on hand, the researcher used a non-probability sampling technique in order to select the sample. For selecting a sample in a non-probability approach we have to follow many procedures (Kornias&Halalau, 2012). The majority of researchers choose the sampling methods based on the aim of their study (Yuanxin&Pittana, 2011). In the present research, due to the large size and the heterogeneity of the population, applying random sampling was extremely impossible, there for convenient sampling was selected. The staff and the student of the Arab Academy for science and technology have been chosen to serve as our convenient sample. Convenience sampling is "a nonprobability sampling technique that attempts to obtain a sample of convenient elements. The selection of sampling units is left primarily to the interviewer" (Malhotra, 2007). According to the population size from the academic staff and students of each college, which are 12788, the final sample size was 400. This sample size was determined according to the sampling table of Krejcie and Morgan (1970).

3.3 Questionnaire Development

The questionnaire was developed in two versions, one in English and another one in Arabic which has been translated from English by the researcher.

Both questionnaires are divided into three sections. The first one measures the awareness of Egyptians of CSR and their awareness of telecommunication companies in Egypt and to specify which company they deal with. The questions in this section are multiple-choice questions. The aim of the questions of this part is to identify qualified respondents in order to avoid ambiguity or misunderstanding of the subject of the research.

The second one's questions are designed to collect data on the independent variables which are; CSR activities such as environmental protection responsibility, cause-related marketing and corporate philanthropic, and on the mediating variable which is the consumer attitude and their effects on the dependent variable which is consumer's purchase intention. All the questions in this section are used by 5-point Likert scale. Respondents are asked to rate their answers from 1 "Strongly Disagree" to 5 "Strongly Agree".

The third section was designed to measure the demographic factors such as gender, age, educational level and household income. All the questions in this section were multiple choice types of questions.

3.4 Data Collection Method

About 400 questionnaires were distributed on the academic staff and students at the two campuses of the Arab Academy of Science and Technology. Before distributing the questionnaires, the researcher expressed gratitude for them for participating in the research and gave a brief explanation about the research topic. 380

	Outcome	Predictor	R Square	Coefficient (predictor)	p-value (predictor)
Step 1 Path C	Consumers' Purchase Intention	Environmental Responsibility	0.015	0.121	0.019
Step 2 Path a	Consumers' Attitude	Environmental Responsibility	0.010	0.099	0.045
Step 3 Path c'	Consumers' Purchase Intention	Environmental Responsibility Consumers' Attitude	0.088	0.094 0.272	0.039 0.000

questionnaires were returned answered and completed, only 20 questionnaires were returned incomplete. The researcher chose a self- administrated questionnaire that in filled by each respondent instead of an online questionnaire in order to overcome the lower response rate particularly in a developing country such as Egypt.

3.5 Data Analysis Techniques

In order to analyze the data gathered from the questionnaires, the researcher used SPSS 20® (Statistical Package for Social Science). Each question from the questionnaires was coded and entered into the SPSS data file. In order to obtain the results and findings of the research lots of analysis techniques were used.

4. RESULTS

4.1 Reliability of scales

The following table (Table 4.1) illustrates the reliability of the independent, the mediator and dependent variables. Based on the results shown in this table, it is concluded that all the scales used in the study were reliable, thus can be used to measure the variables under investigation.

Table 4.1: Reliability of Scales

Variables	Number of items	Previous Studies Cronbach's Alpha	Cronbach's Alpha
Consumers' Purchase Intention	6	0.803	0.775
Consumers' Attitude	6	0.684	0.796
Cause-Related Marketing	16	0.881	0.794
Environmental Responsibility	8	0.858	0.676
Corporate Philanthropy	4	0.805	0.710

4.2 Testing Hypothesis one

H1: Consumers' Attitude mediates the relationship between Environmental Responsibility and Consumers' Purchase Intention.

According to the table 4.2, the result of step 1 (path c) shows there is a significant relationship between Environmental Responsibility and Purchase Intention with p-value at 0.019 ($p<0.05$) and beta coefficient at 0.121. A significant relationship between Environmental Responsibility and Consumers' Attitude is also shown in step 2 (path a) that the p-value is 0.045 which is less than 0.05 and the beta coefficient is equal to 0.265. Regarding to step 3 (path c□), it indicates the effect when consumers□ attitude was added in the relationship, there is a significant relationship between Environmental Responsibility and Purchase Intention with p-value at 0.039 ($p<0.05$) and beta coefficient at 0.094. Moreover, Consumer Attitude still remains significant with p-value which is .000 ($p<0.05$) when it was added into the relationship. On the other hand, when comparing the beta of step 1 with that of step 3, the Beta coefficients have a significant decrease from 0.121to 0.094 (2.7%). The results shown above meet the requirements of Baron & Kenny's mediation model, therefore Consumer attitude has a mediating effect on Environmental Responsibility and Purchase Intention, as beta coefficients significantly decreased when the mediator was added. In addition, if X is still significant (i.e., X and M both significantly predict Y), the finding supports partial mediation. So H1 is partially supported.

4.3 Testing Hypothesis two:

H2: Consumers' Attitude mediates the relationship between Cause-Related Marketing and Consumers' Purchase Intention.

Table 4.2: Regression Analysis for Mediation Effect (CRM)

	Outcome	Predictor	R Square	Coefficient (predictor)	p-value (predictor)
Step 1 Path C	Consumers' Purchase Intention	CRM	0.090	0.299	0.000
Step 2 Path a	Consumers' Attitude	CRM	0.038	0.196	0.000
Step 3 Path c'	Consumers' Purchase Intention	CRM Consumers' Attitude	0.141	0.254 0.231	0.000

A regression analysis was conducted to predict Y from X and M to test the hypothesis 2. According to the table 4.3, the result of step 1 (path c) shows there is a significant relationship between CRM and Purchase Intention with p-value is 0.000 ($p<0.05$) and beta coefficient equal to 0.299. A significant relationship between CRM and Consumer Attitude was also showed in step 2 (path a) as the p-value is 0.000 which is less than 0.05 and the beta coefficient equals to 0.196. Regarding to step 3 (path c'), it indicates the effect when Consumer Attitude was added in the relationship, there is a significant relationship between CRM and Purchase Intention with p-value 0.000 ($p<0.05$) and beta coefficient equals to 0.254. Moreover, Consumer Attitude still remains significant with p-value is .000 ($p<0.05$) when it was added into the relationship. On the other hand, when comparing the beta of step 1 with that of step 3, the Beta coefficients have a significant drop from 0.299 to 0.254 (4.5%). The above results meet the requirement of Baron & Kenny's mediation model, therefore Consumers' attitude has a mediating effect on CRM and purchase intention, as beta coefficients significantly decreased when compared with that without mediator. In addition, if X is still significant (i.e., X and M both significantly predict Y), the finding supports partial mediation. H2 is partially supported.

4.4 Testing Hypothesis three:

H3: Consumers' Attitude mediates the relationship between Corporate Philanthropy and Consumers' Purchase Intention.□Table 4.4: Regression Analysis for Mediation Effect (Corporate Philanthropy).

Table 4.3: Regression Analysis for Mediation effect (Corporate Philanthropy)

	Outcome	Predictor	R Square	Coefficient (predictor)	p-value (predictor)
Step 1 Path C	Consumers' Purchase Intention	Philanthropy	0.006	0.277	0.000
Step 2 Path a	Consumers' Attitude	Philanthropy	0.000	0.114	0.000
Step 3 Path c'	Consumers' Purchase Intention	Philanthropy Consumers' Attitude	0.085	0.075 0.281	0.000

A multiple regression analysis was conducted to predict Y from X and M to test the third hypothesis. According to the table 4.5, the result of step 1 (path c) shows there is a significant relationship between Corporate Philanthropy and Purchase Intention with a p-value of 0.000 (p<0.05) and beta coefficient is equal to 0.277. A significant relationship between Corporate Philanthropy and Consumers' Attitude is also shown in step 2 (path a) as the p-value is .000 which is less than 0.05 and the beta coefficient equals to 0.114. Regarding to step 3 (path c'), it indicates the effect when consumers' attitude was added in the relationship, there is a significant relationship between Corporate Philanthropy and Purchase Intention with p-value of 0.000 (p<0.05) and beta coefficient equals to 0.075. Moreover, Consumer Attitude still remains significant with p-value at 0.000 (p<0.05) when it was added into the relationship. On the other hand, when comparing the beta of step 1 with that of step 3, the Beta coefficients have a significant drop from 0.277 to 0.075 (20.2%). The above results meet the requirements of Baron
& Kenny's mediation model, therefore Consumer attitude has a mediating effect on Corporate Philanthropy and Purchase Intention, as beta coefficients significantly decreased when compared with that without mediator. However, X is still significant (i.e., X and M both significantly predict Y), the finding supports partial mediation. H3 is partially supported.

5. CONCLUSION

5.1 Discussion and implications

The result from regression analysis showed that most of the respondents consider CSR activities as an important factor that can affect their purchase intention. After conducting descriptive statistics and multiple regression analysis, a positive impact of CSR activities towards consumer behavior was found. Perceived CSR activities involved by telecommunication companies were found to have a significant positive relationship on consumers' purchasing intention. Moreover, the CSR activities involved by telecommunication companies would lead to a positive consumer's attitude if the companies were perceived as socially responsible. In contrast, negative consumers attitude would be formed if the companies were perceived as unethical. Consequently, the attitude formed by consumers was then induced to two kinds of purchase behavior. Positive consumers attitude on the companies CSR activities would lead to a purchase intention while negative consumers attitude on the companies CSR activities would lead to not purchasing a product. Respondents reported intentions to purchase products and use services from telecommunication companies that are engaged in CSR practices, however, it is difficult to assess whether this purchase intention is actually translated into real action or not.

In order to be visible in this media cluttered global competition, companies are recommended to go beyond traditional marketing mix, by adapting Corporate Social Responsibility (CSR) as it has become an important tool in business practices. CSR is becoming an important topic in business strategy. The first reason, consumers□ awareness of CSR activities is increasing and they are expecting telecommunication companies to participate in CSR, in order to cope with the demand of ethical consumers, that's why companies are advised to invest in CSR. The second reason is because managers are continuously finding the potential of CSR as a competitive advantage (Pohle, 2008). CSR is considered as a competitive advantage as it affects customer's behavior and attitude in a positive manner, which was has been proven by this research, the payoff from socially responsible programs can lead to beneficial outcomes for the company in later stage.

5.2 Research limitations and future research

Throughout the research many difficulties were encountered. First, it is very difficult to generalize the findings of this study as it used a non-probability convenience sampling technique with an academic staff and undergraduate student sample of only one university and in only one city, which is Alexandria due to the limited time frame. Furthermore, the sample size is limited to only 400 people, which may not be a true representation of entire population of Egypt. In addition, the collected data may be bias as it reflects a more highly educated proportion of Egypt population because most of the respondents are characterized by an education level at least with a high school degree.

Second, depending on only quantitative methods of collecting data like using a questionnaire has its drawbacks such as people may read differently into each question and thus reply based on their own understanding of the question. Moreover, there is a level of researcher imposition, which means that when developing the questionnaire, the researcher is making his own decisions and assumptions as to what is and is not important (libweb, 2014).

The following are suggestions for further research with similar topic. First, a larger sample size can be employed to replicate this research; therefore, a better representation of general population can be obtained.

Second, as mentioned in the limitations part of this chapter that this research depends on only the academic staff and university students of one faculty and in only one city and this was due to the time given to the researcher in order to submit his research. Thus, as a suggestion it is better to conduct the same research for professors and university students in different faculties and cities in order to get more accurate results and in order to generalize the findings.

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DEVELOPMENT OF ANALYTICAL READING BASED ON THE TRANSACTIONAL STRATEGIES INSTRUCTION

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ABSTRACT

The article reports on the results of specific research, which focused on develop an instructional model based on the transactional strategies for enhancing analytical reading of University students; and evaluate the efficiency of the instructional model. The research procedure was divided into phases; 1) development of an instructional model based on real problem; and 2) effectiveness evaluation of an instructional model through implementation with the subjects who were thirty University students, Suan Sunandha Rajabhat University, Thailand. The duration of experiment was one semester. The research instrument were analytical reading test. The data were analyzed by using T-test dependent.

The research result show that:

1) the teaching stage, consisting of 4 substages which were 1. Describing strategies for reading issue from daily life 2. using a reading strategies 3. interchanging knowledge 4. concluding idea.

2)The effectiveness of the instructional strategies model after implementation, it was found they; The subjects had the average score of analytical reading higher than the criterion score set at 70 percent and higher than before the experiment at .01 level of significance in all components.

Keywords--Analytical reading , Transactional strategies

INTRODUCTION

The reading was also an important factor in society development. It is a component of educational quality measurement that was the potential indicator for economic development. Reading is a complex behavior and an impressive achievement, as demonstrated by a century of research.

In year 2015, Thailand was evaluated the analytical reading of Thai students at lower score than the international average 49 (O- NET, 2015: 15) meant the students were basic level of analytical reading proficiency that could read and describe content when they were obviously direct meaning and citing summation or contrast or linkage to the low of existing knowledge. They were evaluated and analyzed as basic level.

The comparison between year 2013 and 2014 were emphasized to analytical reading. Its competency was inclining down and 43 percentages of students were below basic of analytical reading. Seeing regional scores were found that the students in Central, Lower Northeastern, Southern and Lower Northern were average of analytical reading at low level (O-NET, 2015: 61). The Conclusion of knowledge and reading skill of students changed the direction to be unsatisfactory, because the total of low reading students were marginal increased

Therefore, the Department of Thai language would encourage collage students to have analytical reading. According to it was a knowledge and understanding skills then using in daily life, reflecting and giving the suggestion in contents with engagement in its for targets approach of each people. To develop knowledge and self-competency and social contribution (OECD, 2013; 61; OECD, 2010: 37), the learners of University used reading to learn in their objectives with complex stories and specific interesting stories to encourage literacy in own academic contents (Lee and Spratley, 2010).

The result of study from concepts, theories, principles of literature reviews and researches related to analytical reading enhancement showed that the theories might be able to utilize in fundamental schooling development so as to encourage analytical reading for the learners in University based on the transactional strategies instruction.

Therefore, the aim of this study is formulated as follows:

The purposes of this study were to, develop an instructional model based on transactional strategies instruction for enhancing analytical reading of undergraduate students; and evaluate the efficiency of the developed instructional model.

LITERATURE

1. Analytical reading

The Basic Education Core Curriculum B.E. 2551 has specified the indicators of reading, analytical thinking and writing for students as follows: (1) Selective reading of the desired media for finding the purpose of data. Understanding and adapting well from what has been read (2) Identify the essentials and support or argue topics (3) Analyze, criticize, reason, reliability, sequencing and probability from the reading(4) summarize knowledge and gain insights from what has been read and (5) Summarize, debate, explain, express opinions, argue, support, persuade by writing in various kinds such as mapping ideas.

Educators (OECD, 2010: 37; 2012: 61) definition of analytical reading, each part of the definition is explained further:

1. Understanding refers to the ability to gain meaning from what is read. This can include the meaning of words or it can be more complex in identifying the underlying theme of a narrative.

2. Using relates to the notions of application and function (i.e. applying what has been read to an immediate task or goal, or using what is read to reinforce or change beliefs).

3. Reflecting on emphasises the notion that reading is interactive, where readers make connections with their own thoughts and experiences when engaging with a text.

In order to achieve one's goals, to develop one's knowledge and potential, and to participate in society – this statement is intended to capture the full scope of situations in which analytical reading plays a role. To achieve one's goals and to develop one's knowledge and potential refers to the idea that analytical reading enables the fulfilment of individual aspirations. The word participate is used because it implies that analytical reading allows people to contribute to society as well as to meet their own needs. (OECD, 2010: 37; 2012: 61)

Therefore analytical reading development for the learners, teachers needed to focus on the development of the learners in reading skill for understanding and reflecting resulted to the objective of learners and good reader (Guthrie, 2000 cited in Loera, 2006)

2. Transactional strategies instruction

Transactional strategies instruction : TSI developed by Michael Pressley (Pressley et al., 1992) Strategy teaching typically occurs daily in these schools as part of group instruction. It is long term and complex since students are taught to coordinate traditional memory and comprehension strategies with interpretive processes. Consistent with both reader response theories and psychological theories, we refer to this approach as transactional strategies instruction Student and teacher transactions with text are the heart of this form of instruction, with classroom discourse consisting of teachers providing support and guidance to students as they attempt to use strategies to learn content. (Pressley et al.,1992: 513). Transactional strategies instruction reflects Rosenblatt's point of view. Teachers who provide this instruction often use background knowledge activation as an opportunity for students to share how elements of the text remind them of events in their own lives. (Pressley et al., 1992: 525; Brown, 2008: 539; Almasi and Fullerton, 2012: 32-33). TSI is an instructional for teaching a small set of research-based strategies within the context of collaborative text discussions. Responsibility for using strategies to construct meaning is shared among all group members. It is a flexible framework; TSI can be introduced in whole-class, small group, or one-on-one formats and can be practiced in teacher-guided or student-managed settings.

Transactional strategies instruction can improve student comprehension, and it can be implemented across various reading events in the school day and applied to different text types. Teachers draw upon a small repertoire of very powerful strategies to help students derive meaning from text. Children may be taught to: 1) make predictions about content 2) relate the text to prior knowledge 3) ask questions about the information 4) seek clarification when the meaning is unclear 5) visualize the meaning and 6) summarize along the way.

Children can use TSI for a variety of text types. In several instructional settings, including reading groups that focus on high-quality literature. When a child has difficulty decoding a word, the teacher prompts the child to choose one or two of several fix-up strategies that have been taught, such as: Sound out the word, Look for context clues, Reread and Skip the word. (Pressley et al., 1992: 257)

METHODOLOGY

This study was a research and development. The purposes of this study were to, develop an instructional model based on Transactional strategies instruction for enhancing reading literacy on University students, Suan Sunandha Rajabhat University, Thailand; and evaluate the efficiency of the instructional model. The selected participant of 2nd semester 2016 was 30 college students 3th year in Bachelor Degree from Faculty of Education.

The research procedure was divided into phases; 1) development of an instructional model based on real problem; and 2) effectiveness evaluation of an instructional model through implementation with the subjects who were thirty University students. They learn Reading subject .

The information of research was reading content in the category of Thai literacy for University students that was concerned with non-fiction, fiction. Their reading contents were from interesting and requirement of the learners contained in the Education Program. The duration of experiment was one semester 16 weeks in 2016. The research instrument were analytical reading test apply from Satthaphong, Wongsuwan Kongpow and Makanong (2016). Analytical reading test data provided information on a number of factors measuring various elements of the educational context influencing reading achievement. These constructs refer to characteristics of schools, teachers, and students.

The data were analyzed by using T-test dependent and descriptive statistic: Frequency, Percentage, Mean, Maximum value, Mode, Standard Deviation and judged value of mean were examined to describe students' analytical reading ability

RESULTS AND DISCUSSION

The instructional model based on the transactional strategies instruction had 4 teaching stages which were:

1. Describing strategies for reading issue from daily life
2. using a reading strategies
3. interchanging knowledge
4. concluding idea.

Part 1 Quality Inspection of schooling by experiment

The results of schooling model to experiment with University students, Suan Sunandha Rajabhat University total 30 students, they were as similar as the sample group in first semester year 2016 as following;

1. First experiment was found that the learners could not reflect ideas from reading contents and explain its content to apply reasonably. The researchers demonstrated conceptual reflection samples and brought ideas from reading contents to apply with the learners by using the technical questions so as to encourage the learners to think and make reasonable decision for some information properly.

2. Second experiment was found that the learners could reflect the ideas from reading contents. Nevertheless, the process of knowledge relaying, various learners could not bring the knowledge from reading contents to use appropriately. The researchers used a teaching by rising up the sample situations related to the reading contents and asking learners to analyze the issues with suggestion.

The result of teaching experiment was taken to enhance reading management plan of sample group.

Part 2 The effectiveness of the instructional model based on the transactional strategies instruction

Table 1

The comparison result of average score in analytical reading against the sample before and after the experiment (N = 30)

reading literacy	Pre test		Post test		D	t	p
	$\bar{X}$	S.D.	$\bar{X}$	S.D.			
score 100	52.30	5.070	76.97	6.012	24.67	14.962	.000*

significant difference *p < .01

As table 1 found that after experiment of the sample group had overall analytical reading higher than criterion 70 percentages and higher than before the experiment at .01 level of significant. Score of before experiment at 52.30 percentages and score of after experiment was increased at 76.97 percentages.

Table 2

The comparison result of average score in analytical reading against before and after the experiment categorized by component (N = 30)

reading literacy	Pre test		Post test		t	p
	$\bar{X}$	S.D.	$\bar{X}$	S.D.		
1.understading (8)	5.17	0.802	6.80	0.761	6.515	.000*
2. interpreting (7)	5.00	0.664	6.07	0.365	4.765	.000*
3. reflecting (8)	5.53	1.289	6.33	1.028	1.851	.074
4. using (7)	4.70	0.890	5.77	0.430	4.567	.000*
Analytical reading (30)	20.40	2.733	24.97	1.497	6.202	.000*

significant difference *p < .01

As table 2 found that after the experiment to the sample group had overall analytical reading higher than criteria at .01 levels. The average score of understanding, interpreting, and using were higher than before the experiment at .01.level of significant. The reflection of sample group had score higher than before the experiment, but not different at 0.01 level of significant.

The research of transactional strategies instruction found that reading guidance assisted the learners understanding of what they read including used the knowledge and relayed its correctly on objective. (Antonacci, O'Callaghan and Berkowitz, 2015). TSI makes proficient readers. In investigations spanning several decades, researchers studied skilled reading to learn more about interpretive thinking and strategic actions. From this research, two models of expert reading emerged (Pressley & Afflerbach, 1995) and the Good Strategy User Model (Almasi, 2003). Both theories depict the knowledge and strategic resources that capable readers rely upon when reading. According to these models, good readers tap their academic and nonacademic knowledge, monitor their comprehension.

Mean while transactional strategies instruction assisted all learners having motivation with reading habit, and interpreting. (Ari Sanhachawi, 1997 : 36; Jesson and Lacey, 2011: 31; Prasansaph, 2015).The results of research in transactional strategies instruction assisted enhancement of reading for understanding. Students ,who practiced on that instructional, could understand and penetrate the main point of the contents. Moreover they could link and well relay on the reading (Gutkind, 2012). The Literacy Management strategies assisted enhancement the reading for understanding, attitude and motivation for University students. (Alharbi, 2008).

CONCLUSIONS AND FUTURE WORK

The population of this study was 30 students from University students. Findings were average score of analytical reading higher than the criterion score set at 70 percent and higher than before the experiment at .01 level of significance in all components. The teaching stage were 1. Describing strategies for reading issue from daily life 2. using a reading strategies 3. interchanging knowledge 4. concluding idea. Students who were participant, provided activities and enjoyable learning. Students had reading skills performed best on the analytical reading test.

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BLENDED LEARNING MODEL AND ACHIEVEMENT IN A FOUNDATION OF MARKETING COURSE

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ABSTRACT

This study aims to measure the academic achievement of students using a blended learning model in a course on marketing at the College of Innovation and Management, and to measure the satisfaction of the students towards the blended learning model. This study uses a sample of students studying Information Technology and Communications at the College of Innovation and Management. The students were asked about 1) the form of blended learning used in the foundation of marketing course, 2) their achievement test scores in foundation of marketing course, and 3) their satisfaction with the blended learning teaching model.

The results : achievement before and after the study found that the achievement of students with the blended learning model in the foundation of marketing course achieved higher scores than the previous level of significance .01, and the satisfaction of learners towards the blended learning model in the Marketing Fundamentals course were very satisfied with the level.

Keywords – blended learning, model, achievement, foundation of marketing course

INTRODUCTION

Currently, Thailand has applied information technology and communications technology into education reformation to a great extent. The National Education Act, Year 1999, Amendment No. 2 of 2003 requires the use of information technology and communications technology for education in Section 9: Technology for Education. As a result, all levels of education, including higher education, apply technology into their knowledge and skill development in using technology for self-learning throughout their lives. (The National Council of Education, 2003, p. 13)

"Education" is an important tool in improving the quality of human beings through the learning process to become a complete human in terms of body, mind, intellect and knowledge, including being ethical and understanding of culture of life to live happily with others (MOE, 2003).It is vital to prepare students for the real world and keep pace with the rapid expansion of the global information environment where new knowledge is constantly happening. Students need to learn and seek knowledge continuously over time to develop skills in the pursuit of knowledge and lifelong learning. They also need to develop their production skills, and the use of information technology and communications technology for the benefit of themselves and society so as to enhance the learning potential of each person to their capability.

In the twenty-first century, classroom management requires the application of information and communications technology to be able to contribute to the students' learning outcomes to reach to the standard expected outcomes, as prescribed in the Thailand Higher Education Qualifications Framework, with the body of knowledge. Students are encouraged to have a better quality of life in all humanity intact, and to have the twentyfirst century's learning skills. The researcher is interested in the study of the use of blended learning format in Foundation of Marketing Course at the College of Innovation and Management, SuanSunandhaRajabhat University. The study is aimed to study the effects of the blended learning model to encourage students to learn on their own through online learning with digital media, which leads to functional skills and appropriate information technology application for communications in the future.

OBJECTIVES

1. To measure the learning achievement of students who took Foundation of Marketing Course in blended learning model at the College of Innovation and Management, SuanSunandhaRajabhat University

2. To study the satisfaction of the students towards blended learning model who took Foundation of Marketing Course at the College of Innovation and Management, SuanSunandhaRajabhat University

HYPOTHESIS

The achievement of students after taking Foundation of Marketing Course with blended learning model will increase significantly higher at 0.05.

LITERATURE & THEORY

Blended learning

Driscoll (2002) said that blended learning refers to a combination of technology and teaching materials together. The combination or blending of web-based technology into conventional classroom learning, such as, virtual classroom, self-learning, cooperative learning, video streaming, texting and audio, is meant to achieve the goals of education arrangement and the highest learning achievement.

Whitelock & Jelfs (2003) said Blended learning refers to a combination of teaching methods or teaching system to promote and support learning management and to provide a wide variety of solutions for the best results of teaching and learning, which may or may not include teaching technology, such as direct approach or self-learning, and so on.

Harriman (2004) mentioned that Blended learning refers to the combination of online learning and interface learning.

Allen & Seaman (2005) said that Blended learning refers to the combination between teaching technology and practical work. The nature of the traditional classroom teaching or face-to-face teaching and the online teaching which emphasizes the students receive training and practice on their own makes the curriculum flexible and allow learners to learn to their full potential to achieve the goal of learning.

This can be concluded that blended learning model refers to a combination of learning activities and classroom confrontation, and online learning, with the goal to help students achieve their full performance potential.

Model of blended learning

New Mindsets (2003) presents a messaging model in mixing dimensions between face-to-face learning and online learning that affects actual performances, and the reverse effect of learning in four forms as per below.

1) Classroom confrontation/workshop to which online learning resources can be used as background information. This format has similar limitations with reading or using library as learning resources in the traditional classroom. Online connecting devices are hardly exploited, whereas learners are enthusiastic. This approach gives the least total percentage of positive results on the learners, which is about ten percent.

2) Classroom learning with online connecting devices, and the focus remaining on the classroom discussion. This approach gives a moderate level of results. Before-classroom assignments enable the students to fill the learning gap, prepare students for learning and stimulate ideas before class, and assignments after school can expand learning and facilitate the implementation of learning systematically. In general, active

students choose to adopt the approach due to the relevance of learning assignments in order to solve specific problems. A small percentage of students, however, pay interests to the approach.

3) Classroom learning and online learning that connects to the personal purpose of learning, and personal capability development planning by further training, counseling or advocacy work, affects highly to the performance. The integration of theoretical work, such as, assignments or peer presentations, report assignments, or the role of learning facilitator enables the ability of development planning, especially when online resources are specific, such as exercises that are relevant to given tasks.

4) Learning activity designed for provable results, applied and modified by educational personnel proves that classroom learning and direct online learning lead to positive learning creation. It also improves personal performance and team work, which is a basic purpose. It will affect the highest level of the performance and achieve good results in a specific project.

Allen, Seaman & Garrett (2007) have classified the types of teaching by the use of online media to determine the proportion of teaching into four categories, which are per below.

1) Traditional or Classroom-based: face-to-face teaching and learning in classroom, lecturing and using whiteboard (or blackboard) and transparencies as tools, with no online media.

2) Web-Facilitated: using online instruction 1-29 percent of the time and mainly maintaining face-to-face classroom learning, using Course Management System (CMS) using the webpage for announcement to students, such as, course description and assignments and so on.

3) Blended / Hybrid Combined: 30-79 percent using online materials with a combination of classroom teaching. Most classroom learning relies on online materials, such as, online consultation, and face-to-face classroom.

4) Online / E-Learning: up to 80 percent of the course relies on online materials, most or all will be in the online form. There may be no classroom interface, or no traditional classroom learning.

Teaching through digital media

Digital media refers to the information presented in a systematic way with various forms, such as, the production of visual animation, photos, voices or music in the form of digital media, which can be released via computers and the Internet. Most digital media is often used for teaching and learning, whereas its forms are developed until the present (Sutthirat, Chaiwat, 2010).

Teaching through digital media

The processes of educational multimedia development are as follows : (Songkram, Natthakorn, 2010, pp.11-13).

Stage 1 Planning

The plan includes the following components of 1) Set the Objective, 2) Analyze related Factors and 3) Operation Plan.

Stage 2 Design

The design process consists of the following steps of 1) Making objectives into behavioral objectives, 2) Content writing, Set the form, 3) Teaching method, and assessment, 4) Structure and direct lessons, 5) Operation flow chart drafting, 6) Interface layout and 7) Storyboard writing

Stage 3 Development

After the design process, the storyboards will be conveyed to a multimedia program that actually works. The key role in this process is to set key components for presentation and put into the program that is easy to use. The processes consists of 1) Preparing media to present content, 2) Preparing decorative graphics, 3) Program writing, 4) Initial pilot testing, and 5) creating a user's manual.

METHODOLOGY

1. Research Population

1.1 The population of this research is undergraduate students who major in Information Technology and Communications for Marketing, from the College of Innovation and Management, Suan Sunandha Rajabht University who enrolled in the Foundations of Marketing.

1.2 The samples were 50 undergraduate students majoring in Information Technology and Communications for Marketing, at the College of Innovation and Management, Suan Sunandha Rajabhat University, who took the Foundations of Marketing Course in the first semester of the year 2015.

2. Research Variables

2.1 Independent Variable is the students from the College of Innovation and Management, Suan Sunandha Rajabhat University who took the Foundations of Marketing Course taught with the Blended Learning Model.

2.2 Dependent Variables

- The achievement of students from the College of Innovation and Management, Suan Sunandha Rajabhat University, who took the Foundations of Marketing Course taught with Blended Learning Model.

- Satisfaction of students from the College of Innovation and Management, Suan Sunandha Rajabhat University, who took the Foundations of Marketing Course taught with Blended Learning Model.

3. Research Tools

3.1 Foundations of Marketing Course taught with Blended Learning Model at the College of Innovation and Management, SuanSunandhaRajabhat University

3.2 Achievement Test for the Foundations of Marketing Course

3.3. Survey of Satisfaction of students in regards to the Blended Learning Model in the Foundations of Marketing Course

4. The data was collected to analyze the average, standard deviation, and hypothesis test with Paired - Sample T-test

RESULTS

Synthesizing Blended Learning Model for the Foundations of Marketing Course at the College of Innovation and Management, SuanSunandhaRajabhat University, the components of learning activities for the Blended Learning Model is the combination between offline and online learning activities. The offline learning activities are composed of normal classroom learning, with performance consultation and guidance for 9 weeks or 52.94% of the whole course. The online learning activities include E-learning lessons, learning from assignments, and community content, which is 8 weeks or 47.06% of the course. The content of offline learning activities are the Foundations of Marketing textbook, and a practice book. Online learning content includes the course manual, 8 chapters of E-learning lessons, a pre-test, a project assignment, learning resource community, communication channels between the teacher and the students, and mid-term and final exams.

The achievement of the students from the College of Innovation and Management, SuanSunandhaRajabhat University, who took the Foundation of Marketing Course can be concluded as per below.

Table 1
The analysis compares the achievement of students before and after the form of blended learning who took Foundations of Marketing Course at the College of Innovation and Management, SuanSunandhaRajabhat University

SCORE					
BEFORE	52	18	0.674	3.226	.000*
AFTER	52	24	0.744		

*

Table 1 shows the achievement of 52 undergraduate students from the Information Technology and Communications for Marketing major, College of Innovation and Management, SuanSunandhaRajabhat University, who took the Foundations of Marketing Course taught with the Blended Learning Model in the first semester, Academic Year 2015. Before the class, the average score = 18 and = 0.674. The achievement of the undergraduate students from the Information Technology and Communications for Marketing major, College of Innovation and Management, SuanSunandhaRajabhat University, who took the Foundations of Marketing Course taught with Blended Learning Model in the first semester, Academic Year 2015 averaged a post-test score = 24 And S.D. = .744. The comparative analysis of student achievement revealed that the undergraduate students from the Information Technology and Communications for Marketing major, College of Innovation and Management, Suan SunandhaRajabhat University, in the first semester, Academic Year 2015 after taking the course was significantly higher than before taking the course at the level. 05.

The results of the analysis of student satisfaction toward the Foundations of Marketing Course taught with Blended Learning Model at the College of Innovation and Management, SuanSunandhaRajabhat University

Table 2
The analysis of student satisfaction with the blended learning model who took Foundations of Marketing Course at the College of Innovation and Management, SuanSunandhaRajabhat University

No.	**Description**			**Definition**
1.	Learning activities help students understand the content better	4.51	.647	Very High
2.	Clearly clarifying the objective of each unit to students	4.20	.722	High
3.	Fun and interesting activities enable you to learn more.	4.11	.568	High
4.	Media used for content to understand better.	4.62	.448	High
5.	A variety of media used for learning activities makes the lesson not boring.	4.22	.621	High
6.	Media makes learning more interesting.	4.18	.724	High
7.	Opportunities to participate in learning activities are open.	4.02	.862	High
8.	Classroom management stimulates learning process.	4.30	.771	High
9.	Exercises and activities help understand the content better.	3.86	.489	High

No.	Description			Definition
10.	Variety of Evaluation and Measurement Forms	3.96	.678	High
	Total in average	**4.19**	**.724**	**High**

Table 2 showed that the analysis of student satisfaction toward the Foundations of Marketing Course taught with Blended Learning Model at the College of Innovation and Management, SuanSunandhaRajabhat University, of 52 undergraduate students in Information Technology and Communications for Marketing major, in the first semester, Academic Year 2015 revealed a high level. The average score = 4.19 and =.724

CONCLUSION AND FUTURE WORK

Developed Blended Learning model is suitable for classroom teaching and learning. Activities include a 9-week session of offline learning, opportunities for learners to ask questions to teachers, with an 8-week online session, and content and learning activities on internet. The instructors interact directly with students in regular classes. Using digital media, such as video clips, as a teaching material is found appropriate with blended learning model. The level of online digital media can be adjusted to 50-60%, for instance, 50% online learning, and 50% traditional classroom. The adjustment shall vary upon individual differences and the right timing to use in the course. In each curriculum, the students can learn by themselves by getting access to the main learning resources and other online learning resources for additional activities. The students can do further study, lesson reviews, and self-learning. Blended Learning Model helps the learners by adjusting the lessons up to the level of competency, adjusted environment to stimulate learning, and it can be integrated with other multimedia and technology at appropriate level to facilitate the learning of students.

Suggestions for further studies

1. Model of learning support system should be developed to motivate students to use Self-directed Learning activities teaching to be self-knowledge seekers in accordance with twentyfirst century Learning Principles.

2. Flipped Classroom learning should also be developed to help learners apply their knowledge in practical situations. Mastery Learning encourages students to exchange ideas, work together in groups, and help developing problem-solving skills.

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TOURISM LIFE CYCLE ANALYSIS AND SUSTAINABLE TOURISM MANAGEMENT FOR URBAN CULTURAL TOURIST ATTRACTION: A CASE STUDY OF KOH KRED, THAILAND

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ABSTRACT

Abstract—This current case study posed a question towards culture- based tourist attraction in suburbanized environment utilizing the case study of Koh Kred in Nonthaburi. Questioning in which direction the place should go for, as a tourist precinct nestled in the built- environment setting, with a solid background of its tourism, the purposes were to analyze significant points in tourism development, to speculate on the tourism life cycle of the site, and to contrive later the proposed plan for sustainability. The study was based on documentary study as well as utilizing an observation technique for gathering viewpoints of physical environment, and behaviour of visitors and local people, and an in-depth interview with key informants. The site analysis unveiled that Koh Kred was in the stage where creative tourism interpretation and development could be initiated in the future due to its capacities of cultural and natural resources in other zones away from the core magnet, to serve both domestic and international markets. Despite being highly susceptible to undeniable changes driven by high degree of urbanization, the site embraces the diverse dimensions of cultural and agricultural resources for product diversification and innovation. Yet the sustainability issue in all dimensions especially cultural and environmental dimensions should be adhered, thereafter the place requires sustainable management in terms of site and visitor management. Quality and appropriate interpretation by local involvement will also be necessary to create more impressive atmosphere and to direct visitor trails of activities, in which the sense of place and identity must be safeguarded. This paper finally contributed recommendations for the place in terms of product diversification and mapping, interpretation management and landscape management.

Keywords—Sustainable Tourism Management, Tourism Life Cycle, Urban Cultural Tourist Attraction

INTRODUCTION

Globalization has shaped the global economy and preferences of its people in several aspects, including the way they consume leisure. A culture becomes a commodity consumed by the members of other culture. Many times as seen today, different cultures have also been globalized resulting in the so-called homogeneity of cultures. The post- modern man, thereafter, is increasingly seeking for cultural authenticity from cultural tourism. The reality, however, is how far a particular culture can be remained with its authenticity in this rapidly changing world, where many parts of the world are being transformed by the force of urbanization.

Koh Kred is a small Sub- District Municipality as part of Pak Kred District, Nonthaburi Province, geographically as an island surrounded by the Chao Phraya River, only 20 kilometers north of Bangkok. The area covers 4.2 kilometer squares or approximately 2,625 rai of land including 7 main villages. Koh Kred was established as the Sub- District Municipality in 1996. The population includes Thai nationals (50 percent), Thai- Mon (generations from the migrated ethnic group of Burma) (35 percent), and Thai- Muslim (15 percent) (Wechtunyagul, 2008). The community of Koh Kred has unique historical heritage and identity for more than 350 years (Phattanawasin, 2009). The place had served as a refuge to the Mon tribes after defeated by the Burmese between 1774 in the reign of King Taksin the Great and 1815 in the reign of King Rama 2nd. They settled in this area as the community with its distinct cultural identity (ibid). The island could be traced back to the Ayutthaya period during the reign of King Thaisa of Ayutthaya. A canal was evacuated to create a short-cut passageway for water-based vehicles along the Chao Phraya River. Through time, there had been the geographical separation of Koh Kred from Pak Kred District (Wechtunyagul, 2008).

The place has also been facing changes over time, both by the force of urbanization and tourism. This paper posed a question towards the place in which direction it should go for, as a suburban tourist precinct nestled in the urban setting, to ensure that it would not fail to safeguard its cultural identity and characters against the contemporary transformation coming with tourism. Important key points were addressed and analyzed in this paper in order to speculate on the tourism life cycle of the place, and to contrive later the proposed plan for sustainability.

LITERATURE & THEORY

1.1. Tourism Life Cycle

Tourism life cycle model in this study refers to the tourism destination or tourism area life cycle (TALC), introduced by Butler in 1980, which rather focuses more on tourism development and growth pattern of a destination. The model introduces six stages of tourism evolution, namely exploration, involvement, development, consolidation, stagnation, and post stagnation (Zhonga & Xiangc, 2008). Post-stagnation is the stage that characterizes destination by a period of decline, rejuvenation, or stabilization. Tourism life cycle model also demonstrates patterns of tourism development of a place and determines carrying capacity defined by physical, environmental, economic and psychological capacities (Butler, 2006), and level of authenticity of the place. An exploration stage appears with low number of tourists, most of which are adventurous 'explorers' or 'backpackers' with high interest in nature and culture, close interaction with local people (Breakey, 2005), limit of tourist facilities and thereafter socio-cultural impacts are minimal. The second is an involvement stage occurred because of gradual development of tourist traffic into the area and higher number of tourists. Thus, it is a start of the provision by some locals of tourist facilities and infrastructure; yet high local interaction with local people is still high; advertising initiated and tourist market and season developed (Park, 2006). At a development stage, the place is more appealing to external investors due to an arising of more characterized tourist market and fame induced by advertising; the place experiences an extensive advertising and promotion to accelerated demand, and more foreign-own facilities in some cases, whereas more physical entities are built. Moreover, local facilities are displaced by more elaborate and up-to-date ones, which results in a decline in local participation and control, whereas artificial or man-made attractions are replacing original ones. A consolidation stage shows declines in growth rate with more efforts put to advertising aiming to extend tourist season and markets, some opposition to tourism and clear recreational business districts; and old facilities have been deteriorated (Breakey, 2005; Park, 2006). During a stagnation stage, the place faces a state in which its development reaches or even exceeds its capacity and it relies more on repeat visitation; tourist type changes to package tourists; there are different ways of tourism interpretation seen by new physical developments built in the area and on the peripheral as an extension to the existing destination. At this stage, critical socio-cultural, environmental and economic problems take place considered a consequence of mass tourism activities occurring beyond the place's carrying capacities. The place may face serious changes of its cultural environment or cultural landscape. The last stage of a place is diverged into decline, rejuvenation, or stabilization. The place may lose its tourist market and decline, or may rely on weekend and day visitors. It may apply new marketing strategy in order to change images or establish new tourist market, with wider effort in combing cooperation of public and private sectors in hope of rejuvenation. Interestingly, there also is increased local involvement especially in case of community tourist attractions. The case study of Pai District in Mae Hong Sorn could be an example of the destination life cycle of Pai. The tourism during its early stage of tourism configuration had been on the trekking and ethnic, and adventure type with the very fresh and authentic local lifestyle and nature, and explorer tourists as its visitors. Its second stage represented the UTOPAI stage where the area became the paradise for backpackers, had been more popularized in tourist guidebooks, and at a certain point called high degree of tourism business entrepreneurs' attentions into the area. The place had been highly developed until the local way of life was close to the modern lifestyle. Later, it has been transforming into the "romantic destination", responding Thai visitors whose perceptions and preferences towards Pai have been mainly influenced by Thai mass media and movies (Pongajarn, 2010). The place has been re-interpreted seen in building and decorations of places to respond Thai tourist market's preferences for example places and spots for taking photos, eating and drinking (coffee) places and souvenir shops; most of which represent the reproduction of memories recalled from media and movies.

1.2. Urban Cultural Tourist Attraction

Urban cultural tourist attraction is classified within urban tourism, which is derived due to a consequence of urban renewal (Ćopić et al., 2014), with a new form of tourism being introduced. It is described as the tourism phenomenon in which visitors consume in an urban or city context within a combination of contemporary and old cultural environment both in intangible form and in physical fabric. There are several forms of demand and supply of tourist consumption activities. This includes, for instance, the way tourists spend their leisure time at urban spaces and the commodification of products in souvenir industry. Urban tourism introduces an idea that there is a linkage of globalization and urbanization, which has transformed towns and cities to be places that serve tourism and leisure activities. Especially, increasingly there are towns and cities from the pre- industrial era reborn, based on the demand for the consumption of places in a post- industrial society, with so much significance (Page & Hall, 2003). Cultural heritage tourism is a travel to receive experiences from different places and activities that reflect or represent stories of people from the past to present, including authentic historical, cultural and natural resources. Cultural tourism can be classified into 2 characters: (1) cultural tourism products that are "experiences". This focuses on sightseeing and learning for example traveling for learning about history, way of life, learning to cook in cooking class, learning about local wisdoms, watching staged performances (performing art) that present cultures of particular tribes or indigenous groups, participating in festivals and traditions; and (2) cultural tourism in the form of tangible souvenirs, art works, clothes, handicrafts that reflect local wisdoms.

DISCUSSION

1.1. Growth and Development as Tourism Place

Carried with the migrated Mon tribe was the wisdom of crafting earthenware with graceful and fine-artistic motif and patterns, and with an abundance of clay along the Chao Phraya River, Koh Kred had been prosperous for its household pottery craft industry during the Bubble Economic period due to high demand in the pottery market. This had been until 1995 when the island was hardly affected from the big flood; pottery factories and fruit plantations were damaged resulting in the closure of many factories. Many local people, especially younger generation, left their hometown to work in factories. This situation also affected the pottery- making tradition, which was nearly forgotten and could not be easily transferred to new generation (Sirithuwanon, 2008). In the beginning 1997, the Asian financial crisis, known in Thailand as "Tom Yam Goong" crisis started, which had affected communities throughout the country including Koh Kred. There had been attempts since the late 1996 to revitalize Koh Kred's economy. The socio- cultural and economic development projects were initiated, including tourism. The first weekend market started for local people to buy goods in lower prices with a will to help them to overcome the economic difficulties (Phirom, 2005). The first community pottery-learning center was established attempting to recover the pottery household industry. This was coincided with the government's policy in tourism promotion, by the *Amazing Thailand Year* campaign during 1998-1999.

With a proximity to Bangkok, Pak Kred District has been quickly urbanized with high density of built environment, which in consequence has shaped the tourism development of Koh Kred. The place is consequently regarded as an attraction for urban leisure and recreation, located in the suburban area. Its tourism image has been engaged with river and canals, fruit plantations and Mon tangible and intangible cultural heritage. It became one of the renowned and must-visit attractions programmed in the cultural tourism routes of Bangkok. The island can be accessed by river-based transport. The only main transport vehicles within the island are motorcycle and bicycle. Local people and visitors can travel along the 25-kilometers, narrow loop of the whole island with a 1.50-2.00 meter-wide path made only for pedestrians, and bicycle and motorcycle lanes (Phattanawasin, 2009). Through years, the island has received an increasing number of visitors, subsequently making an increase in number of motorcycles to serve public transport service.

1.2. Defining the Cultural Heritage Significance of the Place

Koh Kred is considered as the cultural tourist attraction with unique local traditions in connection with the migrant Mon tribe and integrated Thai-Mon. Its cultural heritage significance encompasses both tangible and intangible assets: the inherited traditions and wisdoms by means of ceremonies, rituals and cuisine; earthenware craft-making with evidence of over 100-year old ancient earthenware stove and graceful patterns, over 200-year old ancient temples with beautiful arts, for example Wat Poramaiyikawat Temple and Mon-style Chedi and Wat Chimplee Sutthawas Temple built in the middle Ayutthaya period. The Chedi of Wat Poramaiyikawat Temple near the river became the icon that creates Koh Kred's unique landscape. Other heritage places upon its geographical distinctiveness that provides the agricultural significance, for example banana, mango, durian, coconut and pomelo plantations. According to the definitions of cultural tourism, Koh Kred can be categorized under the experiential or aspirational definition identifying the cultural tourism of the place which "involves experiencing or having contact of differing intensity with the unique social fabric, heritage and special character or places" (McKercher & du Cros, 2002).

1.3. Current Status and Condition of Koh Kred as the Cultural Tourist Attraction

Tourism on Koh Kred, according to the observation, has been characterized by the fact that individual households offer services, not in the fashion that community-based tourism does. Products are offered by individual households and are at a certain level dependable on what are available on the island, mostly the agricultural produces. Other forms of tangible goods and experiences offered on the island are, for instance, old-day souvenirs reproduced to serve the nostalgia market, new types of souvenirs offered from outside sellers that seem unable to tell the history of the attraction, food and traditional Thai desserts such as Khao Chae (*cooked rice soaked in iced water, and eaten with the complementary food*), a few pottery-making households that sell earthenware souvenirs and offer visitors a brief opportunity to learning how to make a pottery, and biking. Currently, the most crowded village is the village zone number 7 due to its location near the pier where visitors' transit from the Chao Phraya River to the island, making this zone becomes the main node of the attraction. Many other parts of the island are neglected without good landscaping. Some residential areas farther inside, and those characterized mainly with fruit plantations are abandoned and untidy due to the year 2011's big flood.

1.4. Number of Visitors, Demographic and Trip Profile of Visitors

Most visitors to Koh Kred are Thai. The number of visitors was derived from the author's interviews with the staff of the car park and of the pier. The number of cars at the main car park outside the island is approximately 350-400 per day during weekend. With an average number of 3 persons per car, there are approximately 1,050-1,200 visitors per day during weekend. The interview with the staff at the pier revealed that the transfer boat services were operated approximately 55 trips per day during weekend and holidays. Each trip accommodates approximately 30 persons. This makes an approximate number of 1,650 visitors per day. Officially, according to Nonthaburi Cultural Office, Koh Kred in 2013 received 559,200 visitors, both Thai and foreigners. There are both domestic visitors and international tourists, yet the majority is local Thai, whose trip is typically one-day. Families with children, couples and teenagers represent the main domestic market groups. The international market usually arrives there by boat trip. This includes westerners and Asian tourists, normally coming in a small, private group, with or without tourist guide. Visitors of Koh Kred could be classified as the sightseeing cultural tourist type: they visit Koh Kred for cultural sightseeing, yet with shallow experience (McKercher & du Cros, 2002). A small proportion of them may also be of the incidental cultural tourist type, as they visit Koh Kred without any cultural reason (just to eat out and shop), but participate in some cultural activities (ibid). In this case, some learn how to make a pottery offered at the pottery-learning center during their visit for shopping.

1.5. Impacts on the Local Culture and Society of Tourism

The *Amazing Thailand Year* campaign in 1997 had contributed both positive and negative impacts to Thailand's main tourist destinations during that time, including Koh Kred. The positive side of the tourism promotion was the local realization of preserving their traditions. There were the local attempts with the governmental support in taking care of their traditions, as well as innovating local products, which were awarded for one of the OTOP Village champions in 2004 and 2006 (Sirithuwanon, 2008). Rituals annually held during Songkran Days, for example, are still practiced, for instance the traditions of Hae (parade) Namwan (sweet drink), Hae Khao Chae, Tak Bat Dok Mai *(making merit with flowers)*, and the traditional play called Saba Mon *(a game played within groups of men and women)*. Nevertheless, some traditions or activities have been modified, reduced in the process, and added with new elements to serve tourism, and to compromise with the modern time. For instance, the pottery product is produced mainly for mass market of tourist souvenir and household decoration, rather than for functional uses. The traditional pottery-art crafting has changed to commercial art, reducing its artistic value, and most are crafted in ordinary designs due to the fact that the old wisdom of making earthenware crafts is hardly transferred. The situation also contributes to the change of jobs of the locals. Moreover, the interviews with some local sellers and a key person who is the scholar of Mon culture, whose name was not revealed for his privacy, unveiled that nearly 50 percent of the shops opened on the island were run by the outsiders who rented a section or a corner to sell souvenirs and foods during weekend. This is why visitors can also find souvenirs the same as in other places. Many products are from other places; some sellers have to find or create new products to sell visitors due to a certain level of competition. This has gradually diminished the identity of Koh Kred. Its economic structure has changed over the past 10 years since it has opened as a tourist attraction. The agricultural sector as the main earning source was added by other jobs and earning patterns outside the agricultural sector. Many started to do self-employed job such as selling food, drink and souvenirs, motorcycle ride service, riding boat and selling boat ticket (Charoenchaisombut, 2011). Nevertheless, it may conclude that Koh Kred tourism development has been growing slowly overtime due to the less accessibility and the geographical limitation.

These constraints make it difficult to increase physical carrying capacity, even so delaying the socio-cultural change of the place as well.

Tourism development has also impinged upon the built environment on Koh Kred. The positive changes on this involve the improvement and development of infrastructure. The tourism industry contributes to the transportation development in order to increase accessibility and safety, for instance the improvement of the main piers, the walkways and the bridges over the canals for convenient walk and ride, easier access to local fruit and vegetable plantations and for flood prevention (Charoenchaisombut, 2011). Yet there are more commercialized components and more constructions to attract visitors. The commodification of temples to serve tourism can be seen. More signs were built in the temple areas and along the walking trails to motivate visitors to make merit. Announcements to persuade visitors to make merit are always heard. Furthermore, many areas farther from the main enclave are left untidy. The place's built environment is in the poor condition, which seems to reduce the aesthetics of the place.

METHODOLOGY

This study utilized a qualitative approach. To collect the data, a documentary study about the selected site, an observation technique and an in-depth interview with key informants were employed. The main key informant was a local scholar of the community who had knowledge about Mon culture and pottery handicraft. The others included villagers who sold goods within the place. The data collection was conducted in April 2015 at Koh Kred, Nonthaburi, Thailand.

RESULTS

1.1. Tourism Life Cycle Analysis and Sustainable Development Plan

1.1.1 Tourism Life Cycle

Based on the site description, it should be noted that the development of Koh Kred has not been reaching the critical stage due to its geographical limitation. Also, it is not facing yet the stagnation stage since the current visitor number is quite indicative to that. Thus, Koh Kred may be considered to be in the stage where more involvements and development should be encouraged. This may apparently be inferred that the place is along the path to be suggested with the sustainable development plan. There are a couple of main reasons to believe that Koh Kred can still be planed and developed for sustainability with the involvement of diverse groups of people. In the first place, the rest of the areas on Koh Kred still are ample enough to be developed to offer more quality experiences, particularly with the bike trail, agricultural trails, and authentic household cultural learning. Secondly, the local authority of Nonthaburi Province, educational institutions and other non-profit organizations have involved in empowering local people in recording and managing the local knowledge and in the heritage preservation aspect. Recently, the present Government selected Koh Kred as the first place to launch the Universal Design Community Project as the model of other places (Department of Empowerment of Persons with Disabilities). Lastly, what may slow down Koh Kred's development concerns the fact that it is accessible only by boat. This produces both advantage and disadvantage in terms of physical development, for instance, tourism infrastructure development, due to its physical characteristic as an island. This someway still keeps the island minimal in tourism growth and the local living will not change fast, whereas they have rooms for learning and making adjustments along with the rapid changes outside.

Despite relatively high number of visitors to Koh Kred, perceived from regular promotion of Chao Phraya River tours, and domestic visits during weekend, a more significant factor that potentially indicates potential of the place to face stagnation may concern its physical and tourism resource management and visitor management. These factors may threaten visitors' satisfactory experiences and its own cultural values, and turn the place to be a less quality attraction. From the observation, tourists come only to shop and sightsee. This seems to indicate the attraction typology of Koh Kred: the attraction for psycho-centric type. Authenticity may not be what this type of tourists seeks for. The local management, if not strong and creative enough in representing its identity, may be trapped by this pitfall.

1.1.2. Sustainable Development Plan

The provincial three-year strategic plan (2014-2017) aims to develop the quality tourism value chain to ensure sustainability in all dimensions of tourism and tourism-related sectors, and satisfaction across different stakeholders (The Government Publics Relation Department, n.d.). Thereafter, to achieve this goal and to settle away from mass tourism, key sustainable tourism development strategies were derived based on the author's observation and analysis.

A. Resource Clustering for Tourism Product Diversification and Mapping

The majority of visitors congregating at a few zones highly advertised on the Internet buzzword may lead to an insufficient attention to be paid to other zones. In fact, Koh Kred has other areas with different resources that can give visitors different experiences and atmospheres. There must be a plan to study how to diversify those resources for creating diverse tourism and leisure experiences, as this will also create unique destination brand and new market segments. This can be done by identifying a potential of each resource cluster on the island, and accordingly developing and mapping the products that deliver distinctive experiences. The activity will also allow local people to participate in planning, developing and managing their resources. Examples of the product clusters include agriculture-based (learning about fruit and vegetable plantations along the canals), cultural-learning (with staying overnight), ecotourism-based (combination of nature and cultural sightseeing on bike), and food tourism-based cluster (tasting and shopping). Agro-tourism can be an interesting alternative form of tourism in which local farmers can operate and control activities by themselves. Local farmers can offer tours to their agricultural plantations, as well as providing entertainment and education, which can be fun-filled experiences for the urban people (Budiasa & Ayu Ambarawati, 2014). This will create a new market segment, ultimately the niche and quality one. Moreover, each cluster should be united in order to produce integral tourism routes connected together into a single story. One of the keys to success in creating tourism product diversification regards the idea of knowledge-based management, which requires research-based strategy. Local knowledge management should be realized and implemented in all villages. The local government should put more effort in finding local experts from each village zone, empower and facilitate them in conveying their tacit knowledge. The knowledge of traditional wisdoms related with Mon culture must be passed to younger generation to safeguard its sustainable existence by means of tourism mechanism. Temples are the central place of all communities. Most cultural activities start from and are held at the temples. This means that the temples can be the center of tourism knowledge management and monitoring: the communities' tourism knowledge learning, sharing and distributing. Key persons from the temples and community leaders need to work in effective cooperation in motivating the community members to involve in the knowledge management.

B. Interpretation Management

One of the key heritage management factors for sustainability is to communicate the significance of the cultural heritage (International Council on Monuments and Sites and ICOMOS International Cultural Tourism Committee, 2002). The management of accurate and impressive interpretation of cultural resources with attractive activities must be carried out. For example, the traditional craft patterns of the Mon pottery can be commoditized with other forms of products in order to preserve and represent the intrinsic value and the heritage of the Mon pottery that is going to disappear. The product messages can be designed with the interpretation by local people or it may leave some rooms for visitors' personal interpretation and selection. Good heritage interpretation therefore influences visitors' heritage consumption (Goulding, 1999). They will be introduced what they should do first and later, in order to complete or fulfill their trip at the place within their affordable time. Moreover, they will learn to love the place, as this is what the interpretation message is designed for. The tourism diversification strategy mentioned above, if not practiced with impressive interpretation, may not be able to create visitors' appreciation towards heritage preservation and destination quality brand. Furthermore, there must be both the documentary and drama parts of the interpretation management (Gunn, 1988), and signage is a critical issue in this case as it does not present adequately the documentary part (information), whereas the drama part (design) is not appealing. Currently signing on Koh Kred is just to give names but without inspiring content and design. If the place would like to promote biking on the island, signage and mapping must be ready and able to facilitate visitors to bike with pleasure. Well-marked cycling routes and paths must be prepared with bike information points and bikers' confidence in safety taken into account.

C. Environmental and Landscape Management

Zoning can be one way to manage the environment and landscape on Koh Kred. An example is the case of sellers. They are ranged from those who have small good stalls; those who have their house area dedicated for selling; and street vendors who are hawker and who have small kiosk selling drinks, sweets, fruits and local vegetables. Due to the fact that the selling space is very narrow on Koh Kred, special zones should be provided, especially for street vendors group, who are currently selling on the walkway. Potential advantage of grouping street vending in designated zone is to create orderly, attractive and pleasant look. Market place with orderliness or marketing mix of place can build up positive attitude of visitors (Wongleedee, 2015). This means that it can influence visitors or buyers' feeling to revisit. Moreover, this technique also motivates visitors to gather at street- vending zone, which consequently increases possibility in selling to street hawkers. This supports the idea of pro- poor tourism. Furthermore, if the attraction would like to make bike ride come real on the island, there must be the management of bike trail landscape. Today, bikers and walkers share the same lanes on the island that is quite narrow. The question is how to manage the satisfaction of biking and walking visitors. Bike and walk trails should be separated to increase walkability and biking pleasure. Visitors require orientation towards main features and facilities at the attraction (Shackley, 1999). Designing the physical landscape helps this. Thus, the physical landscape at the entrance to Koh Kred must be designed somewhat similar to a service centre that introduces an overall picture of the place and lead visitors to main features and activities offered on the site. For Koh Kred case, the area right after the getting off must be redesigned with a range of attractive orientation of services and experiences, which will create an impressive tourism façade of the place. The last concern involves the environmental condition of the place. Objects left unused near the walkways and along the canals, such as old boats, damaged signs and cut tree branches, can be viewed as debris and distracting visitors' pleasure as well as causing a discontinuity of visitor flow, both pedestrians and bikers. Site physical management is critical, in particular for internal logistics, in that it should help reduce a discontinuity and enhance the existing carrying capacity of the place by distributing visitors to other areas of the place.

CONCLUSION AND FUTURE WORK

Thoughtful planning and careful management will influence the growth of tourism in sustainable way. As cultural tourism becomes more diverse and sees its growth in this globalized era, Koh Kred will be able to appreciate a future progress, under the scheme that the planning must be both to preserve its heritage, to produce income from tourism sector to the local, and to promote the local knowledge and involvement. Even though the globalization may gradually be altering consumers' preferences in tourism consumption in a more diverse and unpredictable manner, some preferences among the others still embrace the aspects of cultural and ecological product diversity and innovation, and the so-called nostalgic demand. It should be now or never that the locals of Koh Kred must realize this opportunity and collaborate to plan for the place with a sustainable mind, by managing their heritage authenticity in the context of tourism, not to fall into a fashion of the mass market.

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OPPORTUNITY TO INCLUDE A SECONDARY DESTINATION FOR TOURIST EXPERIENCES WITH HERITAGE POTENTIALS THE CASE STUDY OF KHIRIWONG COMMUNITY, LANSAKA DISTRICT, NAKHON SI THAMMARAT, THAILAND

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ABSTRACT

The objective is to present Thai cultural heritage place as a secondary destination where the Khiriwong community in Lansaka district, Nakhon Si Thammarat, Thailand, can be a potential case study to offer into the tourist destination. There are two main types of attractions that can be hierarchically identified: Primary and Secondary attractions. Primary attractions are those which are the main reason for taking a leisure trip. They tend to draw visitors' attention from great distance and visitors will spend most of their time either because the site is a vital resource for their preferred activities. On the other hand, secondary attractions are places that do not have adequate pulling power of their own to bring tourists to a destination. They can be seen as supplementary attractions. In order to understand the heritage of Khiriwong community and its related context, this investigated its heritage values and potential significance that are found in 5 values listed alphabetically; (1) **Aesthetic value** : Unique traditional performance, Shadow puppet show known as Nang Talung that is local ancient performance. Also this area is a model community of ecological tourism management and organically grows a variety of crops in the same orchard. Moreover, the natural tie-dye fabric group allows visitors to witness the wonders of nature and the locals' unique wisdom. (2) **Historic value** : Living cultural heritage surviving from Sivichaya period to present, locals have one important temple officially called Wat Pra Maha That Wora Wihan, only 6 exist in Thailand. Krung Ching forest in Khao Luang National Park has many interesting historical evidences. (3) **Scientific value** : Wild orchids, endangered species of mammal and birds are also found. This village nestled at the foot of the mountains which is situated in the purest ozone location of Thailand. Som Kandarn tree has been found in Khiriwong village for more than 100 years. (4) **Social value** : Most villagers earn their living through this traditional mixed orchards or Suan Som Rom. (5) **Spiritual value** : The villagers believe that the forests are protected by some spirit. This belief is well illustrated by the way of life and traditional values and agricultural methods hinging deeply on respect of Mother Nature. Religious ceremonies and festivities have been well preserved including those to show gratitude to the older persons. To sum up, living heritage places which normally small, less visit and not well-known are usually classified in this category. Therefore, Khiriwong community is excellent example to promote as secondary heritage destination.

Keywords—Heritage values, Heritage significance, Khiriwong community, Secondary Destination, Tourist Experiences

INTRODUCTION

In the past, cultural heritage managers tended to put their emphasis only on noble monuments and archeological locations, famous and well-known architecture, and historical sites with connections to the rich and famous. But now, there is a shift in the heritage's value system to focus on heritages that are more humble, ordinary and related to everyday life such as cultural landscapes and setting, living history and heritage, intangible values, vernacular heritage, and community involvement (Taylor, 2010). According to the

Association for Tourism and Leisure Education research, there are a number of cultural tourists that are becoming more experienced, sophisticated and better able to structure their own tourism experiences. They tend to enjoy the experiences in those small-scale, less visited places that offer a taste of "local" or "authentic" culture rather than those Disney-liked place which seem to be more standardized, more ridged and less engaging (Richards, 2009). For above reasons, promoting the secondary sites would bring many potential benefits to many cultural heritage tourism stakeholders.

Khiriwong Community is situated in Lan Saka District, Nakhon Si Thammarat Province, about 23 kilometers from the city of Nakhon Si Thammarat. A Southern province, Nakhon Si Thammarat ranks number two among the largest Southern provinces covering 9,942.5 square-kilometers. The Western end is marked by high plateaus, lush forests and mountains which slope toward the East reaching out to the Gulf of Siam. It has Suratthani in the North, Trang, Pattalung and Songkhla in the South, Gulf of Siam in the East, and Krabi in the West (TAT, 2002). A watershed area, Khiriwong is nestled among layers of mountain ranges in Nakhon Si Thammarat with Khao Luang as the highest peak at 1,835 meters MSL. The complex mountainous setting gives birth to many streams and tributaries. Primarily, a Tropical Rain Forest nature, the area boasts highly rich biodiversity and is one of the most precious habitations of plants and faunas in the world (Institute of Asian Studies, 2010).

LITERATURE & THEORY

There are also many typologies concerning the formation of the image. Gartner's (1993) typology is one of the most important and supports that the image is formed by organic, induced and autonomous sources of information. This is basically the image perceived before experiencing a destination, which is called secondary or naïve image (Phelps, 1986). In contrast, the primary or reevaluated image is formed by actually visiting the destination. It is believed that actual visitation creates an image more realistic than that existing prior to visitation (Tasci and Gartner, 2007). The secondary sources of information play a vital role in forming images (naïve) of the alternative destinations to be considered in the decision making process. Specifically, Mansfeld (1992) underlines that there is a theoretical consensus that the secondary sources fulfill three basic functions in destination choice: minimize the risk of the decision, create the destination's image and serve as a mechanism for later justification of the decision. At the same time this aspect of the image represents its static element, since it is already formed because is based on information sources. The primary image, in contrast, meaning the experience itself, is considered the most dynamic aspect of the image. Also, Selby and Morgan (1996) have noted that the possibility of separating naïve from reevaluated images, allows integrated image studies to indicate the priorities for action to a tourism authority and has implications for destination marketing. The degree of consumer satisfaction will depend on the assessment of the perceived overall experience of the destination versus anticipated expectations and perceptions. In order to achieve that, a comparison between secondary and primary image must be attempted, which will offer the possibility of measurable deviations from the expectations (secondary image). The fact will result in revealing the existence and the characteristics of the primary image. Additionally, Baloglu and McClearly, (1999) support that the primary image could differ from the secondary. Moreover, other authors (Gartner and Hunt, 1987, Pearce, 1982, Phelps, 1986) support that the primary image tends to be different from the secondary. However, Echtner and Ritchie (2003), are among those who support that the visit will affect and modify the secondary image through the "first hand" information and acquired experience.

DISCUSSION

There are two main types of attractions that can be hierarchically identified: Primary and Secondary attractions. Primary attractions are those which are the main reason for taking a leisure trip. They tend to draw visitors 'attention from great distance and visitors will spend most of their time either because the site is a vital resource for a preferred activity or to enjoy all its elements in order to worth for their money. On the other hand, secondary attractions (supporting attractions) are those places that do not have pulling power of their own (individually) to bring tourist to a destination. They can be seen as supplementary attractions able to enhance and diversity tourist experiences by providing vital addition to primary attraction. They also might be those places visited on the way to and from the primary attractions. (Swarbrooke, 2002, Ivanovic, 2008) However, it should be noted that what is primary or secondary attraction is different for each visitor, depending on the preferences, attitudes interests and the reasons for visiting. (McKcrchcr, et la, 2002)

METHODOLOGY

The research was based on the primary data collected through field work, personal observation and interaction with locals and tourists that visit the study area. Apart from this, secondary data related to the topic were collected from different sources which include tourist inflow, flora and fauna found in the study area along with plant species, existing culture of the area and the historical background of the area, from promotional pamphlets, relevant books and articles in magazines and local newspapers, literatures, journals, dissertations, PhD. thesis and statistical data from government offices. Field work was carried out in and around Khiriwong village area to collect primary data and information related to the topic. Field work is an essential tool of landscape analysis; various features of landform not shown in the topographical map were verified during field work. The information on different aspects like landscape characteristic of the study area was obtained. The geomorphic features are the locales for ecotourism development. The physical landscape was studied and interpreted to identify as secondary destination for heritage sites of ecotourism. Photographs were also taken to support the research.

RESULTS

According to "The Burra Charter" The Australia ICOMOS Charter for Places of Cultural Significance 1997, each heritage site/place has its own cultural significance (synonym to heritage significant or cultural heritage value) which is embedded in the place itself, its fabric, setting, uses, associations, meaning, records, related placed and related objects. In addition, "The Burra Charter" The Australia ICOMOS Charter for Places of Cultural Significance 2013. It can be divided into 5 values which listed alphabetically; Aesthetic, Historic, Scientific, Social and Spiritual values. Thus, in order to understand the heritage of Khiriwong community and its related context, we should investigate its heritage values and potential significance that are found in this paper as follows;

1. Aesthetic Value - there are aesthetic values of the place as listed below;

(a) Traditional performance is unique traditional performance. Shadow puppet show known as Nang Talung that is local ancient performance. The locals make their puppets of cow's skin. The performance consists of the puppet, the narrator, the actor and the musician.

(b) Kiriwong community is located amidst the mountain, forest and river, the outstanding feature of Kiriwong village is its natural scenery. It was originated from the old community who migrated to live at Khao Luang foothill, Kamlon subdistrict which is the pathway to Khao Luang's peak. This community is the model community of ecological tourism management. The visitors can also enjoy soaking in the cool waterfall, swim in the stream, trek the nature trail around the village, and make a trip to Khao Luang National Park. The village has the potential of sustainable tourism, based on local biodiversity, culture and way of life. The Khao Luang National Park is one of the most valuable natural landscapes in Thailand and in the world. The national park with 570 square kilometers, mostly occupied by rain forest and mountainous areas and supplies the villagers with food and recreation.

(c) Khiriwong community organically grows a variety of crops; such as, mangosteens, rambutans, durians, parkia, and betel nuts, in the same orchard. Touring the orchards enables tourists or visitors to learn that not only does this integrated farming system help to increase the nutritional value of the soil and produce better crop yields, but it also allows the harvesting of different kinds of fruits all year round. Apart from selling fresh produce from the orchard, the villagers manufacture processed goods. For example, the herbal group makes good use of the abundant supplies of mangosteens and manufactures mangosteen soap. This soap reflects useful local wisdom in the combination of the benefits of herbs and the husks of the mangosteens to create a product with tremendous therapeutic value. Visitors can observe the production process of the soap and learn some of its benefits.

(d) Khiriwong's natural tie-dye fabric group allows visitors to witness the wonders of nature and the locals' unique wisdom. The natural tie-dying process starts with tying the fabric with two small pieces of bamboo and a rubber band according to the chosen pattern, and then immersing it in a basin containing liquid dye. The group uses natural dyes from leaves, husks, and kernels of plants easily found in the local area. Once the dying is complete, the bamboo and rubber band are removed to reveal beautifully patterned fabric. Also, batik-making is commonly found in the southern part of Thailand. Khiriwong community illustrates to visitors how this intricate work of art is done.

2. Historic value – there are historic values of the place as listed below;

(a) Khiriwong community and any other area around communities and are ones of the best examples of living cultural heritage surviving from Sivichaya period to present time in Nakhon Si Thammarat. Locals have one important temple called "Wat PraThat". According to the ministry of religious affairs regarding the regulations of royal temples dated 30 September, 1935, this temple was designed as primary royal temple of the "Woramaha Wihan" type (only 6 exist in Thailand) and was to be officially called "Wat Pra Maha That Wora Wihan". Within the temple complex, there are many interesting artifacts and historical sites. For example, the small museum is a cluster of priceless artifacts and archeological finds.

(b) Sema Muang temple is as old as Phra Boroma That pagoda. This temple is considered the first temple in Nakhon Si Thammarat which is the great historical and archaeological significance to the province and the Si Wichaya Empire. An inscription on a sandstone temple boundary marker that has proven very instrument in unraveling the secrets of Thailand's history and archaeology.

(c) Khiriwong community is at the foot of Khao Luang (Luang mountain), which raises 1,835 meters. Some parts were destroyed during floods and landslides in 1988. Despite the devastation of the flood, the atmosphere of the village is still characterized by its natural beauty and culture. Krung Ching forest in Khao Luang National Park has 3.8-km trail and has many interesting historical evidences like battle filed, Phratu Chai cave (air raid shelter), Khlur cave (food store cave), basketball field. The end of this trail has Phon San Ha waterfall, the most beautiful waterfall in this park.

3. Scientific value - there are scientific values of the place as listed below;

(a) Khao Luang national park, the vastly diverse ecological system of the forest has given rise to a variety of plants and faunas as well as major microorganisms and endemic species reflecting the rich biodiversity of the tropical forest. It should thus be considered one of the most important hubs of bio-natural resources of the world. Wild orchids and other endangered species are also found, more than 300 kinds , as well as, it is home for endemic species including Khao Luang *Rosa hybrid* which can be found only in this national park (Tourism Authority of Thailand Magazine, 1996). Moreover, around one hundred endangered species of mammal including Panthera tigris, clouded leopard, mountain goat, tapir, and not less than two hundreds species birds including greater racket-tailed drongo, black eagle, hornbill, Thick-billed green pigeon and rare butterfly such as malayan tree nymph, etc.

(b) Khiriwong community is a charming village nestled at the foot of the lush mountains in the Southern Region of Thailand. This ideal community is the purest ozone location of Thailand that have been proven and announced by Tourism Authority of Thailand.

(c) Kiriwong village was taken up as a site for the conservation and sustainable use of cultivated and wild tropical fruit diversity: promoting sustainable livelihoods, food security and ecosystem services project. The project funded by UNEP, United Nations Environment Programme / GEF, Global Environment Facility during 2009 - 2014 was scoped on fruit trees of 4 genus, *Mangifera* spp., *Garcinia* spp., *Nephelium* spp., *and Citrus* spp. 'Som Kandarn', the local name of a cultivar of *Garcinia atroviridis* Griff., has been found in Kiriwong village for more than 100 years at the mountainous forest according to the local people. Some big old trees were also found naturally near by the riverside at the lower land possibly the seedlings came with the tide in the river. Therefore, local people believed that Kiriwong mountainous area is an original area of 'Som Kandarn' which named according to the meaning of sour fruit which could grow in the unsuitable areas.

(d) The heritage conservation process, many events and activities supports that had been applied to the community and its related place by the strong collaborations are the prime case study for any communities that would like to value their heritages and sustainably use them in the future.

4. Social value - there are social or spiritual values of the place as listed below;

(a) As the forests are a common space, they are treated at the same time as a private space as well. They are the space in which the Khiriwong folk till the land in the mountains based on the method of traditional mixed orchards, or "Suan Som Rom". Each of them is entitled to certain plots of land. They learn to use the land for their personal and family's interests. The sustenance of Suan Som Rom for centuries indicates how the community has kept its land use in a sustainable manner. The kind of agriculture is not simply a farming technique that relies chiefly on biodiversity and mutual help among the variety of vegetations, but has been intrinsically connected with the local domain, economically, socially and culturally. Most villagers in Khiriwong earn their living through this traditional mixed orchards or Suan Som Rom. The underlying concepts and rituals including the paying of respect to the spirit guardians, forest opening and closing ceremonies, etc. have been performed seasonally and held onto as the ethos for the community.

(b) Khiriwong is a close community. Since the beginning, the 14 families came to settle here and started producing food, and later they were joined by people from different other clans. Such a strong kinship has lasted for centuries and influenced by landholding pattern, local and traditional culture, governance, and livelihood. In unity, they have maintained their independence and rely on seniority to develop their social order

and other guidelines as well. To settle disputes, the villagers resort to brainstorming and group analysis. Khiriwong Temple founded since 1694 has been playing an important role in settling community disputes, though lately, the role has been taken over significantly by local administration organizations. With a lack of coordination, the religious institution has played
lessened roles, though it still functions to pass on traditions and cultures as well as religious rituals.

5. **Spiritual value** - there are spiritual values of the place as listed below;

(a) Khiriwong community defines and values forests that may differ from that given by forestry textbooks. Forest is an abode of belief, a private space and a collective property at the same time and a source of stability. Based on such definition, Khiriwong villages believe that the forests are protected by some spirit. The forest guardians have the authority to reward or punish any person coming to use the forest. This belief is well illustrated by the way of life and traditional values and agricultural methods hinging deeply on respect of Mother Nature. Certain beliefs and rituals held since ancient time in Khiriwong community have still been carried out. Their traditional beliefs and rituals reflect well their close relationships with nature.

(b) There are 5 holy water sources in Nakhon Si Thammarat including one source in Khiriwing community. Those pools are famous for all over as their water is regarded as sacred. The water was used in royal coronation ceremonies, pledge of allegiance to the king and Buddhist rites. In Lan Saka district, there is the winding brook at Pak Nakharat look like a serpent when the water is full which is one of holy water sources.

(c) Religious ceremonies and festivities have been well preserved including those to show gratitude to the older persons, ask for forgiveness between the parties of dispute to nurture mutual understanding and other practice to maintain unity and cohesiveness in community including the "tenth month ceremony" to honor ancestral contributions, and the making of traditional sweet. The villagers are unique in holding ceremonies to honor contributions of their ancestors, for example, the commemoration of Phra Palad Thuan Suchato, who led the villagers in various development activities and commanded great reverence from people. The first of such ceremony took place on the half moon of the third month in 1954 and since then has been organized every year to honor those making contribution to the community. Also, a ceremony in memorial of the losses caused by the floods in 1988 has been organized every November to help to send the merits to those who died from the disaster and to remind local villagers that they should refrain from doing anything that shall bring about such a calamity.

CONCLUSION

Most countries on earth try to make their places as primary destinations for tourism which is well-known. They provide their visitors with tourism services or have spectacular attractions to motivate more markets. But most places which are considered as secondary destinations. For example, living heritage places which normally small, less visit and not well-known are usually classified in this category. Those are places of ordinary life and everyday heritage reflecting much of the authenticity of a place. Then, there is a good chance for us to promote secondary heritage attractions/destination in sustainable heritage tourism management. So, Khiriwong community and its related places in cultural historic district are excellence examples for this type of development.

Moreover, the domestic participation in the nature-based tourism aspect, 60% of the 50 million domestic tourism trips taken each year in Thailand are nature based. It can also be assumed that whatever the level of nature-based participation, not all would qualify as ecotourism. Furthermore, ecotourism alludes to methods of recreational behavior among Thais and other Southeast Asians when referring to nature and /or protected areas, visits are prone to be a holiday experience involving large groups on public holidays or vacations, and concentrated on pleasure-based recreation by the middle class people (TAT, 2002). As a result, planning Khiriwong community as a secondary tourism destination would be good potential for the tourism company.

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GENERATION ‘Y’ (MILLIANIAL TOURIST) PERCEPTIONS AND VISITATION PATTERNS TOWARDS MUSEUMS

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ABSTRACT

In contemporary society, only a few researches currently have focused specifically on the relationship between Generation Y perceptions and museums. The aim of this study is to identify and evaluate Generation Y or Millennials ‘perceptions and their visitation patterns towards museums. This study uses the quantitative approach instrument incorporating questionnaire including both closed and open-ended questions to identify and understand the Generation Y perceptions as well as their visitations to museums. A total of 130 respondents took part in in this research. Results indicated that there are different perceptions about museums related to the reasons to visit museums, the roles of museums todays, how museum can enhance experience and how social media and technology influence their perceptions. Moreover, there are also variety of opinions about museums visitations in term of type of museums visited, engagement with museums, time spent and source of information. Lastly, findings from Generation Y perception’s followed by contributions of this research as to how museums can encourage their visit more effectively in the future.

Key Words: Generation Y, Millennials ‘perceptions, visitation patterns, museums, social media

INTRODUCTION

In modern society, heritage tourism is considered as an effective way to preserve traditional values through the diversity of identities and culture of each country. According to World Tourism Organization (2014), heritage tourism accounts for approximately 45% visitors in the global tourism industry compared to other types. It is considered as a business and practice to attract visitors based on the unique aspects such as local culture, history and landscapes (Timothly and Boyd, 2014). Moreover, heritage tourism is concerned about experiencing and exploring the places and activities that represent many stories of the past and the present (Smith and Richards, 2013).

In recent past, as a result of tourism development combined with a strong competitive tourism market, many museums worldwide are facing various practical challenges: how to maintain and generate funds to further improve and develop museum infrastructure and facilities, how to attract new and potential visitors and retain existing visitors in particular young audiences and how to balance between many museum purposes such as entertainment and education, research and exhibitions (McPherson, 2006; Dubinsky, 2007 and Cole, 2008). In term of challenges, attracting the young generation in particular Generation Y is one of the main challenges at present because of their unique characteristics compared to other generations (Cole, 2008). Most of the members of Generation Y visitors believe that they are special, more community minded, more achievement-oriented and better educated as well as more interested in social aspects rather than the others groups (Leask et al, 2014). In addition, Generation Y also expect reliable services and new experiences in heritage tourism especially in museums (Muskat, Zehrer and Johns, 2013). According to Huang and Petrick (2010), earlier museums were only places for exhibitions, research and education purposes but have currently become places that are diversifying their offering by combining education and entertainment more actively to attract a wider range including both tourists and residents. Nearly 41% of the current world population who are part of Generation Y and over 26% working-age adults (Cole, 2008). In addition, based on World Tourism Organization report (2008), Generation Y is recognised as a unique tourism market at the present through the special of characteristics, economic and social influences and the unique characteristic of the members. Generation Y are influential global visitors as well as workers in tourism industry because there are nearly 70 % of tours taken by young people. In order to successfully engage Generation Y in heritage tourism in particular museums, museums should have effective strategies to attract them in the future (Leask at al, 2010). There is a little research on the relationship between Generation Y and heritage tourism but some authors emphasise the importance of Generation Y as actual and potential museumgoers (Richards, 2007).

Legget (2009), Leask (2010) and Madan (2011) research try to focus at how to make the museum more attractive in the future. Based on the study of Rice (2009), visitor attractions are an indispensable element of tourism industry and experience because they not only attract visitors to come and spend time there but they also create entertainment, employment and regional development. Research on museums as visitor attraction has mainly focused on the relationship between museums and cultural activities while research into Generation Y has focused on the relationship between Generation Y characteristic and museums, little research exists on how museums engage Generation Y as visitors. Leask at al (2012) presented that young visitors in particular Generation Y are not main museum audiences at a moment but points out that they are an important potential market and there are many opportunities to attract and engage them more actively in a museum context.

There are many important reasons as to why the research need to be conducted about Generation Y perceptions and their visitation patterns towards museums. Firstly, museums are facing many challenges nowadays in term of visitors. Young visitors tend to explore a museum at home rather than to go there because of the developing technology and social media. Secondly according to Richard (2007) and Huang and Petrick (2010), museum research should focus more on the demographic characteristics of both current and potential visitors including gender, age, residence, occupation and educational level as well their attitudes, interests and perceptions. Last but not the least, museum experiences also play a significant role in term of attracting visitors travel to museums because experiences consists of various factors such as emotion, physic and spirit (Sheng and Chen, 2012). With the unique and special characteristic compared to other generations, they tend to explore museums to enhance the cultural experience rather than they engage museums just for fun or relaxing (Bickford, 2010). As a result of tourism development, the importance of visitor attractions is increasing in recent decades in particular the significance of Generation Y as visitors.

Aims and Research Objectives

This research aims to evaluate the perceptions and visitation pattern of 'Generation Y' towards museums. The research is broken down into the following research objectives:

- To identify and evaluate 'Generation Y' perceptions towards museums.
- To identify and evaluate 'Generation Y' museum visitation patterns.

LITERATURE REVIEW

Museum has a long history about development process and it is mentioned from the 3rd century B.C with the first museum opening in the University of Alexandria in Egypt. It is created by nature and culture of society and is the symbol of the cultural conscience of each nation (Alexander, 2007). According to Lord (2002), the organisations or institutions relating to conservation, research and exhibition recognised through local community or government are called as museum whereas Corsane (2005) says that museum is only a place for education, research purposes and some entertainment activities for the locals and tourists such as drawing, painting, playing games, etc. However, Carbonell (2012) defined museum as a non-profit institution to preserve and protect the valued collections rather than develop the potential interests in the public.

The importance of museum

According to Trinh & Ryan (2013), museums have different functions as heritage and culture preservation as well as widen the knowledge related to heritage. They tend to provide a diversity of experiences to visitors and local residents through sensory perception, observations, recreation, celebration and education (Rentschler, 2007).

In the contemporary society, the role of museum is mentioned from different perspectives: Firstly, Preservation of heritage sites, strongly linked with the national identity and culture is considered as a central part of museums. Secondly, museums hold rich collections of every nation. It has a crucial role of preserving heritage to attract visitors and residents through interactive and interesting displays. Last but not least, museum provides the knowledge about society development and people visit museums to learn about heritage and traditional culture (Kelly, 2006). Hooper-Greenhill (2007) research revealed that educating people is covered in the essential role as they represent the young generation, and need to support enough information and inspiration for future development about the importance of museum. Finally, museums promote the happiness and wellbeing for people because it serves for social demands in particular entertainment purposes (Hein, 2006).

The traditional role of museum is that of collecting, preserving and sharing the wealth collections (Watson, 2007).It is a blue institution for everyone coming to share and understand the local identities as well as the culture together (Wickens, 2012). Further, museums help and support to promote cultural diplomacy and understanding between peoples and nations (Karp, 2006). Museum has become an effective and meaningful place for every one because it has a good balance between education and entertainment in modern society (Carbonell, 2012).

Museum as an Experience

Nowadays, museums are confronted with many challenges because of customer’s changing lifestyle and demands patterns. They do not have much leisure time for visiting museums and there are many entertainment choices compared to the past (Kelly, 2004). According to Bickford (2010), customers are more concerned with the benefits and experience rather than with buying the services or goods. The museum experience is a complex concept taking into account the multiplicity of visitor and type of museum, it includes three main factors: personal context related to interests, knowledge, motivations and experience; sociocultural context related to society and physical context related to exhibitions (Falk and Dierking, 2012).Soren (2009) and Falk (2009) are of the opinion that museum experiences are considered as a combination of services including education, entertainment, escapism and aesthetics in terms of tangible and intangible experience. To begin with the education experience, most museums create and provide various opportunities for everybody learning through offering many activities such as exhibitions, historical recreations and education tours (Rajpoot, Koh & Jackson, 2010). Moreover, (Packer & Ballantyne, 2002) state that, learning from museums is one of the meaningful experience for people but it also depends on the visitor‘s needs and interests. In term of entertainment experience, based on the research of Manthiou, Lee, Tang & Chiang (2014), people often passively observe the activities and performances in museums who have enough entertainment experience rather than before. Besides, Scott (2007) argued that museums are popular places for entertainment and fun, however sometimes there is an overlap between entertainment and education. Slater (2007) says that escapism is a significant motivation for visiting a museum to learn and interact with the other people and family. In addition, individuals can come to explore museums to get away from home or work, it is a good way to experience a different time or place (Timothy & Nyaupane, 2009). Aesthetic experience emphasises the physical environment as well as heritage infrastructure and locations around the museums (Crozier, 2012).Besides that, increasing competition for visitors‘ time and money plays an important role in determining visitors‘ attitudes and useful recommendation for next visitors (Bonn et all, 2007).

Visitor’s Perspective

In recent decades, there are many studies focusing on the museum visitors and development of experience models measuring the museum experience (Uriely, 2005 and Liu, 2008, Falk and Dierking, 2012). Museum experience model has become an effective model in term of evaluation of the expectations as well as the experience. This is supported by Cohen (2008) idea that the tourist experience is a combination of experiential and emotional aspects. According to Liu (2008), there is a strong interaction between visitors and museums as well as influence on the visitor’ learning. In addition, with the technology development at a moment, museum has become more active and accessible to allow visitors to explore (Sheng, Shen and Cheng, 2008). Sharpley and Stone (2014) found that there are different perspectives of tourist experience. Firstly, it is different from the daily activities. Secondly, every tourist or visitor has different experiences because of their background, gender, ages, occupation, and residence or education level. Lastly, it is closely linked to the time and the behaviours of visiting destinations as well as the role of smart phones to gain the experience. On the other hand, tourists or visitors have diverse demands including museum visits (Wang, 2008).According to Huntley (2006), museums try to create the positive experiences for visitors because they can learn many ways from the institution, museum celebrates many exhibitions, collections and meaningful programs during the visit. Generation Y they tend to explore the cultural experiences through many ways including coming there, using the social media, finding online, etc (Pikkemaat and Schuckert, 2007).They engage museums to seek the fun, entertainment as well as discover and learning something new (Falk, 2006).

Generation Y

Generational theory is not a new concept and various perspectives have been presented from time to time (e.g. Huntley, 2006; Benckendorff, Moscardo and Pendergast, 2010). However, all of them emphasise upon common understandings and characteristics of groups of people based on the year of the birth (Li and Hudson, 2013).It not only focus on explaining individual actions and predicting individual‘ behaviour but also combines the personality profiles, understanding of gender, culture and religion.UK, Europe and some countries around the world used labels for the currently living generations as: GI (born 1900-1920s), Silent or

Veteran (born 1929-1945), Boomers or Baby Boomers (born 1946-1960s), Generation X (born 1968-1989) and the Millennial or Generation Y (born mid 1982-2002), (Huntley, 2006). Recently, the generational theory focuses on the young generation rather the other generation because they have become the main workforces as well as the new visitors in the tourism market (Pendergast, 2010) (Parry and Urwin, 2011).

According to Gardyn and Fetto (2000), there are approximately 25% Generation Y populations in Australia and nearly 30% population in the USA while generation Y in the UK constitutes nearly 22.9% of the population (ONS, 2008). In addition, Huntley (2006) also emphasises that this generation make up one of the main segment of young travel and is recognised as big business. Nowadays, young tourists and visitors account for 20% of the fastest growth tourism sectors (UNWTO, 2012).

Anna Leask, Alan Fyall& Paul Barron (2014) present that Generation Y has unique characteristics compared with the other generation ranging from special, confident, team-oriented, sheltered, conventional, pressured and achieving. This is further supported by World Youth Student and Educational Travel Confederation (2007), which says that Generation Y travellers have different features: travelling more often, spending more travel, booking more travel on internet, hungry for experience, hungry for information and exploring more destinations (Richards, 2007).

Generation Y visitors are also special because they are largely influenced by contemporary social aspects such as advertisement, social media and technology (Freestone and Mitchell, 2004). There are differences about travel behaviour between the Generation Y with the other generations (Anna Leask, Alan Fyall& Paul Barron, 2014). However, the consumer behaviour of generation depends on personal contexts such as gender, age, employment and even culture (Solka, 2011).

Recently, there are many studies about the relationship between Generation Y and tourism but little evidence to support the claims (Benckendorff, Moscardo and Pendergast, 2010).Many discussions about Generation Y members often focus on Generation Y as workers in tourism but do not mention them as tourists or visitors (Myers and Sadaghiani, 2010).According to Clemmons (2008), there has been a considerable increase of volunteer tourism in recent years and most of them are Generation Y tourists. Young travellers are more often travelling to the different destinations, explore more local culture as well as look for social experience through using the social media and technology (Richards, 2007). In addition, Contiki (2008) found that Generation Y visitors spends time on trips shorter and tend to stay longer in one destinations to explore the local culture and environment.

Many authors found that declining visitor numbers are one of the major challenges for museums (e.g. Legget, 2009; Semmell and Bittner, 2009). In order to achieve the stable number of visitors, museums should study the motivations and interests of the audience including the needs of their current and potential audience (Richards, 2007). In a globally competitive travel environment, achieving the targeted visitor numbers may be a serious barrier (Burton, 2009), so many museums are trying to engage with new visitors markets.

In term of museums visitor‘s perceptions, Packer (2008) found that most of the people are classified as ‘visitor’ engage museums at least once in the last year. They visit museums as a visitor rather than local resident. His study also presented that most visitors do not take part in museums frequently because they felt uncomfortable and findings boring. Many young visitors believe that museums are high valued and positively regards because of various important roles in society (Poria, Y., Reichel, and Biran, 2006). Furthermore, Anderson (2007) indicated that visitors learn and discover much information and knowledge in museums but visitors less likely to mention the process gaining information and how to be educated something new. Last but not least, visitors also shared that museums are the good cultural site for family activities when they have a free time. They also suggest that although they find museums boring and spend less time there but when they engage them, they are also appeal and need to comeback spending more time (Packer, 2008).

In modern society, mobile ethnography is concerned as a new approach to engage the museum experience of Generation Y. It means the process how the researchers collect the information through mobile technologies. The traditional ethnography travellers must take part in the society activities to gather the data while the modern ethnography travellers use and apply the advanced technology to up to date and look for information. Using the cameras and video recorders are the main tool technology in the past however currently travellers or visitors tend to use the Laptops, Iphones, Ipads, etc with the fastest and diversity functions including taking photos, scan, sending, upload on social media to covey direct information to receiver. Moreover, the data will upload and download immediately, it makes the travellers or visitors felling comfortable to share the experience with other people. Apply the mobile ethnography has become the relevant methods of people to gain the experience in particular Generation Y (Frischhut, Stickdorn, and Zehrer, 2012).

RESEARCH METHODOLOGY

Research Approach

This research has applied deductive approach. Veal (2006) highlights that the deductive method usually uses the hypothesis based on existing theory and after that design research method to test the hypothesis while the inductive method focus attention on observations and relevant theories (Punch, 2005).

Richards (2010) argues that based on the complications of visitors perceptions as well as their visitation towards cultural tourism, using only one of the methodology will not cover all of cultural tourism aspects. His study also suggests that combination of both structured methodology and unstructured methodology could be one of the most effective methodological platform for measuring the visitor‘s perceptions. A structured methodology has implication for quantitative data compilation as well as analysis through the respondents. In addition, Veal (2006) further states that using the quantitative method in cultural tourism in particular identify their visitation patterns as and their perceptions is an easier way for the researcher to compare and contrast through the statistical techniques. In term of unstructured methodology, the qualitative method focus on the details about unique perceptions of visitors. Thus, this research combined both quantitative and qualitative methodology to identify and understanding the Generation Y perceptions and their visitations towards museums.

Since a positivist belief based philosophy relates to individual‘s perceptions about the facts or tangible issues (Jennings, 2001 and Veal, 2006), the results of this approach also focused on the facts also and not only values and become an important approach to present the research objectives (Richards, 2010). Although the sample questions for this research is designed from the variable literature, it is only designed by itself (Jennings, 2001). On the other hand, a phenomenological qualitative approach is a significant approach to identify the

Generation Y perceptions (Jennings, 2010). This study used both positivist and phenomenologist combination based questionnaire through close and open-ended questions.

Further, Finn et al (2000), established that the connection between the theory and study play a fundamental role of conducting research. Veal (2006) points out that the theory testing approach with quantitative data collected from the participants has main purpose to measure as well as compare and contrast data based on numerical aggregation. Punch (2005) also highlights the theory construction approach with qualitative data that looking for the patterns of relationships and interactions through the reality constructed by the participants who join to the study process. Jennings (2010) states that gaining a good level of correspondence between empirical variables and hypothetical data is very important because it will present the reliability and validity of the study more effectively. In general, in application to this research, primary study principally combined a positivist approach as quantitative methodology. However, some open-ended questions were also used to create the opportunity for participants to express their perceptions in their own words as well as provide more value for research.

RESEARCH METHODOLOGY

Tourism research through surveys methods is considered as a results of their description, exploration, prediction and explanation as well as evaluation characteristics. There are plenty of data related to opinions, behaviours and attitudes as well as contributes through surveys questionnaires (Veal, 2011).

In this study, a self-completion survey which included both closed and open-ended questions from Generation Y respondents as a practical and flexible approach. The descriptiveness of this survey also supported the researcher's approach to define the 'who', 'how' and 'what' aspects from the participants (Jennings, 2001). Many predictions and evaluations aspects of this survey are expected to improve museums strategies to engage Generation Y visit museums more effectively.

Research Design and Survey Design

Open-ended questions played a significant role in quantitative surveys as they effectively analysed the research leading to logical conclusion. These questions provided more practical and psychological characteristic of the museums and the researcher can compare the different opinions easier.

The samples of surveys originated from the literature review. The final version of questionnaire consisted of twenty four questions. The first set of questions (1-4) were about standard background information about the respondent's demographic characteristics. The second section explored about Generation Y prior visit to museums, visitation patterns towards museums, how often, occasions, frequency of visit, level of social media and advanced technology influence on their visitation. Subsequent questions analysed the perception of Generation Y about the role of social media today, how to enhance the museums experience and the levels of their interest into visiting different museums etc. The open-ended questions tried to identify the Generation Y opinions about how museums can attract Generation Y visitors in the future more effectively.

In order to compare as well as contrast the findings of this research with the existing studies, some questionnaires were applied from the Cultural Track 14 (2014) because that study is also relevant with main objectives of this research. One of the most convenient question of Cultural Track 14 (2014) identify and understand the general background information about the cultural activities in general trend as well as by different generation. Museums are one of the main parts of cultural activities. The Cultural Track 14 consists of the perceptions of cultural organisation, participant's patterns, information resources information, enhancing the cultural experience, etc.

ANALYSIS AND RESULTS

In order to achieve the results of this study, the researcher used the quantitative data SPSS (23) software to analyse and summarise. Moreover, to analyse the open-ended questions, a qualitative analysis approach was adopted. The data analysis is based on a final sample size of 130 questionnaires.

Generation Y characteristic

Question 1 to 4 in respondent' profile strongly emphasise upon the socio- demographic characteristic of respondents. The survey indicates that out of 130 samples, 62% of total respondents are from London while only 38% participants are visiting London. Further, out of the total sample, 65% are female and 35% are male. The result also indicates that the largest group overall of the total sample are 30-34, that representing 49% of total while 18-23 and 24-29 account for the nearly similar proportion 23% and 28% respectively.

Also, the results shows that one of the biggest proportion (overall 38%) of total sample is employed while student and self-employed or freelancer are approximates percentage 24% and 22% respectively. With regards to whether they have been to a museum before or not**,** 92% respondents have been to a museum before while only 8% participants have never visited a museum In addition, the results indicate that based on sample of 130 respondents, the Generation Y have been to a museum dominate the number of them who never visited a museum.

Generation Y visitation patterns towards museums.

In term of the type of museums Generation Y visited before, history museums and science museums are one of the popular museums which they engage in the previous time**.** They have the largest proportion 38**%** and 32**%** respectively**.** In addition, art museums and galleries as well as living museums only account for small percentage 12**%** and 16**%.** There are only 2**%** in total provided out of the type of museums above such as children museums and war museums**.** The table 1 shows this data

What type of museum have you visited?

Table 1 Displaying the museums Generation Y visited before

		Responses		
		N	Percent	Percent of Cases
Type of museums Generation Y visited before[a]	History museums	88	37.6%	73.9%
	Art museums and galleries	28	12.0%	23.5%
	Science museums	76	32.5%	63.9%
	Living museums	37	15.8%	31.1%
	Other	5	2.1%	4.2%
Total		234	100.0%	196.6%

Further, in response to the last museum visited, history museums is considered as the most appeal museums to attract the Generation Y visiting in the last time with the highest level 35%, science museums and living museums are also two main museums which Generation Y engage with 16% and 21% respectively while art museums and galleries account for a small level only 13%. Moreover, 6% of total participants give different type of museums they visit last time such as medicine museum, children museum and war museum.

Regarding to the Generation Y visit museums as well as they usually go to museums with. Most of Generation Y engage museums on holidays with 68%, 11% visit museums at home, and 13% not only visit museums on holidays but also at home. The findings prove that Generation Y is more likely visit museums when they are on holidays rather than the others. One the other hand, they are also more likely to visit museums with friends and family (67%) rather than alone (19%) and groups (5%). The table 2 presents this data

When do you usually go to visit museums?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At home	14	10.8	11.8	11.8
	On holidays	88	67.7	73.9	85.7
	Both	17	13.1	14.3	100.0
	Total	119	91.5	100.0	
Missing	System	11	8.5		
Total		130	100.0		

Table 2 Displaying when Generation Y visit museums

Who do you go to museums with?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alone	25	19.2	21.0	21.0
	Family/Friends	87	66.9	73.1	94.1
	Groups	7	5.4	5.9	100.0
	Total	119	91.5	100.0	
Missing	System	11	8.5		
Total		130	100.0		

Table 3 Displaying who go museums with Generation Y

In term of time visitation, there are reaching up 56% of total participants spending less than one hour in museums, over 37% respondents spends on museums from 1 to 2 hours. In contrast, staying in museums from

2 to 3 hours and more than 3 hours has a very small proportion nearly 2% with Generation Y. The findings reveal that most of them just engage museums less than 2 hours.

How often do you go to museums?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a week	1	.8	.8	.8
	Once a month	8	6.2	6.7	7.6
	One every few months	56	43.1	47.1	54.6
	Rarely	54	41.5	45.4	100.0
	Total	119	91.5	100.0	
Missing	System	11	8.5		
Total		130	100.0		

Table 4 Displaying how frequently Generation Y visit museums

The table indicates that Generation Y visit museums once every few months and rarely are dominate the other with 43% and 41% respectively. While they engage museums once a week and once a month are a very small proportion. The results represent that Generation Y are less likely visit museums regularly.

Where do you usually look for information on museums?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online newspapers/magazines	35	26.9	29.4	29.4
	Email newsletter	4	3.1	13.4	42.9
	Family/Friends	9	6.9	7.6	50.4
	Social media	44	33.8	37.0	87.4
	Go there	16	12.3	3.4	90.8
	Websites of the museums	11	8.5	9.2	100.0
	Total	119	91.5	100.0	
Missing	System	11	8.5		
Total		130	100.0		

Table 5 Displaying information Generation Y usually looking for on museums

The findings suggest that online newspapers or magazines and social media are two most effective tools for them to find out the information on museums. They have a highest proportion 27% and 34% respectively. Unlike online magazines and newspapers and social media, exploring the information on museums through traditional ways including family or friend as well as go there account for a small proportion. For this one in particular, it can clearly see that social media and online sources play a key role which is consistent with Generation Y characteristic and other research on Generation Y and their use of social media and other sources.

Generation Y perceptions toward museums

The open-ended question identified general perceptions of generation Y about museums, the question asked participants '*which three words come to mind when you think of museums'*. Based on the results of table 6, it shows variety of response from empirical data.

	Words	Count
Generation Y perceptions about museums	Education	46
	History	25
	Boring	35
	Exciting	14
	Uncomfortable	7
	Culture	38
	Regional	11
	Experience	9
	Wasting time	6
	Value	21
	OK	16
	Enjoyment	19
	Great	13
	Knowledgeable	17

Table 6 Displaying the words related to Generation Y perceptions about museums

It can be seen that there are various words concerning about museums through respondents perceptions. However, they can divide two main groups: the first group is mention on the positive museums aspect. The top three are education, culture and history accounting for 46, 38 and 25 respectively. The second group is that the negative museums aspect including boring, uncomfortable and wasting time by 35, 7 and 6 respectively. It is not difficult to recognise that the positive thinking about museums dominate the negative sides through Generation Y perceptions.

		Responses		Percent of Cases
		N	Percent	
Why do you go to museums[a]	Explorer	72	40.4%	60.5%
	Professionals/Hobbies	31	17.4%	26.1%
	Experience seeker	64	36.0%	53.8%
	Other	11	6.2%	9.2%
Total		178	100.0%	149.6%

Table 7 Displaying why Generation Y visit museums

The table shows that visiting museums as an explorer and experience seeker is one of the main aims of Generation Y. The numbers of Generation Y engage museums as explorer by 40% and experience seeker by 36% are more double than professionals or hobbies by 18%. Only 6% of total provide that they visit museums as recharger means they want to refresh their physical and emotional in museums as well as a supporter means they come to museums for charity programs or community activities.

In term of the main reasons why Generation Y visit museums, there are various reasons mentioned on the table above, it can be seen that, entertainment and enjoyment, spending time with friends and family and discovering or learning something new have become the top three important reasons why Generation Y engage museums. They account for 27%, 29% and 28% respectively. Compared with the top three main reasons, interested in history, arts and culture, escaping the daily life pressure have the small percentage 8% and 7% respectively. Only 1% in total commented on the other part out of the other reasons mentioned such as supporting the community and connecting with the other people. The table 8 provides this data.

Frequencies

		Responses		Percent of Cases
		N	Percent	
The main reasons visit museums[a]	Entertainment and enjoyment	59	27.2%	49.6%
	Spending time with friends and family	62	28.6%	52.1%
	Discovering/learning something new	60	27.6%	50.4%
	Interested in history, arts and culture	17	7.8%	14.3%
	Escaping the daily life pressure	17	7.8%	14.3%
	Other	2	0.9%	1.7%
Total		217	100.0%	182.4%

a. Group

Table 8 Displaying the main reasons Generation Y visit museums

		Responses		Percent of Cases
		N	Percent	
The main roles of museums today[a]	Provide entertainment/enjoyment to people	71	36.6%	59.7%
	Educate people about culture and history	62	32.0%	52.1%
	Promote and advertise local/nation image	27	13.9%	22.7%
	Contribute the local economy	14	7.2%	11.8%
	Protect and preserve the national heritage	14	7.2%	11.8%
	Other	6	3.1%	5.0%
Total		194	100.0%	163.0%

a. Group

Table 9 Displaying the main roles of museums today

In response to Generation Y perception about the roles of museums today, the table 9 indicates that providing entertainment/enjoyment to people and educating people about the culture and history are one of the most important roles of museums today. They account for the highest level compared with the others 37% and 32% respectively. On the other hand, promoting and advertising local or nation image also become a main role of museums (14%) nowadays. However, most of the participants present that contributing to local economy, protecting and preserving the national heritage are not significant role of museums today. They only have a small proportion 7%. Besides that 3% of total commented on the other part out of the other roles mentioned including contributing a good society and encouraging self-discovery.

Relates to how the social media aspect influence on Generation Y audiences, most of participants present that social media has strong influence on their behaviour towards museums. In fact, there are up to 66% respondents say it is important and over 25% reveal it is very important. Moreover, there are about 64% participants who agree that with advanced technology today, Generation Y tend to explore museums at home rather than coming there, and nearly 7% also strongly agree with this statement. However, there are about 24% participants disagree with this statement and nearly 5% strongly disagree.

Rate this statement: "I find visiting museums boring"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	7	5.4	5.9	5.9
	Agree	64	49.2	53.8	59.7
	Disagree	41	31.5	34.5	94.1
	Strongly disagree	7	5.4	5.9	100.0
	Total	119	91.5	100.0	
Missing	System	11	8.5		
Total		130	100.0		

Table 10 Displaying the rate of the agreement about the statement above

With the statement '*I find visiting museums boring'*, there are approximately 49% of total respondents present that visiting museums are boring, 5% say strong agree while the respondents say disagree and strong disagree 32% and 5% respectively. There are not huge differences the Generation Y perceptions about this statement because the proportion is not a big gap. That means the visiting museums boring or not depends on different perceptions of Generation Y.

		Responses		Percent of Cases
		N	Percent	
Additional information you use to enhance your visit onsite	Available brochures/guides/printed documents	64	28.4%	53.8%
	Performance program	27	12.0%	22.7%
	Guided tour	63	28.1%	47.9%
	Wall texts/labels	20	6.2%	16.8%
	Museum websites	24	13.3%	25.2%
	Museum app if available	22	9.8%	18.5%
	Other	5	2.2%	4.2%
Total		225	100.0%	189.1%

Table 11 Displaying the additional information of Generation Y use to enhance their visit onsite

In term of how to enhance museum experience, the findings present that most of respondents use supplemental information to enhance their visit or experience onsite. In details, there are 28% of total using available brochures or guides or printed documents and guided tour Besides that, using the wall texts or labels, museum app if available and performance program also play an important ways to enhance their experience, it accounts for 6%, 10% and 12% respectively. On the other hand, it can be seen that there are various resources information Generation Y expect when they engage museums. The findings indicate that the most popular resources information they expect when they visit museums that a tour guide by museum employee or volunteer with 41% in total. A self-guided tour using audio, audio visual provided by museum and the self-guided tour using mobile device also have become one of the main resources information to enrich museum experience. They accounts for 23%, 16% and 12% respectively. Yet 8% of total commented other resources information when they engage museums including organise the games, taking part on social programs. Table 12 shows this data.

		Responses		Percent of Cases
		N	Percent	
Resources information you expect when you visit museums[a]	A tour guide by museum employee/volunteer	82	41.0%	68.9%
	A self-guided tour using audio/audio visual provided by museum	45	22.5%	37.8%
	Guided tour from someone not museum	32	16.0%	26.9%
	A self-guided tour using mobile device	24	12.0%	20.2%
	Other	17	8.5%	14.3%
Total		200	100.0%	168.1%

Table 12 Displaying the resources information Generation expect when they visit museums

	Words	**Count**
Generation Y perceptions about museums	Develop social media	34
	Open the coffee shop, restaurant, souvenirs	21
	Free entrance	18
	Combine with schools to organise the museums tour	6
	Celebrate special program	12
	Using the museums apps if available	8
	Promote and advertise the museums image	4
	More exhibitions	17
	Develop more facilities: chairs, computers, etc.	23

Table 13 Displaying perceptions of Generation Y towards museums

Last but not least, the open-ended question also identified the general perceptions of Generation Y about museums strategy, in response to '*How do you think museums can attract more Millennial visitors'.* About 40% of total participants complete this question. The finding recommended to develop social media (34), open coffee shop restaurant and souvenirs (21), enhance more facilities (23) and more exhibitions (17) play an important and priority for museums strategy to engage Generation Y visitors more effectively in the future.
The findings suggest that the study has positive results about the Generation Y perceptions as well as visitation patterns towards museums**.** It also shows that educating people about culture and history, providing the enjoyment and entertainment are the most important roles of museums today**.** In addition, the results presented the diversity of perceptions of Generation Y about museums in particular social media and advanced technologies become a strong factor to influence on Generation Y behaviour**.** Furthermore, the findings also provide the general picture about visitation patterns of Generation Y about museums**.**

DISCUSSION OF FINDINGS

With regard to visitation patterns, Generation Y are considered to be changing frequently in particular related to loyal attraction, interests or affections, they tend to spend their time on different types of products, services and experience (Morton, 2002). Compared to other generation, they have a unique visitation patterns about museums, the findings may be not suitable in all cases because the respondents sample is 130 in total. In general, this research was developed from the Generation Y respondents through their perceptions towards museums.

Generation Y characteristic

As Beerli and Martín (2004) present, the socio-demographics of visitors as well as personal characteristics directly influence on their evaluations of tourist attraction. For this reason, gender, age, residence and occupation have influence on museums perceptions. Related to the residence of Generation Y, the participants who are living in London (62%) engage museums more than respondents who are visiting London. However, this results may be not a good finding because the data collection is conducted on main places including Victoria Park and Hackney Wick, and just small samples collected in majority tourist destinations such Westminster. In addition, the result indicates that how the gender impact on their perceptions about museums. The findings provide that Generation Y females are more likely visiting museums more than males in this total 130 samples. Reisinger and Mavondo (2004) found that the gender specific issues play a significant role in term of developing as well as marketing about the tourism market in general and in particular cultural tourism market. In addition, age of visitors also have influence on destination perceptions. The result shows that the groups are from 30-34 go to museums more than the other age group in this sample. There are differences and here, older Generation Y have higher interest in museums Last but not least, occupation also a significant factors to influence on visitors behaviour. The findings suggest that employed and self-employed Generation Y are the main audiences of museums (approximately 52%), besides that students also become the potential museums audiences (24%).

Generation Y visitation patterns towards museums

To begin with the types of museums generation Y visited before as well as the last time they engaged museums, history museums and sciences museums are two significant museums influence on their visitation. As the result, the number of participants visits history museums and science museums are nearly twice the others. In addition, Generation Y tends to engage museums on their holidays (68%) and go with friends or family (67%). In particular, spending time on museums is one of the important visitation museums, there are more than 90% Generation Y stay in museums less than two hours. The results indicated that Generation Y visitors are less likely spending too much time on museums. Although there are a positive perceptions about museums but it seem to be that Generation Y usually spend a short time in museums rather than stay there long time. In addition, this finding also provides the similar visitation patterns with the Kristian Overskaug (2010), his study concerns about many factors influence on visitation patterns and daily distribution visitors in general including how much time visitors usually spend in museums, which occasions visitors engage museums, who do often go museums with them, etc.

In term of information aspect, Generation Y is one of the special generational cohorts through using digital media and technology well (Jennings et al, 2010), according the results of table 5, most of them use the online newspapers, magazines, social media to look for museums information. They have become the priority tools for them to engage museums. While using email newsletters and finding information from family or friends have not become the main ways to explore museums. The findings reveal that Generation Y is more likely to find out museums information online rather than traditional ways. Compared to the findings of Cultural Track 14 (20014, pp. 45) mentions about how Generation Y to prepare for cultural experience. One of the main part of Cultural Track 14 (2014) emphasises there are various ways for Generation Y to find out about museums and there are 49% presenting that they use social media to look for information before visit cultural activities. Back to this result, the result also indicates that social media play an important role not only to attract more Generation Y visitors but also become an effective tool for them to gain the information about museum experience because it is up to 91% of total represents that social media is form important to very important to attract them visit museums.

Generation Y perceptions towards museums

As per the analysis, more than 92% of total Generation Y who participated in this survey has visited museums before. All respondents agreed that educated people about the history and cultures as well as providing the entertainment and enjoyment to people are two majority roles of museums todays. In addition, the findings also provide the main reasons why Generation Y engages museums. According to the findings of table 9, compared with the findings of Cultural Track 14 (2014, pp.3), the research reveals about the roles of cultural organisation by generation, the findings of that research found that there are 84% of respondents who representing entertainment and enjoyment as well as educating people about history and culture are the most important role. The finding also shows that providing entertainment and enjoyment to people and educating people about history and culture are the most significant of museums todays and they account for 37% and

32% respectively. Moreover, linking to the literature review, the result is similar to the study of Hooper-Greenhill (2007), which points out that education role is one of the priority role of museums in particular young generations and entertainment as well as enjoyment purpose are also the essential role of museum currently.

One of the interesting findings of this research is related to the main reasons why Generation Y engage museums. This included over 80% of all respondents who say that entertainment and enjoyment, spending time with friend and family and discovering or learning something new are the tops three reasons encourage them visit museums. Compared with the findings of Cultural Track 14 (2014, pp. 26), the research emphasises the reasons to make the culture as part of life. That research provides the findings entertainment and enjoyment as well as spending time with friends and family are the most significant reasons to attract Generation Y take part in cultural activities with 93% and 87% respectively which is quite similar to the findings with Cultural Track 14 (2014, pp. 26) that entertainment and enjoyment, spending time with friend and family also become the most important reasons to attract them visit museums with 27% and 29% respectively but also the results of this research provides the new findings regards to reasons make Generation Y visit museums that discovering or learning something new with 27% as well. However, the data collection of this research is conducted only in London, so it could be impacted on the answers and results generated.

Moreover, the Generation Y perceptions are based on open-ended question as: *'Which three words come to mind when you think of museums'.* More than half of them have positive thinking about museums, they presented many strong adjectives words such as *exciting, educational, interactive, attractive and knowledgeable*. Those words emphasises the importance of museums todays as well as their behaviour about museums. Nevertheless, the some of the participants also came up with many negative words including *boring, uncomfortable, cost and passive.* Those words means museums should improve how to attract more and engage them in the future.

Regarding social media and technology aspects, over 90% Generation Y believe that social media is '*important'* to '*very important*' to attract them to visit museums. These findings show that social media has become a strong factors to influence Generation Y behaviour about museums (Leask et al, 2012; Bolton,et al, 2013). It is considered as an effective method for everybody who not only engages with museums but also in cultural activities (Nadda, Dadwal, Mulindwa, and Vieira, 2015). Moreover, with the advanced technology, people usually access the information online as well as how to enhance the tourism experience (Neuhofer, Buhalis, and Ladkin, 2014). More than 60% people agree that as a result of technology development, people tend to visit museums virtually at home rather than go there. In general, social media as well as modern technology are one of the significant impacts on Generation Y perceptions towards museums.

In term of how to enhance museum experience, as a result of cultural tourism development, museums experiences have become the important topic and there are various debates related to this issue. Kotler (2008) believe that there are many available resources information to enrich the museums experiences when the audiences take part in museums while Marty and Jones (2008) argued that enhance museums experience during their trips has become a significant purpose for many visitor currently when they engage cultural activities. The above analysis clearly indicates that there is sufficient information to widen museum experience onsite such as brochures, guides, printed documents, guided tour, museums websites or museums apps (over 50%). In addition, to gain the museums experience, the important resources information Generation Y expect from a tour guide from museum employee or volunteer (41%), following that a self-guided tour using audio/audio visual provided by museum (23%). In brief, achieve the museums experience is so difficult for many visitors in particular Generation Y visitors, to enhance and develop museums experience in the future is one of the priority strategies as well as planning of museums. These findings also are compared with the findings of Cultural Track 14 (2014, pp.47), the research concerns how enriching the cultural experience could be onsite. The findings of two researches are also quite similar, they represent that available brochures, guides, printed documents and guided tour are the most important resources information to enhance their museum experience.

In conclusion, this study provides information about relationship between museums and Generation Y in current tourism context. It is clear from the findings that there are various perceptions about museums as well as different visitation patterns by Generation Y.

CONCLUSION

This report is a major attempt in term of assessment about the Generation Y perceptions as well as visitation patterns towards museums. In addition, it also suggests some practical recommendations how museums can attract Generation Y visitors and engage museums in the future. It is an indispensable that the introduction of generational theory plays an important role in term of understanding about the characteristic of Generation Y in cultural tourism industry currently. This generation has special and complex characteristic compared with the other generation. Although there are various studies concerning about the role of museums and museums experience but there is a limitation that lacking of study mentioned on detailed evident about the Generation Y perceptions and their visitation patterns about museums.

Through empirical research, this study emphasises on Generation Y perceptions towards museums todays, according to the findings of this study that the most important roles of museums nowadays is educating the people about history and culture as well as providing the entertainment and enjoyment to people. In addition, the findings also present that social media and advanced technology play a significant role and have strongly influence on visitors' behaviour. These results can be not strong evidence to persuade the readers because it can relate to the data collection are conducted only in London area. However, it could be argued that London is well-known museums city and have huge influence on Generation Y visitors. Moreover, the study critically analyses the visitation patterns of Generation Y about the museums. They have a special visitation patterns about museums in term of the popular museums they visit such as history museums and science museums, they usually engage museums on holidays and spend time less than two hours there. Moreover, they often visit museums with their friends or family and they tend to look for information on museums through online newspapers or magazines and social media. In particular, currently there are many resources information the

Generation Y expect when they engage museums and the result shows that most of them hope the tour guide by museums employee or volunteer is the best resources information.

In addition, the study also focuses on how Generation Y enhance museum experience. The findings provide that most of them enrich the information about museums through available brochures, guides or printed documents and guided tour. They also expect the resources information by tour guide from museum employee or volunteer. Besides that, this research focuses on the characteristics of Generation Y, they have different characteristics, and it influences on their perceptions. The findings indicate that females tend to engage museums more than males as well as older groups of Generation Y are more likely visits museums than younger Generation Y groups. However, this research lacks of comparing between males and females perceptions how they behaviour about museums as well as they have different visitation patterns towards museums.

RECOMMENDATIONS

First of all, the museums should make the experience personal and interactive, museums should invest and design interactive spaces for visitors especially the social media is one of the effective factors to attract Generation Y engage museums. With the special characteristics, they expect to gain and share information in their visits. They want to spend time effectively where they consume media and information.

Secondly, museums should make the special experience to attract Generation Y. They could be design the active programs such as exhibitions combines with music or dancing activities. In addition, museums should be offer the food and drinks with the reasonable prices for visitors, it makes them feel comfortable when they are visiting museums. Moreover, museums also create the social experience to encourage Generation Y coming there. Museums should offer many social events or community program to give many opportunities for them to take part in museums. In addition, using the social media has become the main strategies to attract them, they can take photos and send them easier, it makes more memorable.

Last but not least, during one year, museums should be offering some days free entrance for visitors because the expensive cost is one of the main reason why the Generation Y not visit museums frequently. This is also the good time for them to invite their friends, family even relatives come to visit museums. Moreover, training the good museums staffs also play an important role in term of how to introduce and convey the host interesting information about museums for them to become repeat visitors because most of Generation Y expect the resources information from museum employed. This is also of the main way how to enhance the museums experience in the future.

It can be seen that this study is not identify detailed insights and comprehensive views about the Generation Y perceptions and visitation patterns towards museums. Therefore, further research should attempt to employ a qualitative approach with which different views could be compared and evaluated about museums perceptions more effectively. Furthermore, further study should use more samples as well to enhance the larger geographical scope instead of only focusing on London area and combine the collected data through focus groups or interview to achieve the in depth information about museums.

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THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON CORPORATE REPUTATION CAPITAL

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ABSTRACT

The objective of this research was to study the impact of the corporate social responsibility on reputation capital. The quantitative data were collected from 400 questionnaires completed by Bangkok residents. These participants were selected by using a proportional stratified random sampling. Subsequently, the results were analyzed with descriptive statistics including number, %, average, and standard deviation along with the multiple regression analysis. The findings revealed that the best model predicting of the reputation capital are; 1) the corporate should be concern about environment in operation process, together with 2) the corporate should be encourage theirs employee to take action on social activities, and 3) the corporate should have had an equitable conciliate process and business information must be open to public observation. This research result was able to predict the reputation capital for 62.5 %. (R^2 =0.625)
Keywords: Corporate social responsibility / Reputation capital

INTRODUCTION

Developing relationship between business sector and society are pervasively accepted and become a tool which bring the resultant to the organization. Therefore, business organization focuses on developing relationship to the stakeholders and contemplates about the effect of running business which is more implicated to the society. The policy of corporate social responsibility (CSR) aim at giving the precedence to the communities, employee and customer. The quality of life influence in running business and corporate social responsibility to unite to each other and becoming the criterion in operation of the organizations nowadays (Silberhorn and Warren, 2007). Social responsibility of the business organizations is strategy focusing on giving precedence to the stakeholders under carrying on business by displaying the moral and responsibility to the particular society. These are the important factors cause to the competitive marketing. Moreover, it eventually affect to the reputation of the organization.

In fact, the corporate social responsibility (CSR) was started since 1790 but at that particular time it was not defined this word formally. For example, East India Trading Company from England was excluded by the people in the country since this company was found that they over ride down their workforce. This consequence made the company intend to care more about welfare and Human rights. In addition, in 1984 the chairman of Nestlé Company initiated the campaign of drinking dairy product of their company in baby instead of drinking breast milk from mother that finally causes dissatisfied and resisting using the products of Nestlé Company. From the situation as mentioned above, show that at first time developing of CSR does not occur from the positive purpose of the organization but it is urgent solution of the consumer's effects. Thus, this is considered to be the beginning of CSR in the society so that using CRS need join the benefits both inner and outer of the organizations. Using CSR of the organization, they pay a large number of capitals for making positive attitude in people toward their organization and making desire to use their products and services. Consequently, the urgent solution of CSR in the past is expanded to the concept that every organization should coordinate ameliorate and developing society especially the business organization. The importance of the responsibility for society in business sector is the stream especially the business organization willing people to know their responsibility for society because the company needs the full confidence and trust of people in the society. The research from Europe found that most of people from many countries in Europe prefer the products and services of the company which is explicitly present their willing offering the advantages for society.

Accordingly, there is specification the policy of using the corporate social responsibility management established by the Department of Industrial Works. The policy of corporate social responsibility of the industrial enterprises is aimed at having responsible for the effects on society and environment which is causes by the decisions or any activities. Moreover, it includes products and services of the industrial enterprises through the trustworthiness and ethical behaviors which is accord with sustainable development and welfare by consider the expectation of the stakeholders that follow to the legal, conform to the universal standard rules and intergrade all of organization. According to the offering the advantages for society in the past, the corporate social responsibility (CSR) was understood that donating only money or object to poor people or known as Corporate Philanthropy while many organizations understand that the corporate social responsibility is a staff volunteer activity for helping the publish or called Community Volunteering. For these reasons, the CRS is divided from the procedure of business or known as CSR-after-process. The tendency of developing CSR is rising creating many strategies and can be append to the CSR-in-process. The developing by appending to the CSR-in-process in business of Philip Kotler called Socially Responsible Business Practice.

This type of activity can help the organization design their CSR event efficiently. Many business sectors combine CSR and Public Relations (PR) which is effective in short term. The effective way of create the event is to continue the CSR activity and publicize activity. As a consumer, it is important to consider that the organization carry on the CSR activity with real or not. First of all, organizing CSR will be considered by organize CSR within the organization and it will be proved that CSR event is set up by conscious mind or the factors of external. Secondly, as a consumer should consider by gaining the advantages between the company and society. If the organization gains over benefit it is assumed that CSR is artificial (Piphat Yodphuetthikarn, 2007).

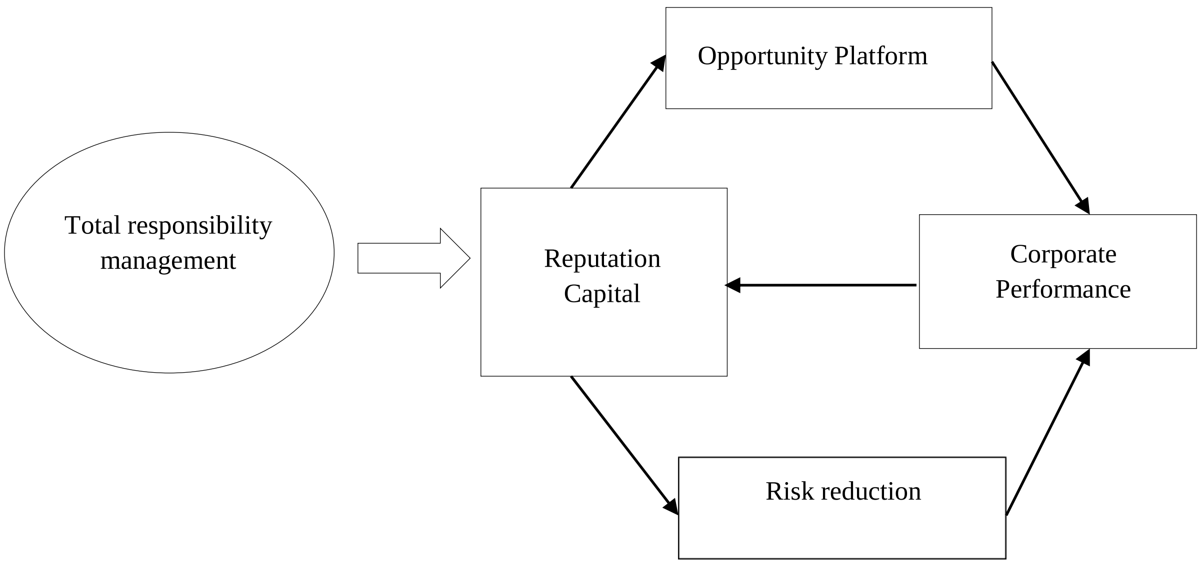
Previously, there were varieties definition of social responsibility and remain confusing that in fact, what it should be for the social responsibility of the business sectors. Dahlsrud (2006) has researched about the definition of social responsibility by analysis previous definitions with 5 factors that are 1) Environmental factor which is natural environment such as preserving the environment and the production progressing must not damage to the environment. 2) Social factor, it is a relationship between business factor and community for instance, offering money for better living, applying running business to the society and considering the effect to the community. 3) Economic factor which concern about the financial incentive and running business such as offering money to help in term of economy, protecting profits and running business. 4) Stakeholder factor both of individual and group e.g. conducting for the stakeholder. 5) Help and volunteer factor which is not stated in the legal rule that are morality as a basic and volunteering and so on.

Kotler and Lee (2005) have classified the types of social responsibility into 6 types. 1) Cause promotion which is providing the capital material or property for amplifying the acknowledgment and concerning about the problem of particular society. 2) Cause-related marketing, supporting or donating certain part of business income for resolving problem of the particular community with exactly restrict time. 3) Corporate social marketing, developed supporting or promoting campaign for changing the public health behavior in term of security, environment and well – being. 4) Corporate philanthropy, supporting directly to the problem of society in form of money donation or material donation which appear almost every company. This campaign follows the requirement at that time and prefer following the external factor or the proposal by others without planning or designing by the organization itself. Hence, it can cause disconnection of the purpose and the duty of the organization. 5) Community volunteering, supporting or convincing trading partner to devote their time and their stamina for helping the community where is the company taking place. In any case, it is responsibility of the organization to respond social problem by showing their concerning for society. 6) Socially responsible business practices, conducting business intently. It must contemplate both of protect sector in term of preventing problem in the society or resolving the problem together. The efficient way to treat and resolve social problem is bringing the business progressing to improve the well-being of the community and to preserve the environment.

In the past, the group of activist and academician paid more attention to the reputation of the company and tried to link the notion of organization reputation to the other point such as social responsibility (Brammer and Millington, 2005; Fombrun, 2005; Hillenbrand and Money, 2007). In other words, social responsibility is considered to be an element of the reputation of organization (Fombrun, 2005), it is offering for society (Philanthropy gives) and it is evolving the trustworthiness of the interested person (MacMillan et al., 2004; Waddock, 2002). Furthermore, the academicians analyze that the reputation of the organization depend on the responsible for society. For instance, Schnietz and Epstein (2005) claim that the responsibility for society is the important property for being known of the organization. Tucker and Melewar (2005) believe that the responsible for society can compare to the devices which is deal with the crisis of the name of company. Moreover, Sen and Bhattacharya (2001) state that social responsibility of the organization can improve the reputation and value of the company. Accordingly, these analyses reflex the relationship between the reputation of organization and social responsibility that affect to each other under the concept of the value of organization and morality social norm. If the organization conforms to the norm of morality, the name of organization finally will be known as a good company among people.

In addition, Hillrenbrand and Money (2007) have studied about the relationship between the reputation of organization and social responsibility. It has divided into 2 parts. The first viewed that the responsible for society is an acceptable beginning of organization reputation. The other parts were viewed that social responsibility is a part of reputable organization. This study indicates that these two concepts are overlap to each other in aspect of cognition of the stakeholder. Nevertheless, social responsibility and the reputation of organization are still separated aspect like a coin with two sides. Besides, identifying the meaning of the concept about social responsibility of the group of staff and customer are similar to each other including the concept of social responsibility is a part of reputation risk management. The reputation risk management is relationship between the organizations and the group of stakeholder which can increase or decrease the reputation of company by the effect of crisis and many cases by presenting of the improved diagram along to the aspect of Fombrun (2005) as follows:

Figure 1
Reputation risk management cycle



From figure 1 shows the reputation of the organization come from the Total responsibility management of the organization and become Reputation Capital. After the reputation is improved along with risk reduction it may affect to corporate performance at last and this performance will turn to the reputation capital again. In conclusion, responsible for society among many factors is the management under running business of one own organization. The responsible for society bring about the reputation of the organization or it is considered as a part of the reputation. Future more, it can be a management which manage risk reduction of reputation in one way or another. Studying about reputation management of the organization must understand deeply about the social responsibility as well. The concept of social responsibility from this research is brought to describe more comprehensively with the management of organization reputation. Being well-known of the organization gain the plenty of compensation. The reputation of the organization comes from the relationship between many factors that appear in particular organization. Due to the fact that the reputation come from the corporate performance of the organization under evaluation of the customer and the reputation also causes by their goods and services. All these performance initiate the customer to have desire to pay for the products from the popular organization (Shapiro, 1983). Consequently, the reputable company can determine the price which gains the advantage to the organization. The employees in the reputable organization are also pleased to work with all their ability along with the low rate of job dislocation (Roberts and Dowling, 2002).

Besides, the important of the reputation and brand of organization are involved. In other words, the reputation of the organization is examine by people about their corporation performance and it effect to the organization. For these reasons, people can determine the appropriated price of brand. Secondly, perception of corporation performance increase the investment and decrease the employment that can prevent the crisis may cause in the future. Thirdly, it can support and develop the loyalty of the employees and customers (Kumar, 1999). Many reputable factors of the organization affect to the perception of partner and the stakeholder that is secure and protect the asset and reputation capital. Furthermore, sociological believe that the reputation of the organization is an aftereffect of society which is used for promoting the correlation between organization and stakeholder to have positive aspect toward the corporation. If a corporation get the favorable reputation which consider by their engaging in business, the positive perception is going to acknowledge in the target group (Rose and Thomsen, 2004) while another research stated that the reputation of the corporation is an economic powerhouse and assets which can contribute the value to the organization (Moerman and Laan, 2006) and also an experienced assets between the organization and the stakeholder (Okano et al, 1999). All in all, a good reputation creates the difference identity to the organization; contribute the royalty of the costumer to their brand and royalty of the employees. Additionally, it also prevents the organization in case of facing with crisis and support potential of marketing competition. The organization which well-management in reputation allows increases the investment and also retains their both customers and suppliers as well. The most satisfactory conclusion is social responsibility of the business sector which is offering to the society with their goodwill. It becomes the asset or capital that can help support the reputation or reputation capital of the organization efficiently.

Research Objectives

1) To study influence of social responsibility of corporation that affect to the reputation of organization.
2) To study expectation of the people in Bangkok for social responsibility of the organization.
3) To study awareness of reputation capital of organization that due to responsible for society of organization.

RESEARCH MEHODOLOGY

There are using the quantitative research methods by collecting data from questionnaires from the sample population in Bangkok, people are 20 years old. By policy sampling schedule Bangkok Metropolitan Area is divided into 6 groups: Central Bangkok, Southern Bangkok Area Group, North Bangkok, East Bangkok, North Krungthon Group, and South Krungthon Group of total population of 5,692,284 people. Calculate by Taro Yamane formula with the smallest sample size of 400. The Sample of the descriptive statistics are including %age, mean, and standard deviation, amd the analysis of multiple regressions in analyzing the impact of corporate social responsibility that affect to company's reputation.

RESULTS

1. Demographic characteristics of the sample

Most of the samples were females for 233 persons, or 58.30%, followed. Also 167 people accounted for 41.80 % by males. The majority of the samples was between 25 and 34 years old, from 144 people or accounted for 36.00 %. The majority of sample are private business or trading for 158 persons accounted for

39.50% and had the most 173 bachelor degree holders, or 43.30%, had the average monthly income of 15,001 - 20,000 Baht, 194 people or 48.50%

2. Knowledge and understanding of corporate social responsibility

Knowledge and understanding of corporate social responsibility. The first is to conduct business with integrity and ethics (average 4.79, standard deviation 0.41) is at the highest level.

3. The attitude toward the expectation of social responsibility

The attitude toward the expectation of social responsibility of the overall business organizations. Factors about the business organization should consider the impact on the community, such as no noise, do not release chemical odors. There are the highest average (mean = 4.80, S.D. = 0.41) which is at the very consensus level. The results of the research are as follows;

1) The environment

Attitude toward the social responsibility of environmental organizations that are businesses should do business with regard to environmental protection. Do not destroy the environment, such as factory waste treatment before leaving. The mean was highest (mean = 4.75, S.D. = 0.46) which is at the very consensus level.

2) Social and cultural aspects

Attitude toward social responsibility of social and cultural enterprises that are businesses should be aware of the impact on the community, such as noise. Do not release chemical odors. The mean was highest (4.80, S.D. = 0.41) which is at the very consensus level.

3) Economic aspects

Attitude toward social responsibility of business organizations. Businesses should consider local people nearby to be employees. The highest mean (mean = 4.76, S.D. = 0.44) which is at the very consensus level.

4) Responsible for the stakeholders.

Attitude towards social responsibility expectations of business organizations responsible for stakeholder groups. Businesses should be transparent, honest, ethical and responsible. Businesses have the highest average (average = 4.68, S.D. = 0.48) which is at the very consensus level.

5) Volunteer and donation

Attitude towards social responsibility expectations of volunteer organizations and donors. Businesses should donate money or items to help them improve, such as building a public overpass, Scholarships for children and youth in the community. There had the highest average (4.76, SD = 0.44), which is at the very consensus level.

4. Corporate Social Responsibility: Supporting Corporate Reputation

Corporate Social Responsibility that fosters the reputation of the overall organization.
Corporate Social Responsibility will help confirm the quality of operations and service to the people. The highest mean (mean = 4.73, S.D. = 0.48) which is at the very consensus level. The results of the research are as follows;

1) Benefits

Corporate Social Responsibility: Supporting Corporate Reputation. Organizational factors are socially acceptable to assure quality of service and service to the people. The highest average (average = 4.73, S.D. = 0.48) which is at the very consensus level.

2) Operational strategy

Corporate Social Responsibility: Supporting Corporate Reputation Strategic aspects. Social factors are socially responsible and will contribute to sustainability. And it is a Thai society. The mean was highest (mean = 4.71, S.D. = 0.47) which is at the very consensus level.

3) Personnel

Corporate Social Responsibility: Supporting Corporate Reputation Operational. Corporate Social Responsibility will support the decision to become a corporate officer. The mean was highest (mean = 4.65, S.D. = 0.53) which is at the very consensus level.

5. The influence of social responsibility on capital, the overall corporate reputation.

The model of multiple regression analysis that is about the influence of social responsibility and capital on the overall corporate reputation. The best models are 1) Business entities should operate with regard to environmental protection. Do not destroy the environment, such as waste treatment plant before discharge. 2) Business organizations should encourage employees in the organization to do social activities such as flood relief. Keeping the environment in the community clean and safe, reducing the lust for good living. 3) It should provide a fair mediation process and disclose business information. 62.5 % (R^2 = 0.625) could be predicted for the overall corporate reputation.

Table 1
Shows the multiple regression analysis, the influence of corporate social responsibility
On the overall corporate reputation.

Predictive variables	β	SE	Beta	t	p
1) Businesses should do business with regard to environmental protection. Do not destroy the environment, such as Pre-treatment wastewater before discharge.	6.02	0.31	0.69	19.41	0.00
R^2 = 0.486 constant = 18.09					
1) Businesses should do business with regard to environmental protection. Do not destroy the environment, such as pre-treatment wastewater before discharge.	4.70	0.31	0.54	14.80	0.00
2) Business organizations should encourage employees in the organization to do social activities such as flood relief. Keeping the environment in the community clean and safe, reducing the lust for good living.	2.65	0.29	0.33	9.03	0.00
R^2 = 0.574 constant = 11.96					
1) Businesses should do business with regard to environmental protection. Do not destroy the environment, such as pre-treatment wastewater before discharge.	3.68	0.33	0.42	11.16	0.00
2) Business organizations should encourage employees in the organization to do social activities such as flood relief. Keeping the environment in the community clean and safe, reducing the lust for good living.	2.27	0.28	0.28	8.11	0.00
3) It should provide a fair mediation process and disclose business information	2.14	0.29	0.26	7.34	0.00
R^2 = 0.625 constant = 8.58					

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6. Influence of Corporate Social Responsibility on Corporate Reputation Capital in Benefit Dimension

Modeling shows multiple regression analysis, the influence of social responsibility on corporate reputation capital in benefit dimension. The best models are: 1) Businesses should take into account environmental protection. Do not destroy the environment, such as pre-treatment plant waste. 2) Business organizations should have business operation as being transparent, honest, and ethical in business. It can forecast capital, reputation, business organization. The benefits were 54.3% ($R^2 = 0.543$)

Table 2
Shows the multiple regression analysis of Influence of Corporate Social Responsibility
On Corporate Reputation Capital in Benefit Dimension

Predictive variables	β	SE	Beta	t	p
1) Businesses should do business with regard to environmental protection. Do not destroy the environment, such as Pre-treatment wastewater before discharge.	1.83	0.09	0.68	18.86	0.00
$R^2 = 0.472$ constant = 5.44					
1) Businesses should do business with regard to environmental protection. Do not destroy the environment, such as pre- treatment wastewater before discharge.	1.42	0.10	0.53	13.75	0.00
2) Business organizations should have business operation as being transparent, honest, and ethical in business.	0.08	0.09	0.30	7.86	0.00
$R^2 = 0.543$ constant = 3.70					

7. Influence of Corporate Social Responsibility on Corporate Reputation Capital in Operational Strategy Dimension.

The model of multiple regression analysis that is about the influence of social responsibility on corporate reputation capital in operational strategy dimension. The best model is 1) there should be a fair mediation process and Business Disclosure. 2) Business organizations should encourage employees in the organization to do social activities. For example flood relief, keeping the environment, keep the community clean. Reduce the torch for good living. The 45 % ($R^2 = 0.450$) of operational strategy dimension was predicted.

Table 3
Shows the multiple regression analysis of Influence of Corporate Social Responsibility
On Operational Strategy Dimension.

Predictive variables	β	SE	Beta	t	p
1) There should be a fair mediation process and Business Disclosure.	1.75	0.12	0.57	13.96	0.00
$R^2 = 0.329$ constant = 1051					
1) There should be a fair mediation process and Business Disclosure.	1.31	0.12	0.43	10.74	0.00
2) Business organizations should encourage employees in the organization to do social activities. For example flood relief, keeping the environment, keep the community clean. Reduce the torch for good living.	1.15	0.12	0.37	9.34	0.00
$R^2 = 0.450$ constant = 7.16					

8. Influence of Corporate Social Responsibility on Corporate Reputation Capital in Personnel Management Dimension.

The model of multiple regression analysis that is about the influence of social responsibility on corporate reputation capital in personnel management dimension. The best model is 1) Businesses should do business with regard to environmental protection. Do not destroy the environment, such as Pre-treatment wastewater before discharge. 2) Business organizations should encourage employees in the organization to do social activities. For example flood relief, keeping the environment, keep the community clean. Reduce the torch for good living. The 51 % (R^2 = 0.510) of personnel management dimension was predicted.

Table 4
Shows the multiple regression analysis, the influence of corporate social responsibility On Corporate Reputation Capital in Personnel Management Dimension.

Predictive variables	β	SE	Beta	t	p
1) Businesses should do business with regard to environmental protection. Do not destroy the environment, such as Pre-treatment wastewater before discharge.	2.30	0.13	0.66	17.61	0.00
R^2 = 0.436 constant = 2.90					
1) There should be a fair mediation process and Business Disclosure.	1.82	0.13	0.52	13.26	0.00
2) Business organizations should encourage employees in the organization to do social activities. For example flood relief, keeping the environment, keep the community clean. Reduce the torch for good living.	0.97	0.12	0.30	7.65	0.00
R^2 = 0.510 constant = 0.65					

CONCLUSION AND DISCUSSION

As a result of the multiple regression analysis, the influence of corporate social responsibility on corporate capital, both in overall and on a case by case basis, it was found that the majority of corporate social responsibility was able to predict up to50% , except for the predictive strategy, 45% When considering the elements of corporate social responsibility that can predict corporate capital, corporate reputation is broadly divided into 2 components: 1) Businesses should take into account environmental protection. Do not destroy the environment, such as pre-treatment plant waste, and 2) Business organizations should promote Encourage employees in the organization to do social activities such as flood relief. Keeping the environment in the community clean and safe, reducing the lust for good living. Including the famous capital forecast.

Based on the above findings. It is consistent with Kotler and Lee (2005), who classify corporate social responsibility into six types. Community Volunteering, it encourages or motivates employees, partners to take time and labor to work for the community in which the organization is located and to respond to social issues that the organization is paying attention to or caring about. A business entity may act independently or cooperate with any organization. Also, the organization may determine the volunteer activity itself. Or employees select the activities and then present to the organization for support. Employees can be compensated in the form of holidays or additional leave. Moreover, the issue of responsible corporate social responsibility is to conduct business activities that are both discriminatory and preventive by avoiding social problems. Or jointly address with the help of remedies for social problems through business processes to improve community well-being and environmental protection. The business entity is able to act on its own or choose to partner with an external partner. Social problems are being addressed today is the environmental problem that results in climate change, which is a problem that the international community is focusing on as well as Mr. Piphat Yodphuetthikarn (2007). Corporate Social Responsibility aims to: 1) Develop within the organization. It is the corporate social responsibility of a business organization to develop internal resources of an organization, such as employee involvement, equal benefits of the employees. 2) External development is the corporate social responsibility of a business organization that develops resources outside the organization, such as donations on public events (Rungthiva Sae-Tung, 2007).

For the issue of fair treatment and disclosure of trade information, it is also another point that can be predicted. About the compliance with the basic principles of balanced public relations, it is believed that the organization is not isolated and independent of the environment. It has an open system and exchange of information. They also have a balanced movement towards the environment and have a common and equal decision. Every human being has equal opportunity and respect for humanity. Man is free and it is free to schedule your own actions rather than being set by others. As well as innovation, to create a new and more flexible concept, rather than cultivate cultural connotations. Also, focus on performance. It includes decentralized organizational management and social responsibility which organizations and individuals need to pay attention to their behavior towards others. Moreover, use conflict resolution solutions through negotiation through communication. Also the compromise does not take force, as well as the freedom of the interest group. (Grunig cited in in Kritchanat Santawee and Rungnapar Pritpreecha, 2013).

Grunig and Hunt (cited in Kritchanat Santawee and Rungnapar Pritpreecha, 2013) argue that the reason for balanced public relations has the greatest impact on the operation of the organization. This is due to the clarity of the information between the organization and other sources are free flow. Include conflicts that arise between negotiation and communication. During the decision-making cooperation of both parties. As well as the presence of everyone, including employees. In addition, balanced public relations help to promote public relations agencies more ethical. Therefore, if all parties involved are equal, everything will be resolved by negotiation, discussion and negotiation under mutual agreement of the organization. And the target audience based on the operational goals of the organization. This makes the organization's publicity stronger. However, the results of the research show that corporate social responsibility should not be viewed separately from the organization as a special event or project undertaken for public relations purposes. Corporate Social Responsibility concepts should be integrated into the organization in the operational process and in each operating department, such as human resource management, marketing, finance and corporate relations. It will reflect the social responsibility that starts from within the concrete and makes the operation. Corporate Social Responsibility occurs sustainably. Organizations will be recognized and supported, resulting in long-term success. By conducting corporate social responsibility activities, a business entity must respond to its objectives and goals. Activities must address social issues appropriately and sustainably. Activities should be an activity that promotes relationships with partners and communities to reduce resistance and make sense of community. The activity must be an activity of which the organization and the business partner are efficient and capable of performing the core competency of the organization and have sufficient resources to carry out their activities. Activities must be mutually beneficial activities between business, partners, and target groups, or win-win-win, and must be sufficiently diverse to support corporate social responsibility goals for success and support corporate image development.

The results of the research can be applied by: 1) the business organization should operate on the principle of social responsibility from the production or operation. (Corporate social responsibility in process), taking into account environmental protection. Do not destroy the environment, such as lead treatment the waste from factory before release, etc. which will help the organization to enjoy the passion to appreciate the desire. Also it is respected by stakeholder groups. 2) Businesses should encourage employees or their employees to participate in corporate social responsibility, in addition to the organization's operations. This is to support the organization's social activities. (Corporate social responsibility after business processes), such as flood relief. Keeping the environment in the community clean and safe, reducing the lust for good living. This gives a good view to the organization and has a positive impact on the target audience.

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MARKETING MIX OF OTOP: FROM THAI LOCAL WISDOM TO GLOBAL THROUGH THAI AIRWAYS INTERNATIONAL

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ABSTRACT

This research is a case study aims to explore the problems and constraints on the promotion and marketing of the products of OTOP: One Tambol One Product through Thai Airways International. A number of Thai local wisdom handicrafts products under OTOP program have been selected as in-flight products for sale on board flights of Thai Airways International. There are 128 selected OTOP products in the in-flight shopping catalogue. The premium OTOP products on the catalogue are Sukhothai silverware, yanlipao wickerwork and Bencharong ceramic ware. The customers can make orders on board flight or via smartphones by scanning product's QR Code from the catalogue. The customers may receive the OTOP products on board Thai Airways International flights, or at Suvarnabhumi International Airport. The products may be sent to the customers to the address stated in the purchase order. In addition, the customers can order OTOP products online at thailandmall.net.

The components of marketing mix: 4Ps consisted of product, price, places and promotions, and SWOT analysis matrix strategies were employed to analyzed data. The research findings revealed that factors effecting on the successful of business of Thai OTOP products were based on their products, price, place and promotion. These findings show that in order to increase the business the local handicrafts entrepreneurs have to improve their products design, packaging, and marketing. OTOP entrepreneurs have to upgrade their products through the use of technology and innovation to enhance the image of OTOP as international products and add value to them. With the collaboration of the Ministry of Commerce Thailand, Ministry of Interior under OTOP Project and Thai Airways International Thai local wisdom handicrafts OTOP products are able to export their products to international markets. This is because the Government want to make OTOP products better known in the international market and to see OTOP entrepreneurs have wider channels to sell their products. Moreover, Thai Airways International operates many flights a day and Thai Airways International has customers from all over the world. These will help to expand OTOP markets. The research findings were in line with the main four elements: 4 Ps of marketing mix theory.

Keywords:Thai local wisdomhandicrafts, OTOP, Thai Airways International, marketing mix, SWOT analysis, and SWOT analysis matrix strategies.

INTRODUCTION

Handicraft refers to a craft that requires skillful hand-made products. Handicraft has its roots in the rural crafts. The handicraftsmen created work manually for using in their daily life. They invented products based on the knowledge transferred from their parents. In Thailand, the handicraftsmen created products according to their belief, and local materials. They used local wisdom to create variety of domestic designed tools. The local wisdom has been passed down from one generation to generation. The local wisdom handicrafts were hand-made products such as weaving, household items, decorative materials and consumer goods used in daily life.

In Thailand almost every village produced the local handicrafts. The handicrafts products were made during the villagers had free time after their farming or housework had been completed. These handicrafts were produced for their own used as a house ware or to be exchanged, bartered or sold to their neighbours. The knowledge of produce the local handicrafts have been transfer from their parent through generations. It is a local wisdom provide to descendants. The indigenous skills and craftsmanship combined with available natural sources and raw materials in the village. The hand- made old craft skills sometimes unique to that village or the area.

ONE TAMBON ONE PRODUCT (OTOP)

One Tambon One Product or OTOP was a special project of Thai Government. OTOP is one of the policy of the government had lounged since 2001 until present. The OTOP project was designed in order to generate incomes for the villagers to improve their life standard and to increase economics in Thailand. The idea of OTOP project is to let each village has a major product one type of product and available resources local quality products. The OTOP policy of Thai Government is looking to promote and support the local developer community to build a strong, self-reliant and develop value-added products to meet the needs of the market. Based on OTOP Product Statistics Report (2015, March 25) there are about 127,063 OTOP products from 31,740 entrepreneurs throughout Thailand and there are 3,254 five-star OTOP products. However, some of the OTOP products needed improvement on the designs, quality control on the production, packing and marketing.

Many Thai Government agencies have been provided the OTOP entrepreneurs support. For instance, Ministry of Commerce, and the Department of International Trade Promotion, Ministry of Commerce (DITP), DITP has support the OTOP entrepreneurs by conducting courses in marketing and management, as well as product design and development. Where as the Ministry of Commerce has a policy to promote and support small and medium enterprises (SME) by training to educate OTOP entrepreneurs in many provinces under the strategy of bringing local products to the international community together with the Local to Global.

According to the DITP (2012) there are criteria in three areas: products and the strength of the community guidelines, guidelines possibilities in the market and guidelines of standard products are also a selection of the best OTOP products or OTOP Product Champion (OPC) with the aim to provide opportunities for local products at the root level have the opportunity to develop quality standards for export are the best products of the province and the country as well as the associated standards. From regional to international (Local Link Global Reach) product has a level 1 2 3 4 5 star by five stars are the highest. A good quality product beautiful patterns and the needs of the market, 4-star and 3-star level, the lower the level 2 and 1 star is still developing. The government's focus on developing standards by pushing OTOP products must be developed and community standard before entering into the selection of the top OTOP products as well as training entrepreneurs across the country under the "Smart OTOP" The concept is to create a model for community development.

In year 2012, Thai Government has launched the "OTOP Plus and Premium OTOP Project" to upgrade the standards of OTOP products . This project aims to boost OTOP products in the international market, add value to community products and promote the identity of Thai products, especially in the ASEAN region. The OTOP products do not refer to the product alone. It includes the conservation of natural resources and the environment local treatment tourism, culture and the local elite. in order to become a quality product feature their own unique (www.thaitambon.com.(2007), the government is ready to come to the aid of modern knowledge management of the community to link the product to the market with a store network and the internet. Encourage and support local development processes to build a strong, self-reliant communities. The people involved in bringing resources and local knowledge to develop more modern innovations into products and quality service are standard features that are unique and can add value to meet the needs of both domestic and foreign (Titisak, 2016)

OTOP PRODUCTS ON BOARD THAI AIRWAYS INTERNATIONAL

Based on the Thai Government Policy, Major General Sansern Kaewkamnerd (2016) said that Thai Government wants to make OTOP products better known in the international market and to see OTOP entrepreneurs have wider channels to sell their products. Since 2016, a number of OTOP products have been selected as in-flight products for sale on board flights of Thai Airways International. There were more than 128 selected OTOP products in 21 categories listed on the in-flight shopping catalogue. The premium OTOP products on the catalogue are Sukhothai silverware, necklaces, bracelets, rings, and earrings, Yan-lipao wickerwork from Nakorn Sri-Thammarat and Bencharong ceramic ware from Chieng Mai and Lampang Provinces. The customers can make orders on board flightor via smartphones by scanning product's QR Code from the catalogue. The customers may receive the OTOP products on board Thai Airways International flights, or at Suvarnabhumi International Airport. The products may be sent to the customers to the address stated in the purchase order. In addition, the customers can order OTOP products online at thailandmall.net. Today, OTOP products have become more popular among foreign customers. This is because Thai Airways International has customers from all over the world and operates many flights in one day, it should help expand OTOP markets even more.

In addition, OTOP shops will be opened at Suvarnbhumi International Airport, Bangkok Thailand. This OTOP program enhanced small enterprises in communities by encouraging the local people to manufacture local products using their handicraftsmen ship skills and expertise. The OTOP products had good potential to develop further to enable them to go international. The Major General Sansern Kaewkamnerd (2016) described that Thai Prime Minister Prayuth Chan-O-Cha intended to expand the sales channels of OTOP entrepreneurs, because the OTOP products are high demand from international customers and the Thai airways passengers are potential buyers. The Prime Minister has urged that the producers of OTOP products have to enrich their items with the Thai cultural identity and ensure that the products are in line with international standards (National News Bureau of Thailand, Government Public Relations Department, 2016).

MARKETING MIX AND SWOT ANALYSIS

Kotler & Armstrong (2006) described that marketing was define as a process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing definition is based on the concepts of needs, wants, demands, marketing offers exchange, transaction and relationship, value and satisfaction, products, services and experiences. The marketers learn as they start out in the market is putting the right product in the right place at the right price and at the right time. Kotler & Armstrong (2006) explained that the marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix variables can be grouped into four variables known as the "four Ps or 4Ps": product, price, place and promotion. They explained that Product means the goods and services combination the company offers to the target market. The Price is the amount of money charged for a product or service or the sum of the values that the consumers exchange for the benefits of having the product. The Place is the location where the service is actually going to be delivered. The product should be available from where your target consumer finds it easiest to shop. And the Promotion includes all of the activities marketers undertake to inform consumers about their products and to encourage potential customers to buy these products.

Albert Humphrey (2015) explained that SWOT stands for strengths, weaknesses, opportunities and threats. A strength and opportunity is a positive factor while a weakness and a threat is a negative factor. The researcher employs SWOT analysis as a tool to analyze the producing and marketing of Thai handicrafts. The results of SWOT analysis shall provide the information to turn the weaknesses into strength and threats into opportunities. The findings will give the important part of the planning and looking at the existing position to do the business in the future (Khairiree & Meenanun, 2105).

RESEARCH PROCESS

This research is a case study aims to explore the problems and constraints on the promotion and marketing of the products of OTOP: One Tambol One Product through Thai Airways International. The components of marketing mix: 4Ps consisted of product, price, places and promotions, and SWOT analysis matrix strategies were employed to analyze data. The research findings and results are displayed in Table 1 as follows.

Table 1
Marketing Mix and SWOT Analysis Matrix Strategies of OTOP Products through Thai Airways International

	Strength	Weakness	Opportunities	Threats
Product	1. The collection of OTOP products in the in-flight shopping catalogue are well designed and high standard. 2. The packaging of premium OTOP products are high quality products and beautiful patterns. 3. The handicrafts OTOP products are five-star OTOP products and well design.	1.The handicraftsman knowledge was verbally transferred and learned by doing. It is leading to loss in local wisdom. 2.It took longer time to weave the fabric patterns by handmade. 3. Able only to produce in a small volume because of handmade.	1.Thai Government supports the handicrafts OTOP products in order to increase the household income. 2.The handicrafts OTOP products were recognized as Government Project . 3. The handicrafts OTOP products can sell in Thailand and global market through Thai Airways International.	1. The sizes of handicrafts OTOP productsare variety. It is not suitable to load on board in every flight. 2Sometime the passengers are not able to receive the OTOP products on-board. They have to order and wait.
Price	The price of OTOP products listed in the catalogue are clear and reasonable when compare to the quality of the products.	Many handicrafts products can not make profits because the materials are expensive and it take long time to complete in one product.	The handicrafts entrepreneurs can have more income if they received the budget from the government.	1.Some premium OTOP product was very expensive. 2. The entrepreneurs have no budget for the investment specially the set of gold rings and earrings .
Place	The high quality of handicrafts products can be sold in Thai Airways International flight or at Suvarnbhumi International Airport, Bangkok Thailand	1.Some handicrafts products can not load on board and no proper place to exhibition. 2. Sale only in the local community or in province.	The premium OTOP products in the in-flight shopping catalog enhance the passengers to select and buy the products on Thai Airways International flight.	Many similar local handicrafts products and new products in the same place.
Promotion	Handicrafts OTOP products have been promoted to the public through internet and on Thai Airways International	Some handicrafts product did not have budget to promote their products.	Thai Government promote and support handicraft products to local and international	1.The handicrafts entrepreneurs did not have knowledge on the marketing online. 2. The cost of the

	flight.		marketing.	promotion is too high for the OTOP handicrafts.

CONCLUSION

The research findings revealed that the problems and constraints on the promotion and marketing of the products of OTOP: One Tambol One Product through Thai Airways Internationalwere based on their products, price, place and promotion. These findings show that in order to increase the business to domestic and export markets the local handicrafts entrepreneur have to improve their products design, packaging, and marketing. With the collaboration of the Ministry of Commerce Thailand under One Tambol One Product (OTOP) Thai local wisdom handicraft products are able to export their products to international markets. This is because Thai Government promote local arts and crafts products in terms of quality standards as well as the images, designs and their packaging.The OTOP products in the in-flight shopping catalog inThai Airways International are the key factors that play the importance role in helping generate extra income for the communities of the local handicrafts entrepreneur to international market. The research findings were in line with the main four elements: 4 Ps of marketing mix theory.

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THAILAND AND TECHNOLOGICAL PRODUCTS: A SOCIAL SCIENCES CASE STUDY

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ABSTRACT

This research is a case study on "Thailand and Technological Products: a Social Sciences Case Study". The main purpose is to examine on how new innovation and technological equipment that has influenced the new life style of Thai youth and also the Thai culture. Thailand is the land of contrast, for the first time traveler to Thailand; he or she may be lost in a world of contrast. Form traditional temples too the high sky scraper of Bangkok. New innovation such as the smart phone, tables, has found its way in to our lives. Little that we know it or realize it these new innovation change our lives completely. Product such as smart phone influence about 80%, of our daily activity. Technologies shape how we liveand learn. New innovation like smart phone and tablet set the social scene for Thai youth and also young working adult.

Student relied on innovation like these for their study and research. The Associate of Southeast Asian Nation (ASEAN) craze also plays many role on how Thailand is progressing, currently the Thai government has emphasize the use of tablet in learning and teaching process in classrooms across the country. Innovation like this will change the Thai society and also the whole ASEAN. Thailand is now on the path of industrialization, the need of new innovation and technology product is a must the reach this goal.This article will further examine on how innovation and new technology, like the tablet, smart phones, and computers influence Thai youth and also the Thai society as a whole.

***Keywords**: Innovations, technological product, Thai society, ASEAN and Social Science*

THAI SOCIETY AND NEW INNOVATION AND TECHNOLOGY

Innovation involves deliberate application of information, imagination and initiative in deriving greater or different values from resources, and includes all processes by which new ideas are generated and converted into useful products. To be called an innovation, an idea must be replicable at an economicalcost and must satisfy a specific need. In business, innovation often results when ideas are applied by the company in order to further satisfy the needs and expectations of the user. In a social context, innovation helps create new methods for alliance creation.

Now technology products and innovation plays an important role in our life. It change the way we use our daily life. If you notice in just about any major city in the world and you'll see the same thing: slouched shoulders and down-turned faces staring glumly at Smartphone screens. There are many people never look away, completely immersed in whatever is happening in the palm of their hands, while others get stuck in a loop of pulling phones from pockets or purses and popping on the screens for just a moment before putting them away again for just a minute or two. Smartphone are amazing things, but for those who have become addicted to messaging instant gratification, they are a bit unwieldy. This annoyance gets even worse as these devices grow larger and larger. One approach would be to relax a little and stop feeling so compelled to check for Facebook notifications every 30 seconds. Those fully immersed in the information age, however, will be more than this. Not long ago, notebooks computer replaced desktops computers, now tablets and Smartphone replace notebooks computers, with declining sales of notebook and desktop computers; the technology markets change quickly. According to Setta Sasanan (2010) "the use of wireless devices used to view media at home and on-the-go is proving a challenge for personal computer (PC) makers and changing the playing field for the overall information technology (IT) industry. This is so because desktop PC are become obsolete and old fashion. In a country like Thailand technology and fashion go hand in hand. And we cannot separate it from one another. Innovation like tablet could be said a new replacement for PC in our daily work. As more and more of us are drifting away from PCs and laptops, and toward mobile, touch-screen devices Communication Corporation in Thailand like True, DTAC and AIS uses tablet to their advantages in term of providing new services to customer. On the social side this is also a show of a fashion statement." Setta Sasanan (2010).

For both image and social status of a country like Thailand, this seems quite unique. New innovation and technology namely Tablet, Smartphone, and new high technology products support the social status of people and their lives. Society in Thailand is strongly divided into various hierarchical levels. Each citizen has his or her own ancestral position. Due to the fact that everyone wants to be as high up in the hierarchy as possible, it is normal for people to try and positively affect their perceived social status. On a small scale, this is noticeable due to the well-maintained appearance of the people. It is not at all unusual for the poorest people to be extremely stylish with smart clothes. A large car or house is used to show off the status achieved. It is not important that this standard of living might have been achieved with loans because this cannot be seen by other people. Unfortunately, this type of behavior often leads to large proportions of the population having big debt problems. Being rich is a sign of prestige and how the wealth is achieved plays a lesser role.

New innovation influence the society in both positive and negative way, it could be said it be a new trend setter. New innovation and technology like Smartphone, High Definition Television, Blue Ray discs and 3D movies make entertainment change to a whole level in Thailand. New innovations are improving lives, sharing Thai culture and language with the world, and creating economic opportunities.

If we look at the innovation and how; it impacts the social aspect of Thailand. The most obvious it was during the flood in Thailand in 2010 many new innovation was created such as home made raft that was made from water bottle and the famous floating tuk- tuk. In these situations creativity innovation means the form of survival. According to John Bessant& Keith Pavitt (2001 p.23) "Innovation is increasingly seen as a powerful way of securing competitive advantage and a more secure approach, but success is not always guarantee. The history of product and process innovations is littered with examples of apparently good ideas which failed. But in other cases it was a case of an overnight success."For a country like Thailand innovation don't always means making profit, but it could be said is for survival at a lowest cost possible. At the same time product development is an important capability because the environment is constantly changing. New products are often seen as the cutting edge of innovation in the marketplace, technology and innovation plays just an important strategic role.

As we are stepping into the 21st century the role of technology, sciences and innovation will go side by side with religious believe. As stated by the President of Meajo University Thailand Thep Pongparnich (2007) "Technology, science and innovation at least seem to be very compatible with Buddhism, the oldest religion of Thailand. The principle of Science and Buddhism is definitely in common, but differences surely exist in the two disciplines regarding the way of attaining the goal. These differences, however, are rather complimentary than in opposition to each other. It could be said because of this factor at least, that the Thai people tend to accept Science and Technology readily, or in fact too quickly or even indiscriminately, the so-called pendulum phenomenon. What should happen though; is that Science and Technology for the Thai society should complement and be in accordance with Thai culture or original Thai way of life, which has been intrinsically and practically a Buddhist culture since times past."

ASSOCIATION OF SOUTHEAST ASIAN NATIONS (ASEAN)

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967 with the signing of Bangkok Declaration by Indonesia, Malaysia, the Philippines, Singapore and Thailand. At the beginning it was founded as a loose organization. ASEAN was build based on three principles of: Respect for state sovereignty, Non intervention in other state member internal affairs, and the non- use of force in resolving conflict.

The growing mutual trust among ASEAN member and also together with the increasing convergence of interest has also seen ASEAN assuming a large and more important role in regional and international political and security affairs. The first three decades since the formation of ASEAN largely remain a network- facilitating framework for government elites. Thought the early formation years till the late 1990s the political process at both national and regional levels in Southeast Asia could be describe as static, highly centralized and one- dimensional. (Association of Southeast Asian Nation 2009). ASEAN has greatly benefited from its deviated performance. Due to this ASEAN has become a well established international fixture. ASEAN leaders agreed on a shared vision of ASEAN as a concert of Southeast Asia nations, outward looking, living in peace, stability and prosperity, bonded together in partnership in development and in a community of caring society, furtherer more in 2003, the ASEAN leaders resolved that an ASEAN Community shall be established compromising on three pillars that is ASEAN Security Community, ASEAN Economic Community and ASEAN Socio-Cultural Community (Khairiree, 2016).

Acharya (2001) described that every ASEAN members are working towards their strategic goal that is to follow the ASEAN charter and also cooperation with each member country. It could be said that ASEAN member country has develop a way to gain its strategic goal and to strengthen more its relationship with each member nation, that is true the development of the ASEAN Way. The ASEAN Way is the process of intra-mural interaction and to distinguish it from other multilateral setting, especially, western multilateral setting (Acharya 2001, p.47). One of the successes of ASEAN is that it has been the ability of its member state to harmonise their foreign policies and often speak with one voice in international affairs. Goh (2008) stated that ASEAN has been the main channel of engagement with external power although these engagement were aim at enhancing ASEAN's economics ties with the major develop countries, they were subsequently targeted at inducting secondary and rising power into the regional power into the regional order, this is seen as essential in helping to diversify the source of Southeast Asian strategic and economic stability.

THAILAND AND ASEAN

Beside this the Associate of Southeast Asian Nation (ASEAN) craze also plays many role on how Thailand is progressing, currently the Thai government has emphasis the use of tablet in learn and teaching process in classrooms across the country. Innovation like this will change the Thai society and also the whole ASEAN as a whole. Thailand is now on the path of industrialization, the need of new innovation and technology product is a must. Doing business among other ASEAN members use to be manually but now it is mostly all online and paperless. The use of tablet and online software we could transfer money without even going to the bank. While Thailand is preparing for the ASEAN Economic Community 2015 (AEC 2015); Thailand have uses a new policy of modernization in term of education, communication and transportation (ASEAN 2013). This is so because Thailand needs to be up to the ASEAN Standard if Thailand wants to achieve its goal for AEC 2015. With the exception of Singapore, which can be considered a developed city-state, most members of ASEAN are still developing nations, with a few still in the under-developed phase of growth. Economic development within the individual ASEAN states has been heavily dependent upon government infrastructure rather than private development, foreign direct investment, and the growth and diversification of local firms. This could be an obstacle for Thailand and ASEAN to grow in term of innovation and new technology.

As information travels faster and faster and more reliably, barriers of distance disappear, and businesses are realizing how easy it is to outsource jobs overseas, this is where Thailand will have the advantages. Businesses have been at the forefront of technology for ages. Whatever can speed production will draw in more business. As computers emerged in the 20th century, they promised a new age of information technology. But in order to reap the benefits, businesses needed to adapt and change their infrastructure. This is where ASEAN will play a very important role. For Thai society to adapt to this new technology, firstly most Thai people must be tech savvy and must have the proper education on ethical usage of this new innovation (Phalaunnaphat Siriwongs 2012). Creativity is fundamentally a social process where new ideas are more likely to come through rest and relaxation rather than strenuous formal meetings. Consequently workplaces need to be redesigned so that an environment of serendipitous sharing becomes the norm. This must be supported by the correct motivation systems that reinforce and truly reward new ideas and promotes high productivity. In order for Thailand and ASEAN to become more progressive the Thai society need to change attitude towards new innovation and product.

CHALLENGES FOR THAILAND

Thailand could be considered a moderate advance country in Southeast Asia, which means it, is developed but not as much as Malaysia or Singapore. Thailand is going under much transformation in order to prepare and get ready for AEC 2015. Much new policy regarding technological advance for Thailand is in place for the development of the country. Thailand need to be involves more with the international community in terms technological development and the usage of technology. Most usage of technology is still limited to entertainment; if this was able to transfer to everyday usage it would be a positive outcome for Thailand.

RESEARCH PROCESS

This research is a case study on "Thailand and Technological Products: a Social Sciences Case Study". The main purpose is to examine on how new innovation and technological equipment that has influenced the new life style of Thai youth and also the Thai culture. Data of the study were collected from students who enrolled in course IGS 1107 Introduction to ASEAN at International College, Suan Sunandha Rajabhat University, Nakorn Pathom Education Center, Thailand. The simple random sampling was employed in this study. In this study, the researcher collected data from various resources such as classroom observations, students using their I-phones, tablets and laptop computers. Semi-structured interviews with students were also conducted.

RESEARCH QUESTIONS

Question: What are the Thai students' perceptions on using new technology, like the I-phone, tablet, smart phones, and computers in daily life?

RESEARCH FINDING

Base on the research finding the research found that:

1) New innovation had influence the society in both positive and negative way. The students had positive perceptions on using new innovation and technological equipment. They used smart phone during their classrooms and outside classroom looking for more knowledge and information through Google. However, new innovation had influence the society in negative way too. Smart phone had influenced on Thai way of life and there were less face to face communication among people. People used line, face book or chat more than talked with each other in their social life.

2) Thai students tend to accept Science and Technology readily, or in fact too quickly or even indiscriminately, the so-called pendulum phenomenon. What should happen though; is that Science and Technology for the Thai society should complement and be in accordance with Thai culture or original Thai way of life, which has been intrinsically and practically a Buddhist culture since times past.

3) Students are more active and perform better when using technology aids. The students will feel lost if their essential technological equipment is taken away.

CONCLUSION

Innovation and technology could be said is a trend and 'in – thing' for Thai society. Product like smart phone and tablet has become a fashion statement and social status symbol. This is so because Thai society loves to be different and be high above in the social hierarchy. In conclusion the technology and innovation does change and influence the Thai society. But what is needed is more education for Thai people regarding on to use this technology and innovation ethically. Thailand shows that during hard time like the flood of 2010, Thai society is able to produce a new product that most people never think about. While ASEAN is still a hot topic in Southeast Asia, Thailand is not far behind from other country in this region in term of development. More innovation can be made in Thailand and most importantly need to develop both socially and technologically in order to be a leader in this region.

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