

THE PARTICIPATION IN THE DEVELOPMENT OF PACKAGING AND LOGOS TO THE NEEDS OF THE CONSUMER PRODUCTS KHANEONGHIN COMMUNITY PERSONNEL BANGKOK

Jitima Suathong*, Supassawee Morakul & Worraruethai Harnchotipan*****

**Lecturer, Faculty of Industrial Technology, Suan Sunandha Rajabhat University, Thailand.*

E-Mail : jitima.su@ssru.ac.th

***Administration Officer, Faculty of Industrial Technology, Suan Sunandha Rajabhat University, Thailand.*

E-Mail : supassawee.mo@ssru.ac.th

****Administration Officer, Faculty of Industrial Technology, Suan Sunandha Rajabhat University, Thailand. E-Mail : worraruethai.ha@ssru.ac.th*

ABSTRACT

This article presented the collaboration among the local people in developing packaging and logo to meet the expectation of the consumers who bought their alloy bowl rubbed with stone products. The objectives of this study included 1) To obtain the obligation in packaging and logo for alloy bowl rubbed with stone products that fulfilled the consumers' wish, 2) To form guidelines to promote the development of packaging and logo that met the consumers' expectation. The tools of the study are questionnaires collected from the targets. The findings pointed out that there were 3 practical guidelines to be used and the results round that the logo design and the 3rd design of the packaging are satisfied and they are at the highest score of satisfaction.

Keywords-- Development of packaging and logo, alloy bowl rubbed with stone products

INTRODUCTION

According to the participatory action research on the impact of the local wisdom technology transfer for metal handicrafts of bronze ware in Baan Bu community, Siriraj, Bangkok Noi, Bangkok conducted by Prof. Wittaya Mekham, PhD., the study was aimed to establish the way of life characteristics of the local community people using their local wisdom, as well as to find apt manufacturing processes and potential impacts to the people who encountered the changing economic circumstance. Qualitative analysis was deployed in this research. The findings discovered that it was essential to thoroughly evaluate and record processes, methods, and techniques in making bronze ware along with developing their packaging and logo before all of them were no longer existed. The government sector had to encourage the occupations that required the use of the local wisdom and provide various social welfare to the people at the equivalent level to those in other industries.

The researcher realized the importance of the Baan Bu community collaboration in developing packaging and logo for alloy bowl rubbed with stone products to meet the consumers' expectation. Such cooperation helped to raise the product value, and to become outstandingly unique in the market. Besides, it presented significant development guidelines to expand the local wisdom to the next level. It also enhanced higher income among the local people which led to prosperity of the community. The way of life in this community, as result, had been upgraded to better well-being. Furthermore, their products were successfully exported to the global markets.

OBJECTIVES

1. To obtain the obligation in packaging and logo for alloy bowl rubbed with stone products that fulfilled the consumers' wish.
2. To form guidelines to promote the development of packaging and logo that met the consumers' expectation.

METHODOLOGY

1. Population and sample included 1 person who made the bronze ware in Baan Bu community and 30 consumers.

2. Research tool was a questionnaire to survey the packagings and logos that was in alignment with the target market's expectation.

RESULTS

1. General information required respondents to answer in the questionnaire consisted of sex, age, occupations, education level, income level, bronze wares they came across in the past, and the chance for them to use the alloy bowl rubbed with stone products. The target markets of the product were females aged 30-40 years old, worked in government sector and state enterprises, had at least post-graduate level education, had income between 20,001 - 30,000 baht per month. The most frequent products they ever saw was bronze wares which were purchased for souvenirs.

2. In terms of perspectives on the design of the logo, it was found that the logo strongly embodied the definition of the product which was aligned with the folk art, and the community identity. Besides, the overall satisfaction towards the logo was neutral it was relatively exotic, trendy, simple, and easy to remember. Considering each perspective individually, the capability of the logo in expressing the definition of the product and its intriguing identity were at the highest score.

3. In terms of packaging design of the alloy bowl rubbed with stone products, the findings showed that the first design perspective and the 2nd design perspective created low level of satisfaction. On the other hand, in the 3rd design, the satisfaction level was at the highest.

CONCLUSION AND FUTURE WORK

It could be seen from the study that the guideline per the 3rd design was the most functional one that could be utilized to develop and enhance the packaging of the alloy bowl rubbed with stone products in the future.

Figure 1

The packaging design of the alloy bowl rubbed with stone products per the 1st perspective

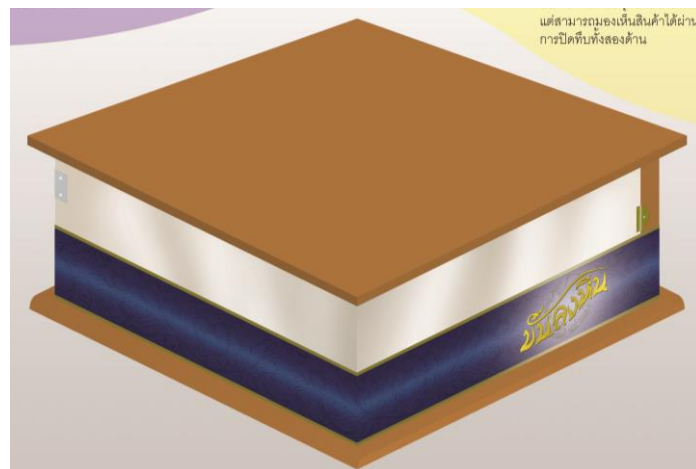


Figure 2

The packaging design of the alloy bowl rubbed with stone products per the 2nd perspective

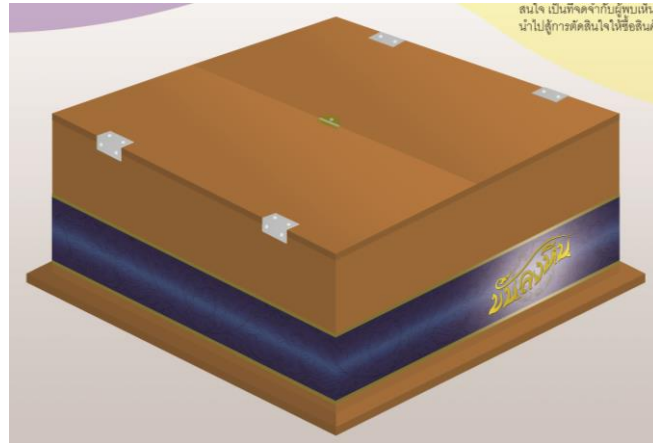


Figure 3

The packaging design of the alloy bowl rubbed with stone products per the 3rd perspective



Figure 4

The logo design of the alloy bowl rubbed with stone products



The following suggestions were derived from the perspectives of the researcher who conducted this study.

1. The next research should focus on data collection by using other methods apart from solely relying on a questionnaire. This will help to increase other qualitative information. Other methods are, for instance, observation, in-depth interview, etc.

2. There should be in-depth research to locate the genuine need of the manufacturers in order to promote the existing packaging and the logo to the next level. The alloy bowl rubbed with stone products are valuable, therefore, manufacturers pay a lot of attention to the current packaging constantly.

ACKNOWLEDGMENT

The researchers would like to express their gratitude to Suan Sunandha Rajabhat University for their financial support in conducting this research. Our sincere thanks are to Dr. Wittaya Mekkam and other specialists for their valuable time and suggestions for the success of this research

REFERENCES

1. Chiang Mai University. (2004). History Packaging design. Chiang Mai: Office of Information Technology Administration for Educational Development. University Affair. Packaging technology. Faculty of Agro-Industry.
2. Daranee Pantong.(1981). Packaging. Bangkok : Ramkamhaeng Journal 8. Business administration 1st edition.
3. Gorgiat Viriyagitpattana and Decha Aussawasittithavorn.(2003). Packaging. Bangkok: Wang-aksorn printing press.
4. Kulthida Manggornchaiya. (2008). Local wisdom of Baan Bu community in manufacturing alloy bowl rubbed with stone products for economy development. Long-lasting community. Mahasarakham University.
5. Metta Selanon. 15th of July, 2011. Manufacturers of alloy bowl rubbed with stone products in Baan Bu. Interview.
6. Poon and Somporn Kongcharoengiat.(1999). Food packaging.Bangkok: Division of Industrial Promotion. Ministry of Industry and Thai packaging association.
7. Prachid Tinnabut. (1988). Packaging design. Bangkok: Odeon Store printing press.
8. Pravet Wasee.(1991). National Education and local wisdom. Department of Cultural Promotion. Academic seminar of local wisdom and cultural performance and rural development. Bangkok. Amarin Printing group.
9. Tongchur Kiattong.(2005). Logo design. Bangkok: Sippapra Printing press.

10. Wittaya Mekham.(2007). Impact on local wisdom technology transfer for Thai metal handicrafts: Manufacturing of alloy bowl rubbed with stone products in Baan Bu Community, Siriraj, Bangkok Noi, Bangkok. Suan Sunandha Rajabhat University.

LIFE QUALITY PROMOTION FOR THE ELDERLY

Ponpun Vorasiha* & Anchalee Jantapo**

**Dr.,Dean, College of Nursing and Health/Suan Sunandha Rajabhat University, Thailand*

E-mail: ponpun.vo@ssru.ac.th, anchalee.ja@ssru.ac.th

***Dr.,Instructor,College of Nursing and Health/Suan Sunandha Rajabhat University, Thailand,*

E-mail: anchalee.ja@ssru.ac.th

ABSTRACT

This research is a documentary research. The purpose is to gather research about life quality of the elderly. It was studied in these following; 1) Research method about life quality promotion for the elderly. 2) The result of life quality promotion for the elderly. Data was collected from online research between September 6-10, 2016. The research instrument is data record form which was created in accordance with research purposes. Quantitative data was analysed by using frequency and percentage. Qualitative data was analysed by content analysis and typology. The result showed that the research about life quality promotion for the elderly has 14 topics. 12 of them are quantitative research, most of which (11 topics) are survey research. There were 2,828 elders participating whose age are 60 years old and older. Many provinces are studied for life quality promotion for the elderly research such as Chonburi and Pichit. The questionnaires of World Health Organisation adapted into Thai version (WHOQOL - BREF - THAI) used to measure life quality of the elderly in 4 aspects which are physical, mental, social relationship and environmental aspect. The result showed that most of the elderly have moderate life quality. Income, working condition and family status have an impact on life quality of the elderly. Development guideline of life quality in community consists of the elderly health care training, annual health check service, the elderly development center establishment, exercise center in community, volunteer group for visiting the elderly together with problem listening and solving advice. Moreover, there should be an opportunity for the elderly to participate in religious activities, important day of the nation, public service and recreations. Suggestion in further research should emphasise research design and develop learning participation of the elderly in family and community, attitude creating and activity conducting for life quality development in the elderly.

Keywords-- Life Quality, Life Quality Promotion, Elderly

INTRODUCTION

Thailand's population structure has changed rapidly in the last 3-4 decades. The number of elderly people has increased which leads the country to ageing society. In 2000-2001, more than 10 percent of Thai population is 60 years old. From the Thai population projection, from 2015 to 2030, Thailand will be in "ageing society" condition which is the situation that the country has elderly people who are 60 years old or older more than 10 percent compared to population in other age ranges in the same area. In the next 10 years, the country will become completed ageing society which more than 20 percent of population is elderly people who are 60 years old or older when comparing to population in other age ranges in the same area. The country is expected to be super ageing society in less than 20 years when elderly people are more than 28 percent. (1)

Being the ageing society has several impacts especially in the elderly themselves. They concern about facing the turning-point period coming with many changes like physiological, emotional, cognitive, working condition, social status, and economic change, all of which affect way of life. The elderly need to be adaptive in their lifestyle. These changes affect life quality of the elderly. Therefore, the development of life quality for the elderly is necessary for several sectors. Ministry of Public Health (2) has imposed integration plan of

life quality promotion for the elderly which its purpose is to make the elderly to live their daily life properly. Many sectors have created projects to meet the purpose of this plan. Researcher was interested in studying and gathering research about life quality promotion for the elderly in order to acquire basic data, research method and result of research about life quality promotion for the elderly for those who are interested in this research can use this data as a guideline in further life quality promotion for the elderly research.

Research purposes

To study the research about life quality promotion for the elderly in the aspects of research method and the result of life quality promotion for the elderly.

LITERATURE & THEORY

This research has reviewed the concept that relates to life quality of the elderly and will concisely present as follows;

1. Situation of the elderly in Thailand

Nowadays, Thailand is an ageing society which its population has increased rapidly since 2000 when the proportion of the elderly (60 years or older) reaches 10 percent of country population and the country will become "completed ageing society" when percentage of the elderly population reaches 20 in 2021. Moreover, the country is expected to be a super ageing society in less than 20 years when percentage of the elderly population is 28 percent of all country population. (3) Now that the elderly have some changes in both physiological and mental health resulting from degenerating system in their bodies, life quality promotion which can result in proper daily life living, activity participating and social helping is one of the best way to promote life quality in the elderly.

2. Quality of life

The definition of quality of life according to the concept of World Health Organisation (4) is the satisfaction and status awareness of an individual in society according with one's goal and expectation under the culture, value, and norm of the society. The example of measurement form which was used to measure life quality conforming to the elements of life quality is the one that Suwat M & others (5) have adapted and developed quality of life indicator from World Health Organisation. This is known as brief quality of life indicator in Thai version or WHOQOL-THAI-BREF 26 items developed from quality of life concept, with subjective assessment acknowledging in accordance with cultural, social and environmental context. The indicator used for measuring quality of life includes 4 aspects of life quality which are; 1) Physical domain such as cognition in fitness, well-being, and moving ability. 2) Psychological domain which is mental self-cognition such as self-esteem, confidence, belief. 3) Social relationship which is a cognition about relationship between oneself and others and social helping. 4) Environment which is a cognition about the impact of environment on living, security and life safety, skills practicing, and hobby cognition. In addition, Nipon P & others (6) mentioned elements of life quality categorised by the 6 aspects of life requirement which are; 1) physical need such as four basic human needs and health care. 2) emotional need such as beneficial relaxation. 3) physical surrounding such as residence. 4) cultural surrounding and social participation. 5) notion, understanding, and learning. 6) mental aspect such as satisfaction, happiness, misery and measurement form that researcher created in accordance with the research such as economic and health aspect.

3. This research collected and analysed data from 14 researches about life quality promotion for elderly. (7-20)

METHODOLOGY

1. Research method

This research is a documentary research which analysed the relating work about life quality promotion for the elderly publishing online and was searched between September 1-5, 2016. The samples were research reports and research articles which researcher searched from online system in 14 topics about "life quality promotion for the elderly research"

2. Research Instrument

Instrument used in this research is record form which was created in accordance with research purposes. The research instruments include note taking issues as follows; 1) Method of research about life quality promotion for the elderly publishing online and 2) The result that the elderly have gained from research.

3. Construction of the instrument

3.1 Study data from documents, textbooks, related research about situation of the elderly, quality of life and related research

3.2 Determine the structure of record form in accordance with the research purposes

3.3 Create issue that have to be studied in record form for writing down findings from each topic that've been read and analysed in research

3.4 Check the accuracy which must cover the issues as purposed by the expert of the qualitative research

3.5 Improve record form to be clearer and more comprehensive in accordance with the expert

4. Data collection

4.1 Carry out the research in "life quality promotion for the elderly" topic

4.2 Read and analyse each topic carefully

4.3 Record findings that are acquired from research following the record form created by researcher in accordance with each issue of research purposes and other interesting findings

5. Assessment and data analysis

5.1 Assess all of data from record form in each issue in accordance with research purposes

5.2 Analyse and synthesise the findings in each issue from record form by qualitative research method consisting of content analysis and typology. Analyse by quantitative research method consisting of simple statistics which is frequency and percentage, presenting each issue in accordance with research purposes.

RESULTS

1. Research method

1.1 Research methodology - There was 85.71 percent of research was quantitative research (12 topics) consisting of 11 topics of survey research and 1 topic of quasi-experimental research. Other 2 topics were 14.29 percent qualitative research. There were 2,828 elder people who are 60 years old or older participating in this research. The place in which the data was collected was several provinces such as Nakornnayok, Chonburi and Pichit.

1.2. Measurement form of quality of life used in research

1.2.1 The quantitative research carried out by using 11 topics of questionnaire to measure life quality of the elderly found that there were 8 topics (72.73 percent) studying about quality of life of the elderly using life quality brief measurement form of World Health Organisation adapted into Thai version (WHOQOL - BREF - THAI) which has 26 items, measuring quality of life in 4 aspects which are physical, mental, social relationship and environment aspect. There were 3 topics (27.27 percent) that researcher developed measurement form from the definition of life quality from World Health Organisation. Moreover,

there were measurement form in religion quality, physical, mental, social relationship, environmental, and intellectual aspect. In addition, there were research that studied in life quality in aspect of emotion, welfare, and economy. For quasi-experimental research which has 1 topic, research instrument is two-month health promotion program consisting of life quality promotion educating, problem analysis by team work, solution of problem finding, experience exchanging, demonstrating and practicing to develop life quality in diet, exercise, safety and other aspects.

1.2.2 For qualitative research, research instrument for measuring life quality was interview form for the elderly after they received subsistence allowance in 3 parts; 1) economic part 2) social part 3) health part. There were participation process of community, learning process of community for finding activities which can lead to life quality development in the elderly resulting in 4 dimensions of development which are physical, mental, social, and intellectual development.

3. Research finding

3.1 Quality of life of the elderly

The result of the elderly's life quality survey in several areas showed that most of the elderly have moderate level of life quality from 7 of 8 research topics (87.50 percent). There was 1 topic of good life quality. Moreover, it was found that income, working condition, and family status have an impact on life quality promotion in the elderly.

3.2 Guideline of life quality development in community

From 2 topics of qualitative research, it was found that life quality promotion should be developed in physical, mental, social, and intellectual dimensions consisting of health care training for the elderly, annual health check service, the elderly development center establishment, exercise center in community, volunteer group for visiting the elderly community together with problem listening and primary problem solving advice. Moreover, there should be an opportunity for the elderly to participate in religious activities such as praying, participate in important day of the nation, and participate in public service and recreations. In addition, there should be career and income support in the elderly.

CONCLUSION AND FUTURE WORK

1. The result showed that the research about life quality in the elderly were mostly quantitative research which had determination to find basic data about life quality of the elderly. There is only few research papers that promote life quality in the elderly. Therefore, there should be life quality promotion support for relating sectors and institutes to create proper programs or activities for promoting life quality of the elderly which are comprehensive in physical, mental, emotional, social, environmental, intellectual, health, and economic aspect. Moreover, those programs or activities should be comprehensive in career supporting and training that will generate knowledge, understanding, good attitude and proper way of living in the elderly. It should be good life quality promotion and should emphasis research and development design which can lead to the change and good practice of life quality promotion in the elderly. (21)

2. The result showed that most of the research focused on the elderly. There is only few research papers that focus on support from family and community of the elderly. Therefore, there should be promotion for the elderly to develop their quality of life leading to proper living by having their family and community as a supporter. As Natedao J (22) had studied the factors which relate to health promotion behavior, it was found that social supporting has been associated with health promotion behavior and family and community supporting play an important role in life quality promotion in the elderly according to the integration plan of Ministry of Public Health. (2)

3. The result showed that most of the elderly perceived their physical, mental, social, and environmental aspect in moderate level because the elderly can be categorised in vulnerable group from many changes in their body such as degenerating organs resulting in less vigorousness, agility and moving skill. The perception of the elderly is the same as others group using life quality measurement. As Anchalee J and

Urkarn W (23) have studied life quality of female prisoners in Central Prison of Udonthani, there was the same perception of life quality which was moderate level.

ACKNOWLEDGEMENTS

We would like to thank the College of Nursing and Health, Suan Sunandha Rajabhat University for providing space and facility for conducting the research.

REFERENCES

1. Ministry of social development and human security (2014), "Thailand elderly population: present and future", URL: https://www.m-ociety.go.th/article_attach/13225/17347.pdf.
2. Ministry of Public Health (2015), "Strategic targets and indicators 2015", URL: http://nonthaburi.moph.go.th/nont/file_upload/downloads/aging/strategic_aging2558.pdf.
3. The Foundation of Thai Gerontology Research and Development Institute (2014), "Situation of The Thai Elderly", URL: <http://thaitgri.org>.
4. WHOQOL Group (1996), WHO QOL - BREF Introduction, Administration, Scoring and Generic Version of the Assessment. Geneva: WHO.
5. Suwat M & others (2016), "Website/ WHOQOL - BREF - THAI", URL: <http://www.dmh.go.th/test/download/files/whoqol.pdf>.
6. Nipon P & others (1992), Assessment the impact of the organization, Bangkok, kasetsart University.
7. Jaranya W & others (2015), "Community Participation in the development of Older Persons' Quality of Life", Veridian E-Journal, Slipakorn University Vol.8 No.3, Pp.41-54.
8. Phumiwat P (2015), "Guidelines for Quality of Life Development for the Elderly of Local Administrative Organizations in Phrae Province". Journal of Graduate School, Pitchayatat, Vol. 10, No. 1, Pp.77-87.
9. Pluemjai P (2015), "Quality of Life of the Elderly in Surat Thani Province", Journal of Management Sciences, Vol. 2, No. 2, Pp. 157-179.
10. Surajitt W, Pisit J & Paisan S (2015), "Factors that Influence the Quality of Life in the Bangmulk Municipality. BangMunNak District Phichit Province", The 5th National and International Conference Interdisciplinary Research for Local Development Sustainability. Pp. 341-357.
11. Sithichai B (2014), "The quality of life (QOL) of elderly who receive the welfare subsidy provided, Ubonratchathani Province", Journal of Pathumthanee University, Vol. 6, No. 3, Pp. 138-145.
12. Narisana P & Thagoon. J (2013), Research Synthesis on the Relation of Psycho-Social Characteristics relevance to Quality of Life among Elderly in Thailand, Behavioral Science Research Institute, Srinarintharawirote University, Bangkok, Thailand.
13. Saisom W & Rutchaneekorn C (2013), "Factors Related to the Elderly's Quality of Life in Samrongnua Subdistrict Municipality, Samut Prakan Province, The 3rd STOU Graduate Research Conference. Pp. 1-10.
14. Thitima C & Samroeng C (2013), "Quality of working life in Retired Senior Volunteer of Brainbank", The 9th Academic Conference Mahasarakham University, Pp. 66-73.
15. Liwan. O & others (2012), "The Effectiveness of a Health Promotion Program on Quality of Life of Elderly People in the Elderly Club", J Nurs Sci, Vol. 30, No. 2, Pp. 35-45.
16. Phurichaya T (2012), "Quality of Life of the Elderly in Banna District Nakhonnayok Province", Kirk University, Bangkok, Thailand.

17. Tharin S (2011), "Quality of life of the elderly in Bansuan municipality, Chonburi province", *Journal of Public Health*, Vol. 41, No.3, Pp. 240-249.
18. Suthipong B (2011), "Developing the Life Quality of the Elderly by Applying Sufficiency Economy-Based Schooling (Phase I)", Suan Sunandha Rajabhat University, Bangkok, Thailand.
19. Duangjai K (2010), "Factors Affecting Quality of life of Elderly in Lumsinth Subdistrict. Pathalung Province", Taksin University, Pathalung, Thailand.
20. Wilaiporn k & others (2011), "Factors Relating to Quality of Life of Elderly", *Journal of Health Science Research*, Vol. 5, No. 2, Pp. 32-40.
21. Sarote S (2016), "Website/ Research & Development" , URL: http://www.priv.nrct.go.th/ewt_dl.php?nid=1240.
22. Natedao J (2014) . " Factors associated with health promoting behaviors among the elderly".Pathumthanee University, Vol. 6, No. 3, Pp. 171-178.
23. Anchalee J & Urkarn W (2016), "Quality of Life of Female Prisoners in Central Prison Udonthani", The 4th Suan Sunandha Academic National Conference on Research for Sustainable Development. Suan Sunandha Rajabhat University.

FABRIC PRINTING DESIGN, AN INSPIRED FROM THAI TRADITIONAL TIN TOYS

Suwit Sadsunk

*Lecturer, Fashion Design, Faculty of Fine and Applied Arts, SuanSunandha Rajabhat University,
Bangkok, Thailand.*

E-Mail: suwit.sa@ssru.ac.th , suw_sad@hotmail.com

ABSTRACT

The researcher has realized on beauty and characteristics on form, colours, and patterns of interesting Thai tin toys that can be developed for applying to printed fabric design properly. According to importance of Thai tin toys that is valuable for conserving in order to be inherited to new generations causing them to know and pay attention on ancient toys design leading to higher value on uniqueness and perspective towards contemporary design. The researcher conducted this research by studying on forms of Thai tin toys in all compositions through paper research and field study at House of Museums in Nakhon Pathom province in order to study on forms and actual design structure of ancient tin toys in various periods as well as to study on printed fabric creation starting from patterns design to determine inspiration, design colors, and patterns development for applying to printed fabric creation to meet with popularity on utilization of all periods. In addition, this research would provide new and more creative ways for contemporary product design based on integration of inspiration, patterns, shapes, and colors of ancient Thai tin toys that could be developed as product improving values along with utilization properly.

The objectives of this research are: 1) to study on forms, colours, and patterns of Thai tin toys; 2) to study on forms of printed fabric design inspired by Thai tin toys. For research methodology, this research was conducted by using paper research through studying on books with content on Thai tin toys design and field study through interviewing with some ancient toy collectors at House of Museums in Nakhon Pathom for applying such information to printed fabric design inspired by Thai tin toys.

Keywords–Thai Tin Toys, Fabric Printing Design, Ancient Toys

INTRODUCTION

Fashion of apparel is considered as an important factor for living in today world. The main objective of apparel or jewelry wearing is not covering or decorating body but it is also expression of preference, character, and personality of wearers. In this research, the researcher utilized printing fabric patterns design to invent a creative work. Currently, printing fabric patterns design is considered as another kind of design that has been popular and demanded by society and garment and industry. This is because printing fabric patterns design is another kind of fashion design that can add value and attractiveness of fabric while its procedures are not complex but its quality is durable for practical wearing. Consequently, it gives fabric attractiveness and novel colours in various styles upon creativity or inspiration of each designer.

Thai tin toys are considered as another inspiration that is interesting for printing fabric patterns design due to their distinctiveness on forms, characteristics, and colours. In addition, it also conveys childhood's memories of many people who experienced them in their childhood. As a result, tin toy is another alternative of design for designing some interesting printing fabric patterns with uniqueness of ancient toys, attractiveness, colours, and memories of most people in society leading to stimulation on practical using and impression on satisfaction.

Since the name of "Thai tin toys" is related to tin, its major material is surely tin. Currently, this kind of toy has been consecutively decreased due to replacement of other materials used in current toy production, for example, plastic, rubber, and wood, etc. However, around 25-30 years ago, this kind of toys made of tin was very popular and recognized extensively. Actually, "tin toy" means a kind of toys made of zinc or tin plate or tin steel (as similar as that used for making sweeten condensed milk can). There are various styles of tin toys with different shapes upon imagination of creators. However, most of tin toys found by the researcher are in the forms of robots and vehicles, for example, cars, ships, tanks, as well as some animal forms such as hen, bird, horse, rabbit, etc. Based on the study, it was believed that tin toys have been created for several years and originated in Europe. However, in the past, most of tin toys were manufactured in U.S.A. and Japan. Currently, tin toys manufacturing has already disappeared from these countries. Currently available sources of tin toys are China, Thailand, and Japan. Anyway, current quantity of tin toys manufacturing is quite small.

From interest in and inspiration from Thai tin toys, the researcher discovered beauty and some characters that could be developed as a part of printing fabric patterns design interestingly and appropriately based on the importance of ancient Thai tin toys that should be promoted and conserved for inheriting to new generation to recognize and pay attention in Thai toys design increasingly. The researcher studied on the forms of Thai tin toys and the methods for creating various patterns and colours of tin toys that could be applied to creation of current printing fabric design. This would lead to new guidelines of creative products design integrating inspiration of patterns, shapes, and colours inspired by Thai tin toys for developing as products reinforcing values of fabric utilization in present world. This would lead to contemporary works with higher value responding to demands of new generation while making them recognize distinctive value, beauty, and uniqueness of ancient Thai tin toys.

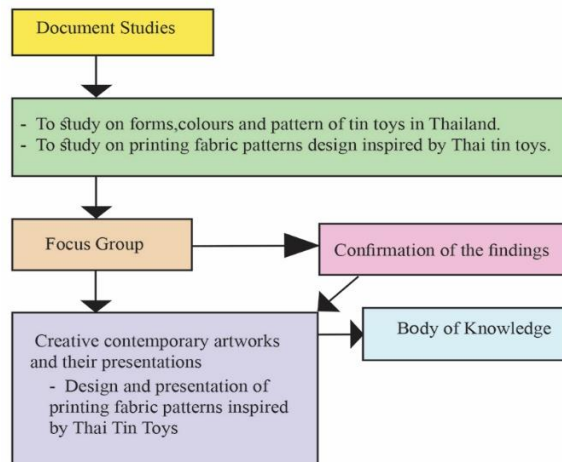
METHODOLOGY

1.1. Data Collection

This research is classified as a creative research for studying on data obtained from documents and figures for building knowledge on forms, characteristics, and colours of tin toys in Thailand for applying to contemporary design of printing fabric. The researcher collected data from documentary study and field study from the actual site (e.g. House of Museums) as well as interview with some experts or ancient toys collectors. The obtained data were used as the guidelines for developing creation of printing fabric design as benefit on developmental promotion and conservation of arts and culture as well as the guidelines for publicizing contemporary and valuable printing fabric patterns design for Thai and international fashion design industry

1.2. Conceptual Framework

Figure 1
Research Framework of the research on creation and presentation
of contemporary printing fabric patterns design.



1.3. Data Analysis

1.3.1 Table of Analysis on Composition, Patterns, Structures, and Colors of Thai Tin Toys for Creating Printed Fabric Pattern Design

According to the study on forms, structure, colours, and patterns of Thai tin toys, the researcher only selected tin toys that have been popular and recognized formerly and currently with interesting shapes and colours for creating and designing printing fabric patterns for analyzing in order to find conclusion and further utilization. Those tin toys were consisted of tin toys with bird shape, hatchling shape, duck shape, hen shape, rabbit shape, plane shape, robot shape, speed boat shape, and tank shape. Design guidelines were conducted with the original tin toys and its model was created by using Adobe Illustrator for drawing its structure as well as painting its colours and creating its patterns upon actual characteristics of the original toy. Moreover, some Thai patterns (e.g., Pra Jam Yam pattern) were also integrated for creating works with uniqueness and attractiveness of Thainess.

Table 1
Table of Analysis 1 on Composition, Patterns, Structure, and Colours of hen-shaped Tin Toy.



Shape&Form	Colorus & Illustrator	Description
Hen-shaped Tin toy  http://www.fanfantoy.com	 Colour tones preferred for pattern painting are black, grey, white, green, yellow, orange, and red.	The structure of this hen shape was made of light tin with winding for controlling its movement. Patterns were firstly painted before coating with specific agent for gloss surface. The patterns of this hen tin toy were consisted of lined designs for its feather, cockscomb, and tails as well as all decorative details.

Table 2
Table of Analysis 2 on Composition, Patterns, Structure, and Colours of duck-shaped Tin Toy.


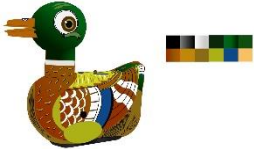
Shape&Form	Colour & Illustrator	Description
Duck-shaped tin toy  http://www.fanfantoy.com	 Colour tones preferred for pattern painting are black, grey, white, green, yellow, blue and red.	For its structure, it was winding duck-shape tin toy and can be floated for moving on water. Its patterns were consisted of lined designs for its feather, wings, and tails as well as all decorative details. Its color tones were adjusted for higher attractiveness.

Table 3
Table of Analysis 3 on Composition, Patterns, Structure, and Colours of Plane (Rocket Racer) Tin Toy.



Shape&Form	Colour & Illustrator	Description
Rocket Racer Pilot-shaped tin toy  http://www.fanfantoy.com	 Colour tones preferred for pattern painting are black, grey, white, green, yellow, blue orange and red.	The structure of this toy plane was quite stylish and it could be winded up for moving by its wheels. The patterns of this toy plane were consisted of lined designs for its tube, wings, tail, and letters on its side as well as all decorative details. Its colour tones would be adjusted for appropriateness and attractiveness.

Table 4
Table of Analysis 4 on Composition, Patterns, Structure, and Colours of Rabbit-shaped Tin Toy.


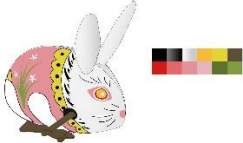
Shape&Form	Colour & Illustrator	Description
Rabbit-shaped tin toy  http://www.crazytoy.net	 Colour tones preferred for pattern painting are black, grey, white, pink, yellow, green, orange and red.	Rabbit structure was quite lovely and lively and it could be winded up for making it jump. The patterns of this toy rabbit were consisted of lined designs for its body and clothes expressing its loveliness as well as all decorative details. Its colour tones would be adjusted for appropriateness and attractiveness.

Table 5

Table of Analysis 5 on Composition, Patterns, Structure, and Colours of Bird-shaped Tin Toy.

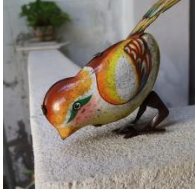
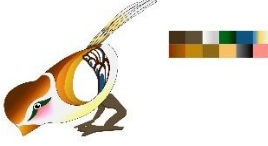
Shape&Form	Colour & Illustrator	Description
<p>Bird-shaped tin toy</p>  <p>https://pantip.com/topic/32552358</p>	 <p>Colour tones preferred for pattern painting are black, grey, white, dark brown, brown, pink and orange.</p>	<p>Its structure was an eating bird that could be wound up for moving.</p> <p>Its patterns were consisted of lined designs for its wings, eyes, and tail as well as all decorative details. Its colour tones would be adjusted for attractiveness and natural look.</p>

Table 6

Table of Analysis 6 on Composition, Patterns, Structure, and Colours of Speed boat-shaped Tin Toy.



Shape&Form	Colour & Illustrator	Description
<p>Speed boat-shaped tin toy</p>  <p>http://www.kaidee.com</p>	 <p>Colour tones preferred for pattern painting are black, white, blue, yellow, red, and orange.</p>	<p>Its structure was a speed boat that could be wound up and floated on water as it was a small boat.</p> <p>Its patterns were consisted of lined designs with stylish look for its body. It was also decorated with a swim ring on its prow and the pattern of water splitting on its bottom. Its colour tones would be adjusted for attractiveness.</p>

Table 7

Table of Analysis 7 on Composition, Patterns, Structure, and Colours of Tank-shaped Tin Toy


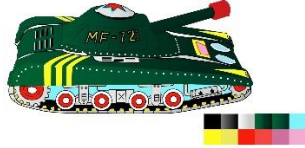

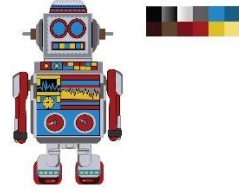
Shape&Form	Colour & Illustrator	Description
<p>Tank-shaped tin toy</p>  <p>https://www.kaidee.com</p>	 <p>Colour tones preferred for pattern painting are black, white, blue, green, yellow, red, pink and orange.</p>	<p>Its structure was a tank that could be wound up and moved as a tiny tank.</p> <p>Its patterns were consisted of lined designs with details of a real tank, for example, engine, wheels, canon, as well as a star pattern on its cover as the symbol. Its colour tones would be adjusted for attractiveness.</p>

Table 8
Table of Analysis 8 on Composition, Patterns, Structure, and Colours of Robot-shaped Tin Toy.

Shape&Form	Colour & Illustrator	Description
<p>Robot-shaped tin toy</p>  <p>http://www.jadsan.com/</p>	 <p>Colour tones preferred for pattern painting are black, white, blue, grey, yellow, red and brown.</p>	<p>Its structure was a robot that could be winded up and walked like a small robot.</p> <p>Its patterns were consisted of beautifully and thoroughly lined designs for its motor, dial, and electrical circuit. Its colour tones would be adjusted for attractiveness</p>

RESULTS

2.1. Results of Printing Fabric Patterns Based on Analysis on Forms, Colours, Patterns, and Structure of Tin Toys for Developing as Product.

Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 1 and 2 were obtained by using studied printing patterns techniques and the principles of composition for applying to patterns and colours design. The principles of composition on lines, colours, shapes, balance, repetition, highlighting, movement, and unity were considered to be consistent and harmonious properly. The researcher also used patterns repetition in square forms, positioning, and directing patterns composition in Four - Way style, i.e., patterns alternation in right, left, upper, and lower directions, patterns repetition through intersection (i.e., all elements are connected with one another harmoniously), and patterns repetition through overlapping (all elements are overlapped in order to improve dimensions of patterns or intensity of colors.

2.1.1. Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 1.

Figure 2

(1) Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 1 , (2) Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 1 that was Already Repeated by Using Design Program and Color Tones Used in Design . , (3) Experiment on Developing Colour Group of Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern1.



The above figure2 represents Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 1 created by composing various patterns and forms of Thai tin toys in order to create some beautiful patterns. Patterns of tin toys used in Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 1 were tin toys with bird shape, hatchling shape, duck shape, hen shape, rabbit shape, etc. Each tin toy was additionally decorated with some Thai patterns (e.g., Pra Jam Yam) on its body or decorative parts as well. This was the use of invented lines and patterns as complimentary elements for beauty of printing fabric patterns. Moreover, the shapes of tin toys with hatchling shape and cylinder shape were also used for decorating created patterns in order to enhance its attractiveness. Colour group used in this represents Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 1 was selected from actual colours of tin toys including red, green, navy blue, blue, white, black, grey, brown, cream, and pink. These colors were classified as bright tone that could be used for designing several products and apparel, for example, scarf, or women's apparel, that could be adjusted in various styles and convenient for practical usage.

2.1.2. Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 2.

Figure 3

(1) Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 2., (2) Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 2 that was Already Repeated by Using Design Program and Color Tones Used in Design., (3) Experiment on Developing Colour Group of Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 2.



From the above figure3, Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 2 created by composing various patterns and forms of Thai tin toys for creating new attractive patterns. Patterns of Thai tin toys used in Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 2 were tin toys with robot shape, speed boat shape, and tank shape. Each tin toy was additionally decorated with some Thai patterns (e.g., Pra Jam Yam) on its body or decorative parts as well. This was the use of invented lines and patterns as complimentary elements for beauty of printing fabric patterns. Moreover, the shapes of tin toys with hatchling shape and cylinder shape were also used for decorating created patterns in order to enhance its attractiveness. Colour group used in this represents Printing Fabric Patterns Design Inspired by Thai Tin Toys Pattern 2 was selected from actual colours of tin toys including red, green, pink, orange, yellow, navy blue, blue, white, black, grey, brown, and cream. These colors were classified as bright tone that could be used for designing several products and apparel, for example, scarf, or women's apparel, that could be adjusted in various styles and convenient for practical usage.

DISCUSSION AND FUTURE WORK

This research was conducted to design some printing fabric patterns inspired by Thai tin toys through documentary study and field study on background, popularity, materials, and colours of Thai tin toys for studying, developing, and applying to printing fabric patterns design beautifully and appropriately. For those two design models, the researcher designed those patterns to suit with composition on the beauty of patterns design and focus on forms to suit with utilization of current period. The researcher conducted an experiment for creating printing fabric patterns design in the form of square patterns with dimension of 120 x 120 centimeters because the researcher would like to propose anyone interested in this research to find some guidelines for applying patterns and art of design for Thai and international toys obtained from these beautiful Thai tin toys to development of various products in the future as proper

In this research, the researcher created some printing fabric patterns inspired by Thai tin toys. Structure, patterns, and colours of tin toys are various and each type of tin toys has distinctive structures, colours, and uniqueness. In this research, the researcher only selected some types of tin toys that were popular and recognized with interesting on printing fabric patterns design. As a result, there are still plenty of forms of tin toys and other Thai toys that could be applied to printing fabric design upon appropriateness and interest of each researcher in order to obtain creativity of appropriate and beautiful printing fabric patterns.

APPENDICES

A. Field Survey in the Community for Collecting Data from Interviewing with a Specialist at House of Museums, Phutthamonthon Sai 2 Road, Nakhon Pathom Province.

To enable this research to gain clear and complete data, the researcher also conducted the field research for surveying data on tin toys with a tin toys collector at House of Museums located on Phutthamonthon Sai 2 Road. Whereas, House of Museums is a place for collecting many antiques and souvenirs that are worthy for conservation under the concept of "Save it today, tomorrow it'll be history". If we have any opportunity to visit this museum, at least, we would gain small happiness from good memories in our childhood that we used to experience. Such memories are also included with these ancient tin toys collected in this museum as the place for new generation to study on forms, colours, structure, and materials from real tin toys in different period up till now.

Figure 6

The Study on Collected Toys of Mr. Anake Nawikamool Conducted through the Field Study at House of Museums Located on Phutthamonthon Sai 2 Road, Nakhon Pathom Province.



Based on the interview with Ms. Wanna Nawikamool, the wife of Mr. Anake Nawikamool and co-founder of this House of Museums, we discussed on some information of tin toys that could be utilized for this research on history and background of each tin toy. Most of these toys have been inherited from general to general since 1957 and surrounding periods. The researcher also had an opportunity to experience actual forms, characteristics, structure, and colours of real tin toys that have been collected in good condition for several periods until the researcher was able to gain actual understanding that could be developed as the guidelines for applying to printing fabric patterns design and other products design appropriately.

ACKNOWLEDGEMENTS

The author would like to thank for financial support from The Research and Development Institute, SuanSunandha Rajabhat University, Bangkok, Thailand. Special thanks to Assoc. Prof. Jaruphan Supprung the dean of Fine and Applied Arts Faculty for any suggestions to this research paper. In addition, I would like to thank House of Museums located in Tawee Wattana District, Bangkok Province, Thailand, for supporting the research site and some tin toys as well as some information on Thai tin toys. Although there was only little

information on Thai tin toys, other kinds of toys exhibited in such museum also gave some ideas and inspired the researcher to create new works under this research properly.

REFERENCES

1. Jaruphan Supprung (2015), "The Influence of Victorian Dolls on Costume of Young Princess Daughters of King Chulalongkorn", *Procedia - Social and Behavioral Sciences*, Vol.197, No.1, Pp.1634-1639.
2. Siracha Samleethong (2015), "Fabric Design and Development for Casual Wear: Inspiration from Watphradhatphasornkaew Decorative Arts", *Procedia-Social and Behavioral Sciences* 197, Vol.197, No.1, Pp.1428-1435.
3. Suwit Sadsunk (2014), "Fabric Printing Design: An Inspiration from Thai Kites", *World Academy of Science, Engineering and Technology International Journal of Social, Education, Economic, Business and Industrial Engineering*, Vol.8, No.5, Pp.1387-1390.
4. Mark Bellomo (2013), "Toys & Prices: The World's Best Toys Price Guide (Toys and Prices)", United states of America: Krause Publications, a division of F+W Media, Inc.
5. Nattapat Chantawitch (2002), "Ancient Chintz Fabrics in National Museum", Bangkok: The Fine Arts Department, Office of Archaeology and National Museum.
6. Oithip Polsri (2002), "Pattern Design: Karn Ok Baeb Luad Lai", Bangkok: O.S. Printing House.
7. Prayoon Sanguansai (2009), "Toys and Memories", Bangkok: Saengdao Publishing House.
8. Putchong Chantawitch (1981), "Fabric Patterns Design and Printing Techniques", Bangkok: Saha Prach Panitch Publisher
9. Ratthai Phorncharoen (2003), "Lines and Ideas for Product Design", Chapter Vol. 2, Bangkok: TPA Publishing Industrial Techniques Support Project (Thai-Japan).
10. Sakorn Chonlasakorn (2005), "Materials used for Apparel Decoration and Production", Bangkok: Saitarn Publisher.
11. Sakon Phu-ngamdee (2002), "Printing Design", Bangkok: Watsin Publisher.
12. Usa Earchitra-charoen et al (1981), "Fabric Printing", Bangkok: Department of Industrial Promotion. Textile Industrial Department.
13. William C. Gallagher (2005), "Modern Toys from Japan: 1940s-1980s", Pennsylvania: Schiffer Publishing, Ltd.
14. Wuttikorn Kumut (2005), "Tin Toys", Bangkok: Nation Books International Company Limited.
15. Anindya Bandyopadhyay (2015), "Lithograph Tin Toys", <http://www.artnewsnviews.com/>.
16. Kittikun Chanthakorn (2011), "Thai Toys", <http://siamtoy.wordpress.com/>.
17. Titima Srisange & Chunyakarn Sukkasange (2010), "Thai Tin Toys", <http://www.manager.co.th/>.
18. Thanundorn Wongsa (2013), "History of Tin Toys", <http://www.todayagokids.com>.

THE ART OF DESIGNING, FABRIC PATTERN BY MOLD WITH NATURAL DYES

Chanoknart Mayusoh

*Lecturer, Fashion Design, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Thailand
E-Mail: chanoknart.ma@ssru.ac.th, pook_ka_9@hotmail.com*

ABSTRACT

This research on “The Art of Fabric Patterns Designing by Using Natural Printing Plates and Dyes” aims to find the fabric patterns designing process by using natural printing plates and colors leading to the design of 3 scarf patterns. For these 3 patterns, the researcher studied on patterns from 6 types of printing plates obtained from natural materials including mango leaves, apples, white radish, lotus root, Bodhi leaves, roselle, and seaweed. Subsequently, patterns obtained from natural molds were designed and composed. Natural colors were selected and developed as 3 contemporary scarf patterns that were beautiful and colorful.

Keywords–Natural Printing Plates, Natural Dyes, Fabric Pattern

INTRODUCTION

Currently, there are several people overlooking the problems of pollution and environmental effects caused by wastewater generated by chemical dyeing. On the other hand, they mentioned on disadvantages of natural dye regarding its durability against washing and light. As long as this mindset still exists, value able local wisdom, especially on products obtained from natural mold and colors may be disappeared finally. How to survive and inherit this local wisdom?

The use of natural mold for designing patterns is another eco-friendly guideline. Natural molds are made of natural material including leaves, flowers, vegetables, and fruits, etc., that are used as molds for printing various patterns. Materials that will be used as molds should be made of appropriate materials without any danger including:

1. Generally available materials;
2. Materials with explicit patterns;
3. Materials that are not dangerous for utilization, for example, have no sharp prickle;
4. Materials with hard surface or consisted of small amount of water, therefore, color can be painted on its surface properly;
5. Materials with proper size and convenience for utilization

Based on above information, the researcher gave an effort to study on fabric patterns design process by using natural molds, for example, leaves, flowers, vegetables, fruits, etc. In addition, the researcher also improved colors obtained from natural materials to have similar properties as those of synthesized colors. Consequently, naturally gorgeous contemporary fabric patterns would be obtained that were also eco-friendly.

This research was conducted to build knowledge on patterns design obtained from natural molds and colors as well as to help to lower pollution caused by wastewater generated by the use of synthesized colors in dyeing. Moreover, this research also helped to conserve good environment to be with Thai society further. Accordingly, the researcher conducted a research on “Art of Fabric Patterns Design by using Natural Molds and Colors: Case Study of Techniques and Process of Fabric Patterns by using Natural Molds (e.g., Leaves, Flowers, Vegetables, Fruits, etc.) and Colors extracted from Natural Materials”.

OBJECTIVES

1. To study on history, background, types, forms, techniques, and fabric patterns printing by using natural molds.

2. To study on dye extraction from natural materials that can be used in dyeing.
3. To study on fabric patterns design process by using natural molds.
4. To build knowledge to be consistent with instruction and development of design under the topic of fabric patterns design and natural color dyeing of FAD3607 Thai Local Textile Course

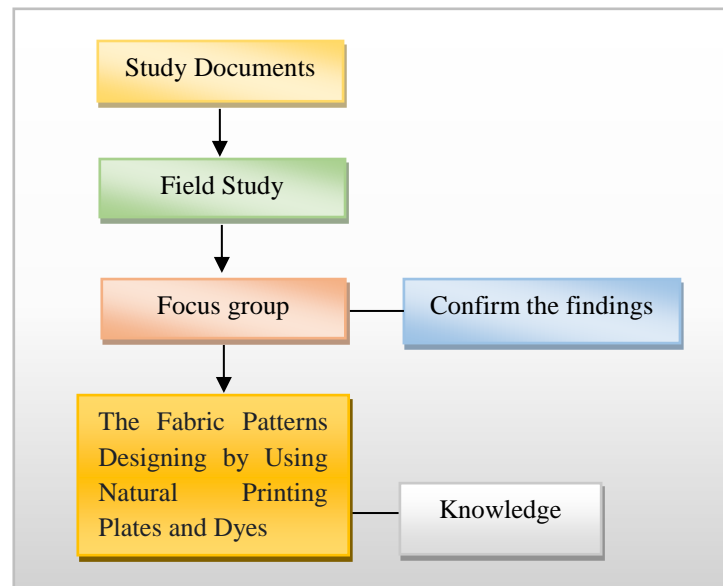
METHODOLOGY

1. Data Collection

This research is considered as a pure research that was conducted to study and seek for academic knowledge in order to build knowledge on “art of fabric patterns design process by using natural molds and colors: case study of techniques and process of fabric patterns by using natural molds (e.g., leaves, flowers, vegetables, fruits, etc.) and colors extracted from natural materials”.

2. Conceptual Framework

Figure 1
Conceptual Framework



3. Data Analysis

The researcher collected data from the experiment on printing fabric patterns obtained from 7 types of natural materials then such data were analyzed with the criteria on data analysis regarding shapes of patters created by natural molds. Data obtained from such analysis would be used as the guidelines for further fabric patterns design.

Table 1
Table of the Mold Analysis 1

Materials used for making molds	Patterns obtained from printing	Description



 <p>mango leaves</p>		<p>Obtained patterns were consisted of frame lines upon the shapes of mango leaves. In addition, its fibers could be seen clearly.</p>
---	---	--

Table 2
Table of the Mold Analysis 2


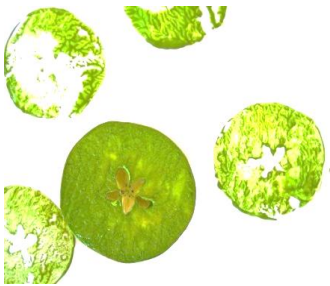
Materials used for making molds	Patterns obtained from printing	Description
 <p>Cut apples</p>		<p>The core of pattern created by horizontal line resembled five- pointed star.</p>

Table 3
Table of the Mold Analysis 3



Materials used for making molds	Patterns obtained from printing	Description
 <p>white radish</p>		<p>Obtained pattern resembled a rose with layered petals.</p>

Table 4
Table of the Mold Analysis 4

Materials used for making molds	Patterns obtained from printing	Description
---------------------------------	---------------------------------	-------------

 <p style="text-align: center;">lotus root</p>		<p>Obtained pattern resembled combination of oval channels.</p>
---	---	---

Table 5
Table of the Mold Analysis 5



Materials used for making molds	Patterns obtained from printing	Description
 <p style="text-align: center;">Bodhi leaf</p>		<p>Obtained pattern was consisted of frame line of Bodhi leaf with clear lines of its leaf lines.</p>

Table 6
Table of the Mold Analysis 6




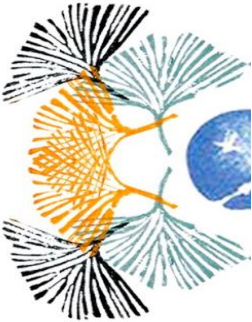
Materials used for making molds	Patterns obtained from printing	Description
 <p style="text-align: center;">roselle</p>		<p>Pattern of its outer frame was the shape of pentagon with clear five channels.</p>

Table 7
Table of the Mold Analysis 7

Materials used for making molds	Patterns obtained from printing	Description
 <p data-bbox="419 656 515 678">seaweed</p>		<p data-bbox="1034 304 1326 443">Obtained pattern showed leaf's lines scattering as the bunch of the top of seaweed clearly.</p>

RESULTS

The researcher concluded the results of fabric patterns design by using natural molds and colors that there were 3 obtained patterns and the conclusion was obtained by collecting data of Chapter 1 -3. Subsequently, the research analyzed and synthesized such data in order to gain the guidelines of fabric patterns design. Those three obtained fabric patterns were as follows:

Pattern 1

Figure 2
The contribution of fabric patterns design 1



Obtained patterns were created by using several types of natural molds in order to adjust printing patterns to suit with development of scarf design. Such created patterns were consisted of printing patterns created by the following natural materials: Seaweed, Cut apple, Potato and Sweet pepper.

Figure 3
Such patterns would be developed as scarf pattern 1



Patterns obtained from the Pattern 1 contribution were repeated in order to be developed as patterns for scarf.

Pattern 2

Figure 4
The contribution of fabric patterns design 2



Obtained patterns were created by using several types of natural molds in order to adjust printing patterns to suit with development of scarf design. Such created patterns were consisted of printing patterns created by the following natural materials: Mango's leaf, White radish, Bodhi leaf, Cut apple and Lotus root.

Figure 5
Such patterns would be developed as scarf pattern 2



Patterns obtained from the Pattern 2 contribution were repeated in order to be developed as patterns for scarf.

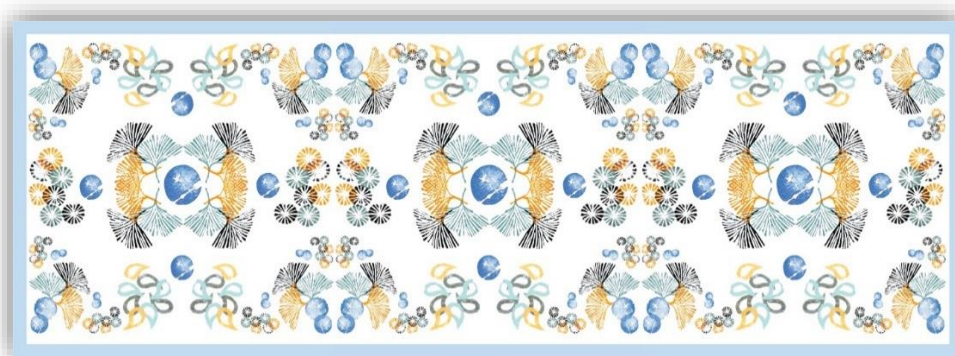
Pattern 3

Figure 6
The contribution of fabric patterns design 3



Obtained patterns were created by using several types of natural molds in order to adjust printing patterns to suit with development of scarf design. Such created patterns were consisted of printing patterns created by the following natural materials: Seaweed, Cut apple and Crafted pumpkin.

Figure 7
Such patterns would be developed as scarf pattern 3



Patterns obtained from the Pattern 3 contribution were repeated in order to be developed as patterns for scarf.

DISCUSSION

From the study on art of fabric patterns design process by using natural molds and colors: case study of techniques and process of fabric patterns by using natural molds and colors extracted from natural materials, it was found that most natural molds used in this design were materials that can create patterns by their outer surface or inside surface (obtained from cutting), etc. To select materials for using as natural molds, materials with explicit patterns that may not cause any danger against printing should be selected. Those materials were generally available materials, with explicit patterns that are not dangerous for utilization, for example, have no sharp prickles, with hard surface or consisted of small amount of water, therefore, color can be painted on its surface properly, and proper size and convenience for utilization. After selecting demanded molds from natural materials, fabric patterns should be designed by composing obtained patterns beautifully for developing as scarf patterns.

In this research, the researcher designed patterns by using natural materials therefore some lines of some patterns were not clear. Accordingly, to select materials as molds, such materials should have clear surface for clearer patterns. Consequently, higher level of variety and novelty of fabric patterns design would be created.

ACKNOWLEDGMENT

The author would like to express sincere thanks to Suan Sunandha Rajabhat University for funding this research project.

REFERENCE

1. Jaruphan Supprung(2015), "The Influence of Victorian Dolls on Costumes of Young Princess Daughters of King Chulalongkorn", *Procedia - Social and Behavioral Sciences* 197, Vol.197, No.1, Pp.1634 - 1639.
2. Siracha Samleethong(2015), "Fabric Design and Development for Casual Wear: Inspiration from Watphradhatphasornkaew Decorative Arts", *Procedia - Social and Behavioral Sciences* 197, Vol.197, No.1, Pp.1428 - 1435.
3. Suwit Sadsunk(2015), "Fabric Printing Design: An Inspiration from Thai Kites", *Procedia - International Science Index, Humanities and Social Sciences* Vol:8, No:5, Pp.1387-1390
4. Chanoknart Mayusoh(2014), "Formal Thai National Costume in the reign of King Bhumibol Adulyadej", *Procedia - International Science Index, Humanities and Social Sciences* Vol:8, No:5, Pp.1610-1616.
5. Suwit Sadsunk(2014), "The Pattern Design on Hand-Woven Loincloth, Inspired by Thai Chess", *Procedia - International Science Index, Humanities and Social Sciences* Vol:197, No:5, Pp.1481-1488
6. Wiboon Leesuwana(2015), "Thailand Wisdom: Thai lifestyles", Sirivatana Interprint Public Company Limited, Edition 1, Bangkok.
7. Saowanit Kanchanarat(2000), "Handicraft Tie-Dyed Fabric Patterns Design by Using Natural and Chemical Colors", *Nakhon Si Thammarat Rajabhat University*, Nakhon Si Thammarat.
8. Paothong Thongchua(2000), "Thai Clothing", Amarin Printing and Publishing Company Limited, Edition 1, Bangkok.
9. Prasert Silratana(1995), "Patterns Design", Odian Store Publishe, Bangkok.
10. Carol Jouce(1993), "Textile Design", Watson - Guptill Publications, Edition 2. New York .
11. Adcharaporn Sailasutr(1990), "Fabric Knowledge", Technique 19 Limited Partnership.
12. Yupinsri Saithong(1989), "Tie-Dyed Fabric Patterns Design", D.D. Book Store, Bangkok.
13. Dutsadee Suntararachun(1988), "Fabric Printing Patterns Design", Odian Store Publisher, Bangkok.
14. Chuang Mulpinij(Year of Publication is not specified), "Fabric Patterns", Thailand Industrial Design Center, Department of Industrial Promotion, Bangkok.
15. Junjira Monnin(2015), "Fabric printing design for Thai contemporary furniture, inspired from Rattanakosin Arts.", *Suan Sunandha Rajabhat University*, Thailand

HEALTH PROBLEMS AND NEEDS FOR HEALTH SERVICE OF THE ELDERLY: A CASE STUDY OF ELDERLY IN TAMBON WANGTAKOO, NAKORN PATHOM PROVINCE, THAILAND

Prapaiwan Danpradit* & Boonsri Kittichotipanich**

**Instructor of College of Nursing and Health, Suan Sunandha Rajabhat University, Thailand*

E-mail: prapaiwan.da@ssru.ac.th, prapaiwan06@hotmail.com

***Instructor of College of Nursing and Health, Suan Sunandha Rajabhat University, Thailand*

E-mail: boonsri.ki@ssru.ac.th, boonsri.kt@gmail.com

ABSTRACT

The objectives of this qualitative research are to study problems of health care and needs for health services of the elderly and relatives in TambonWangtakoo, NakornPathomProvice. The samples who provided information were 30 elderly and relatives. The research tools were questions for in-depth interview. Data were collected from April 2014 to December 2014 and were analyzed by content analysis. The research results showed that the health care problems of the elderly were:

1. Inappropriate behavior for taking medication not according to treatment plan due to lack of drug knowledge.
2. Inappropriate dietary intake for illness due to no-self cooking, no food choice or unavailable food for illness.
3. Inadequate exercise due to lack of exercise knowledge for specific disease and poor physical fitness.
4. Loss to follow up due to lack of transportation, no caregiver while waiting at the hospital visit and living alone

The results of needs for health services of the elderly were:

1. Need for home health care.
2. Need for assistant during hospital visit.
3. Need for knowledge in drug, diet and exercise from health personnel.
4. Need to have doctors on duty at Tambon Health Promoting Hospitals.
5. Need for home visit with local community participation.

Keywords-Health problems, needs for health service of the elderly

INTRODUCTION

At present Thai population has become an aging society. The statistical data in 2010 showed that there were 7,522,280 people who aged over 60 years old and it was predicted to increase to 10,954,191 people in 2020. (National committee for economic and social development office, 2007). The population will be double or 17 million in the next 20 years. These resulted from increase of life expectancy of Thai people due to better medical care, evolution of medicine and public health, and decrease of reproduction rate from 1 million births per year to less than 800,000 births per year. (Pramote Prasartkul, Suthida Chuanwan and Kanjana Tianlai, 2012: 122). There were studies which showed rapid growth of the over 80 years old population. (Banloo Siripanich, 2014: 15) and the ratio of the over 80 years old population was 9.80 percent of the total elderly group. (Suvinee Wiwatwanich, 2009: 3) The elderly have more risks to diseases than other groups especially chronic diseases such as hypertension (31.7%), diabetes (13.3%), heart disease (7%), cerebrovascular disease from thrombosis 1.6%/ stroke 2.5%, and cancer 0.5%. (Banloo Siripanich, 2014: 31)

When the elderly have diseases and cannot accomplish activity daily living, they will depend on others for health care. The family size became smaller from 5 members per family 40 years ago to 3.5 members in 2110. With the smaller family size, the elderly cannot depend on others. (Pramote Prasartkul, Suthida Chuanwan and Kanjana Tianlai, 2012: 113) They need more hospitalization because no relatives to take care at home. However, the governmental hospitals cannot accommodate all the sickness due to limited hospital beds for all age group. The sick elderly who cannot afford private hospitals may have to stay home. Therefore the government, society and community should provide their health care. There is the second national plan for the elderly (2002-2021) which sets philosophy that creating security for the elderly is the process of creating social security. Creating security for the elderly needs the following actions: 1) People help themselves. 2) Family support. 3) Community assistance. 4) Society- Government support.

Health problems and needs for health services of the elderly in Tambon Wangtakoo, Nakorn Pathom Province should be met with the health services provided by the community and government. Tambon Wangtakoo is located near Bangkok and its demographic structure is aging society. The elderly's children will work outside when they grow up and leave the elderly at home. In 2013 there were 807 elderly from 6,628 population (12.17%) in Tambon Wangtakoo. The researchers are interested in health problems and needs for health services of the elderly in Tambon Wangtakoo, Nakorn Pathom Province and conduct qualitative research.

OBJECTIVES

To study problems of health care and needs for health services of the elderly and relatives in Tambon Wangtakoo, Nakorn Pathom Province.

METHODOLOGY

Research method consists of 2 steps.

Step 1 to study problems and needs for health services of the elderly in Tambon Wangtakoo, Nakorn Pathom Province.

Research design- qualitative research

Informants are 30 elderly who are more than 60 years old and have chronic diseases and attend health services at Tambon Wangtakoo Health Promoting Hospital. The purposive sampling technique was conducted from 7 villages in Tambon Wangtakoo with 2-4 elderly per village.

Research tools are 1) researchers 2) questionnaires to interview the elderly consisted of problems and needs for health services 3) audio-tape record and 4) record tool.

Quality of the questionnaires is conducted by try out with 5 elderly at Tambon Prongmadua, Nakorn Pathom Province and correct for face validity for Tambon Wangtakoo.

Data collection by in depth interview with the elderly and audio-tape record between April and December 2014.

Data analysis - the researchers analyze data from audio-tape record and content analysis.

Step 2 to study needs for health services of the elderly in Tambon Wangtakoo, Nakorn Pathom Province.

Research design- qualitative research

Informants are 1) health team consists of nurses, public health personnel and 5 officials who involved with the elderly at Tambon Wangtakoo Health Promoting Hospital 2) 10 community representatives purposively selected from the people who involved in health care service or assisted the sick elderly at Tambon Wangtakoo Health Promoting Hospital 3) audio-tape record and 4) record tool.

Quality of the questionnaires is validated by 3 experts: the director of Tambon Wangtakoo Health Promoting Hospital and 2 nursing academic staff, and try out by focus group discussion with health team and representative from Tambon Prongmadua Health Promoting Hospital, Nakorn Pathom Province and correct for face validity for Tambon Wangtakoo.

Data collection by focus group discussion, brain storming, reflection and suggestion of health services for the elderly between June and September 2015.

Data analysis - the researchers analyze data qualitatively with conclusion from focus group discussion, brain storming and reflection.

RESULT

The results of problems of health care and needs for health services of the elderly and relatives in Tambon Wangtakoo, Nakorn Pathom Province were:

1. Problems of health care from in depth interview with the elderly and care givers

1.1 10 out of 30 elderly in Tambon Wangtakoo had inappropriate behavior for taking medication not according to treatment plan. The reasons were lack of drug knowledge, appropriate drug administration to daily activity, drug side effects, forget to take drug, miss doctor appointment and out of drugs, and taking other non-prescribed medicines. The examples of interview were the followings:

“I felt dizzy after taking drugs, so I reduced the dose to 1 tablet”

“I borrowed the drug from a friend because it is also the anti-hypertensive drug. I have to wait or my son if he is free to take me to the hospital”

“I took herbs but afraid to tell the doctor. Herbs can treat many diseases.”

“I took drug at day time but felt palpitation and insomnia. At night I felt dizzy and could not work. I told the doctor and he said it was from high blood sugar and changed medicines. But I did not feel better with the new drug, so I quit.

1.2 Inappropriate dietary intake for illness. The reasons were lack of knowledge for appropriate diet, no-self cooking, no food choice as advice by the nurse because the elderly had no transportation and unavailable food for illness. The examples of interview were the followings:-

“My daughter-in-law cooks, I do not dare to tell her”

“I cannot eat less salty food because I bought them from the market with the same taste. The doctor advised me but I cannot choose.”

“I do not eat salty food. I only eat chilli soup and boiled vegetables”

1.3 Many elderly did not exercise. The reasons were lack of exercise knowledge for specific disease and poor physical fitness. The examples of interview were the followings:

“My son told me that I was old and did not have to exercise because I would fall.”

“The doctor advised me to exercise but I did not know which exercise would suit me because I have diabetes, and hypertension. And I felt tired.”

“I can't exercise because I do gardening and become exhausted. Is gardening an exercise?”

“I have leg pain. It affects my walking, so I can't exercise.

1.4 Loss to follow up due to lack of transportation because their sons were busy, no caregiver while the elderly were waiting at the hospital visit and living alone. The examples of interview were the followings:

“I don't want to bother my son, he works so hard”

“Sometimes I forgot the appointment date, so I borrowed drugs from a friend. I cannot go by myself, so I have to wait for my son to take me.”

“If I go by myself, I will have trouble going to toilet because of poor eyesight. I don't want to cause burden to others.”

2. Needs for health care services of the elderly

From in depth interview with 30 elderly in Tambon Wangtakoo, Nakorn Pathom Province, the needs for health care services of the elderly when they were sick were :-

1) Need for home health care.

2) Need for assistant to take them to toilet during hospital visit.

3) Need for knowledge of drug, diet and exercise from health personnel. 4) Need to have regular doctors on duty at Tambon Health Promoting Hospitals. 5) Need for home visit to the bed-ridden elderly from Tambon Wangtakoo Administration Organization official and also the visit from Buddhist monk to be offered alms.

DISCUSSION

1. Problems of health care of the elderly when they were sick.

1.1 Inappropriate behavior of taking medication not according to treatment plan. The reasons were lack of drug knowledge, appropriate drug administration to daily activity, drug side effects, forget to take drug, miss doctor appointment and out of drugs, and taking other non-prescribed medicines. Some elderly did not take drugs as treatment plan such as they did not have breakfast after taking antidiabetic medicines and went to work in the garden. It caused hypoglycemia, dizziness and palpitation, so they quit taking drugs without informing the doctor. Some elderly with hypertension had dizziness and they did not know that it was the drug side effect so they quit medicines without telling the doctor. Many elderly took herbs and local made ‘Luke Klon’ drugs and afraid to inform the doctor. Some elderly forgot to take drugs. When the elderly had no drugs left, they did not want to bother or burden the expense of their sons or care givers to take them to the hospital. The elderly who had limited mobility such as leg or knee problems chose to stay home and missed the doctor appointment.

The causes of inappropriate behavior of taking medication not according to treatment plan were in compliance with Prasert Assantachai (2012) who studied problems in drug usage of the elderly and found that many elderly missed doctor appointment because they had physical and psychological limitation and they were afraid to cause money burden to their sons or care givers. The behavior was also in compliance with Wassana Naiyapatana (2010) who studied problems of health, drug usage and behavior of drug intake of the elderly living in community of Phramongkutklo Hospital personnel's residence and found that 14.7% of the elderly had drug usage problem. They forgot medication time, had inadequate drug usage knowledge and took non-prescribed medicines

1.2 Many elderly had inappropriate food intake for illness. The reasons were lack of knowledge for appropriate diet for illness. Some elderly did not cook and were afraid to tell those who cooked to prepare specific food. There were elderly who could not choose food as advice by the nurse because no transportation and unavailable food for illness. The inappropriate dietary intake for illness was in compliance with Chanadda Kerdprae (2008) who studied health promotion behavior of the elderly at Tambon Makamsung, Muang District, Pitsanuloke Province and found that health promotion behavior in nutrition of the elderly was at low level for high salty food intake. Our result in exercise behavior was in compliance with Suree Soythong, Nikom, Moonmuang and Suwana Juprasert (2011) who studied factors related to exercise behavior of the elderly at Tambon Banpo, Chachuengsao Province and found that 20% of the elderly did not have regular exercise. The reasons were 44.9% of the elderly did not have time and 42.3% had diseases. The factors that affected exercise behavior of the elderly were illness, information for exercise benefit, support for material, media and family support. It was also in compliance with Pitakpong Punta and Doaw

Weingkow (2011) who studied perception of benefits and barriers of exercise behavior of the elderly in Payao Province and found that the mostly perceived barrier to exercise of the elderly was not to exercise when they were sick.

2. Needs for health care services of the elderly.

The research results showed that the elderly and relatives need home health care for the elderly who had chronic diseases. Many elderly believed that the health team visitors would provide more knowledge for self-care at home and encourage their living. It was in compliance with Juthatip Ngoichansri and Orasa Kongtahn (2012) who found that the elderly with chronic diseases who were visited at home could improve self-care behavior and became more independent. The home visitors had the opportunity to observe self-care behavior and problems of the elderly at home. Our research found that the reasons for home health care needs were some elderly lived alone, some needed the health personnel to advise them for drug side effects, exercise for specific disease, some needed home visit to the bed-ridden elderly from Tambon Administration Organization official and some also wanted the visit from Buddhist monk to be offered alms.

CONCLUSION

The research results showed that health care problems of the elderly in Tambon Wangtakoo, Nakorn Pathom Province were inappropriate behavior for taking medication not according to treatment plan, inappropriate dietary intake for illness, inadequate exercise and loss to follow up. The results of needs for health services of the elderly were need for home health care, assistant during hospital visit, need for knowledge in drug, diet and exercise from health personnel, need to have doctors on duty at Tambon Health Promoting Hospitals and need for home visit with local community participation.

SUGGESTION

The health care problems and needs for health services of the elderly in Tambon Wangtakoo, Nakorn Pathom Province from this research should be presented to community leaders and Tambon Health Promoting Hospital personnel for cooperation to deliver health care services for the elderly with community participation.

ACKNOWLEDGMENT

The author would like to thank the research and development institute, Suan Sunandha Rajabhat University, Bangkok, Thailand for financial support

REFERENCES

1. Banloo Siripanich. (2014). Situation of the Thai Elderly 2014. Foundation of Thai Gerontology. Research and Development Institute (TGRI).
2. Chanadda Kerdprae. (2008). Health Promotion Behavior of the Elderly at Tambon Makamsung, Muang District, Pitsanuloke Province. Website Journal of Health Center 2, Pitsanuloke, Thailand.
3. Juthatip Ngoichansri and Orasa Kongtahn. (2012). Development of Continuing Care for the Home - Bound and Bed - Bound Elders in Phetchabun Municipal Community, Thailand. Graduate Research Conference, Khonkoen University, 658-9.
4. National Economic and Social Development Board. (2012). Population Projection for Thailand 2000-2025. Bangkok, Thailand.

5. Pramote Prasartkul, Sutthida Chuanwan and Kanchana Thianlai. Elderly: Inner People to Be Marginalised.
(2012). Proceeding: 8thPopulation and Society Conference, Royal river Hotel, Bangkok,105-24.
6. Prasert Assantachai. (2015). Problems of Drug Usage in the Elderly. Geriatric Medicine. Retrieved January 9,2016 from www.si.mahidol.ac.th/project/article/knowledge_healthy_5_002.htm
7. Pitakpong Punta and Doaw Weingkow. The Relationship between Personal Factors, Perceived Benefits of Physical Activity and Perceived Barriers of Physical Activity with Physical Activity of Older Adults in Phayao Province, Thailand. Journal of Health Science and Research 2011; 5 (January-June): 6-16.
8. Suree Soythong, Nikom Moonmuang and Suwanna Juprasert. Factors Related to Exercise Behavior of the Elderly in the Community, Ban Pho District, Chachoengsao Province, Thailand. Journal of Faculty of Nursing, Burapha University 2011; 19(1):102-13.
9. Suvinee Wivatvanit. (2009). The Elderly Situation: Health Service System and the Role of Nurse Administration. Journal Nursing Science, Chulalongkorn University, Thailand, 21(1): 1-10.
10. Wassana Naiyapatana. Health problems, Medicine-Used Problems, and Medicine-Used Behaviors Among Elderly in the Community of Phramongkutkloa Hospital Personnel's Residence, Thailand. Journal of Nursing and Education 2010; 3(1): 2-14.

OUTCOME OF FOOT CARE EDUCATION PROGRAM IN DIABETIS MELLITUS AT PREMRUTHAI PRIVATE COMMUNITY BANGKOK

Tipapan Sungkapong*, Boonsri Kittichottipanich** & Namthip Martkoksoong

**Tipapan Sungkapong, Associate Professor, College of Nursing and Health,
Suan Sunandha Rajabhat University, Thailand
E-mail: tipapant.su@ssru.ac.th*

***Boonsri Kittichottipanich, Assistant Professor Dr., College of Nursing and Health,
Suan Sunandha Rajabhat University, Thailand
E-mail: boonsri.kt@gmail.com*

****Namthip Martkoksoong, Registered Nurse, Practitioner Level,
Premruthai Private Community Bangkok
E-mail: jang25261@hotmail.com*

ABSTRACT

Aims: To change the ability of self-efficacy, self regulation and self-care health behavior about foot care health behavior for prevention and control of diabetic foot problem with Foot Care Education Program.

Methods: The sample of subjects at risk and patients with diabetes mellitus. A total of 28 people from the Premruthi community 20 at Pravate Bangkok. Most are female have lower education. Entitled to healthcare Gold card in Bangkok. The Vulnerable groups and groups with diabetes and high blood pressure 51.3 percent. Accounted for 10.6 per cent of the risk factors is important. Obese / BMI was 24.7 percent . By the method of participatory learning with foot care education program. Research design 4 times meeting each time consisted of 4 steps (planning, action, observe and reflect). The main activities in foot care education program behavior were motivate compliance by ice breaker to know each other, demonstration and return demonstration care and share about experience and information, empowerment, story telling, two-way communication, reflective thinking, team-based learning, flipped class, active learning about self care in the prevention and control of diabetic foot among participants in group.

Results: Most members were satisfied with the high level of 97.3 per cent suggested in the project next time. After receiving behavior modification ago have efficacy in their health behavior (self-efficacy), self-regulation and self-care in foot care behaviors better than before the event: 92.3 percent, 90.0 and 96.6 of the participants, respectively. It is a change in a better direction.

Conclusion: This research focused on the development of activities that encourage participants have the skills and knowledge through practical action. Make sustainable approach is organized in accordance with activities that blend into everyday life. Obtaining social support to encourage volunteerism, good foot care health behaviors personals. These factors resulting trust and cooperation from members and communities of practice to foster healthy.

Keywords--Diabetic foot care participatory action research, Health education

INTRODUCTION

Diabetes is one of the largest global health emergencies of the 21st century. Each year more and more people live with this condition, which can result in life-changing complications. In addition to the 415 million adults who are estimated to currently have diabetes, there are 318 million adults with impaired glucose tolerance, which puts them at high risk of developing the disease in the future Diabetes is a common cause of illness and premature death¹. Of complications to the eyes, kidneys, nervous system, heart and stroke¹.

In Thailand are facing diabetes Data from the Bureau of Policy and Strategy Ministry of Public Health Meet people died from diabetes in the year 2009, about 7,019 people, or about 19 people per day prevalence increased from 4.4 percent to 6.9 percent for the fourth time as last time. Year 2551-2552 Found the same prevalence of diabetes is 6.9 percent². Diabetes is a common cause of illness and premature death¹. Of complications to the eyes, kidneys, nervous system, heart and stroke. And a survey of the health status of Thailand found that one in three times, four of those with diabetes do not know they have diabetes before. For those who have been diagnosed by a physician as diabetes, 3.3 percent were not treated. And those who were treated with only 28.5 percent of the control of blood sugar levels in the less than 126 milligrams per deciliter³. Reducing risk factors and treatment of early stage as well as encouraging people with diabetes to take care of themselves properly, will reduce and slow down the disease and the effects. By helping vulnerable groups and people with diabetes understand and realize the threat of disease, knowing the causes of disease, know the early warning signs of diabetes. knowing how to prevent delay diabetes. Learn self-care on diabetes control and prevent complications that arise as a consequence. Diabetes Mellitus has several forms, but each is characterized by hyperglycaemia. Over time, hyperglycaemia damages the basement cell membrane of the blood vessels, causing damage to organs – specifically the eyes, kidneys, and heart. Nerve damage (neuropathy) also occurs diabetes foot disease is the most common cause of non-traumatic lower-limb amputation globally. Prevalence of Diabetic foot is higher in diabetes and leadind cause of non traumatic amputation⁴. Diabetic foot problems had the greatest burden on health-related quality of life⁵. Duncan, I, Ahmed T, li Q et al Assessing the Value of the Diabetes Educator. The Diabetes Educator, 2011, August 30⁶. In the US, based on claims made to Medicare and insurance over a 4 year period: Diabetes education associated with decreasing cost trends, increasing alignment to guidelines and clinical process measures, more reguar DSMT results in better outcomes and more DSMT = better adherence to medications. Therefore the diabetic foot care should emphasized in clinical practice to prevent diabetic foot problems⁷. Living with diabetes is not easy; people with diabetes must assimilate a great deal of information and complete a series of daily tasks in order to effectively self-manage their condition.

Because there is a wide range to levels of foot risk. This needs to be taken into consideration when providing foot education programmes. The first step is to educate in order to facilitate informed decision making. Although many people with type 2 diabetes do not view their condition as serious, it needs to be acknowledged and understood that complications occur with all types of diabetes. Diabetes is largely managed by the person with the condition on a day-to-day basis. Thus, caring for diabetes is a personal responsibility.

What is the difference between education and behavioural change? The two are not distinct entities, but rather overlap to a great degree. We need to educate people with diabetes because we know that it is effective and improves outcomes. These results are based on multiple meta-analyses of educational studies. We need to educate people with diabetes because we know that it is effective and improves outcomes. These results are based on multiple meta-analyses of educational studies. As more research in this area has been carried out and published, education has changed in response to the evidence. Patient-centered teaching takes into consideration the needs of the person first and builds on those needs.

We can think of education as the body of information, skills and technologies that a person with diabetes needs to learn. As discussed in the teaching and learning module, how they learn will have an impact on whether or not behavioural changes follow. In this module we will discuss How To help people take the steps to behavioural change once they have the necessary knowledge.

However, most foot problems are preventable through early detection of the problem and prompt treatment by a skilled multidisciplinary healthcare team in diabetes education, ‘teaching’ can be perceived as offering people with diabetes the opportunity to learn. To maintain good health habits as a way of life of each individual, consisted as the follow⁸:

1. Positive reinforcement
2. Result based management
3. Optimism
4. Motivation
5. Individual or client center
6. Self- esteems

The effect of a behavioral change, therefore, the implementation of the project was to maintain good health habits as a way of life of each individual promote learning how to prevent diabetes foot complications.

Outcome of Foot Care Education Program behaviors for preventing and controlling diabetes foot. This results in reducing complication, morbidity and mortality rates from diabetes foot and maintain good health habits as a way of life of each individual promote learning how to prevent diabetes complications in Premruthai Pravate Community Bangkok

OBJECTIVES

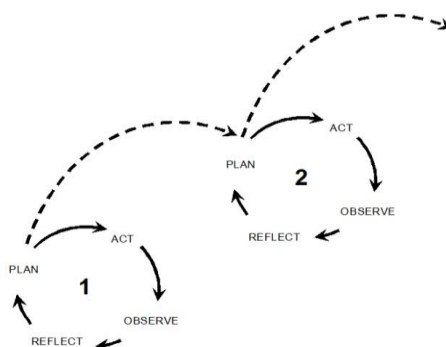
The members who attended this program is maintain good health habits as a way of life of each individual promote learning how to prevent diabetic foot.

RESEARCH DESIGN AND SAMPLES

The research design by using Participatory Action Research (PRA) with 28 purposive sampling at Premruthai Pravate Community Bangkok, who at risk for diabetes. They enroll in the participatory activity with Foot Care Education Program during January 2013 –July2013, for creating self awareness, self regulation and self care as in the step figure 1.

Figure 1

Shows a spin around the operating part for prevention and control of Diabetic Foot Problem.



METHODOLOGY

The duration of the operation in January 6, 2558 - July 31, 2558. By the method of participatory learning with health education foot care program. Research design 4 times meeting each time consisted of 4 steps (planning, action, observe and reflect. The main activities in health education foot care program behavior were motivate compliance by ice breaker to know each other, demonstration and return demonstration, care and share about experience and information, empowerment, story telling, two-way communication, reflective thinking, active learning about self care in the prevention and control of diabetic foot among participants in group. The plan of activities for promoting health and behavioral modification in each time were in the following

1.1 The first meeting activity

- Icebreaker
- Initial health assessment activities
- Teaching demonstration and return demonstration
- Participation for creating self awareness and participation in changing their behavior
- Group discussion, participation in solving problems of the participants

1.2 The second meeting activity

- Icebreaker
- To Improve understanding of health behavior modification
- Training activities to educate about foot care health behavior modification

- Group discussion participation in solving problems of the participants, demonstration, practicing and the empowerment of the self to the self-regulatory

1.3 The third meeting activity

- Icebreaker
- Promoting knowledge to use in foot care match pair practice foot care activity
- Activity for modification health behavioral
- Evaluation activities individually by test phone and home visits by nurse
- Group discussion participation in solving problems of the participants, demonstration, practicing and the empowerment of the self to the self-regulatory of foot care (examine observe do and don't)

1.4 The fourth meeting activity

- Icebreaker
- Assessment activity after participating. and posttest.
- Summary of the activities and the benefits of participating.
- Group discussion and observation participation in solving problems of the participants, demonstration, practicing and the empowerment of the self to the self-regulatory. , Awards and souvenirs
- Evaluate program
- Closed the program

ETHICS

The research takes into account the right of the sample. The objectives of the research process, research. And a period of research The clarification of the right to accept or refuse to participate in this research. Without affecting in any way the lesson. In addition, during the research If the samples do not wish to participate in the research completed on schedule. Can be terminated Without affecting the learning of information obtained from this research are confidential. Presentation of data will be presented in an overview. There is no disclosure of the name and surname When samples are willing participants. The research sample Sign a consent form to participate in the study (informed consent form).

RESULTS

From the risk group with diabetes and high blood pressure 51.3 percent. Accounted for 10.6 per cent of the risk factors is important. The results showed that after receiving Health Education Program on Foot Care Behaviors have efficacy in their foot care health behavior (Self-efficacy), Self-regulation and Self-care better than before the event: 92.3 percent, 90.0 and 96.6 of the participants, respectively. It is a change in a better direction Most members were satisfied with the high level of 97.3 per cent. Behaviors were changed as following.

1. That the efficacy of behavioral change their health than before, increasing participation of 26 people, representing 92.8 percent of the total.

2. Directing the behavior of people at increased over the first 25 participants, representing 89.2 percent of the total.

3. Has the self-care behaviors. The increase over the first 26 people to attend the event 92.8 percent of the total.

SATISFACTION OF THE PROGRAM

The satisfaction of participants in this program at the high level of 89.2 percent.

DISCUSSION

The result from this research shows that the biodata of samples mostly 71.4 % is female and 28.6 is male. This results is according to the study of Intharakamhang, A. et.al (2010)⁹ “ Study of Administration and Evaluation to Health Adaptation of Health Center in Bangkok 21 projects in 2009 found that DM person is female 67.68% and male is 32.32 % compare with World population (2015) DM person is female 199.5 million and male is 215.2 million, contrast with this study and finding of Intharakamhang, A. et.al

study⁹. It may be different from race context in many areas include economic, life style, nutrition, exercise, sleep and rest, working.

The sampling's BMI decreased 50%, BP decreased 85.7%. This results is according to the study of Intharakamhang, A. et.al (2010) "Study of administration and evaluation to The health adaptation of Health Center in Bangkok 21 projects in 2009 found that participation group decrease BMI 65.36% , BP 61.45% , BS (DTX) 59.49% , mean that they can modified behavior must good self awareness so they can got self regulation at last they can self management to prevent complication both acute and chronic complication mean that they got self efficacy.

By Health Education Programon Foot Care Behaviors can improve foot Care behaviors. Found that participation is more self management to control and prevent diabetic foot problem in daily life. This results is also according to the study of Sumnuk, N. et.al¹⁰ (2011) "Study of effective program modification behavior people health risk group to hypertension in community, Pakpanung district, Nakornsri thamaraj" found that participation got more knowledge, activities, exercises "Study of behavior modification in risk group to DM and hypertension" found that means of self management behavior about eating exercise increase after the study significant. The most common lifestyle in Thailand which risk metabolic syndrome were reduce physical activity, lack of self control, being overly courteous by noting a healthy diet⁴. The lack of need to control their food intake is the key to prevention⁸ ⁹. The satisfaction of participants in this program at the high level of 89.2 percent . *Robert Scales, PhD* and Joseph H. Miller, MSW* Motivational Techniques for Improving Compliance with an Exercise Program:Skills for Primary Care Clinicians Found that it is one of several useful approaches that can be used by a primary care clinician to improve patient compliance.

Thus in this program, the most participant increase knowledge&self regulation behavior. That is the one guideline for controlling and prevention diabetic foot problem.

CONCLUSION AND RECOMMENDATIONS

This research using participatory action research make sustainable approach is organized in accordance with activities that blend into everyday life. Obtaining family friend and social support to encourage remind control and avoid participant for good in foot health care personals, some extra incentive to participate. These factors resulting trust and cooperation from members and communities of healthy community to promotion and modification health behaviors which focused on the development of activities that encourage participants have the skills and knowledge through practical action.

ACKNOWLEDGMENTS

This study was supported by the grant from Research and Development Institute, and Funding for Personnel Development Center, Suan Sunandha Rajabhat University (SSRU), Thailand. The researcher gratefully acknowledge to SSRU and College of Nursing and Health.

REFERENCE

1. IDF DIABETES ATLAS seventh edition (2015), International Diabetes Federation.
2. Wannapornsiri,C. and Lekchupol,N. Lifestyle risk of syndrome among Thai adult in rural area.
3. Prof Ishwarlal Jialal U S A:Preventing C V D in Type 2D M:From Guildlines to Praticce.28 Annual Meeting The Endocrine Society of Thailand. 4th November 2016 Eastin Grand Hotel Sathorn Bangkok P.6
4. Gulapar Srisawasdi. D M Foot Prevention. "Practical Skills for Diabetes Self-Management Education 2016" International Diabetes Federation. "Diabetes Eduation Modules" Section 5, Part 4-III of 4, Curriculum Module III-7c, Diabetic Neuropathy
5. Duncan, I, Ahmed T, li Q et al Assessing the Value of the Diabetes Educator. The Diabetes Educator, 2011, August 30atients with type 2 diabetes. J Educ Health Promot 2014; 3:123
6. Jin Sothornwit.et all.Decreased Health-Related Quality Of Life In Dibetes Patients With Foot Problems. 28 Annual Meeting The Endocrine Society of Thailand. 4th November 2016 Eastin Grand Hotel Sathorn Bangkok P.17.

7. Robert Scales, PhD* and Joseph H. Miller, MSW Motivational Techniques for Improving Compliance with an Exercise Program:Skills for Primary Care Clinicians
8. Intharakamhang, A. et.al (2010) “ Study of Administration and Evaluation to Health Adaptation of Health Center in Bangkok. Bangkok : Behavior Science Research Institute. Srinakharinwirote University.
9. Sumnuk, N. et.al (2011) “Study of effective program modification behavior people health risk group to hypertension in community, Pakpanung district, Nakornsrithamaraj”

TOURISM IMPACT ON DESTINATION ECONOMY: EVALUATING THE RELATIONSHIP BETWEEN TOURISM RECEIPTS AND ECONOMIC GROWTH IN THE UK

Abimbola Alexandra Dada

PhD student Cardiff Metropolitan University, UK
winniecares@yahoo.com

Adenike Adebola Adesanmi

PhD student Cardiff Metropolitan University, UK
adenikeadeosun93@yahoo.com

Dr. Vipin Nadda,

University of Sunderland in London UK
vipin.nadda@sunderland.ac.uk

ABSTRACT

This study is aimed at examining the relationship that exists between tourism and economic growth in the UK by considering the importance of money supply over the period 1995 – 2014. The result from ARDL test indicates cointegrating relationship between tourism, money supply and economic growth. It also revealed that inbound tourism enhances economic growth in UK in the short – run. The result in this study identifies tourism as a catalyst to growth in the economy and therefore suggests that policies that encourage more people to visit the UK should be encouraged.

Keyword: Economic growth, UK, Cointegration, VECM, ARDL model

INTRODUCTION

According to Tugcu (2014) & Balli et al. (2015) the tourism industry represents the fourth largest exporting industry after food, chemical and fuel. In 2014 tourism generated 30 per cent of international trade services and 6 per cent of merchandise globally. In the same period 9.8 per cent of the total domestic gross product globally was generated from the tourism industry. The growth in the tourism market size can be attributed to the inbound of tourism. Therefore, economic growth can be attributed to the expansion of international tourism. Balaguer & Cantavella-Jordá (2002) proposed a model which is known as “tourism-led growth hypothesis”. Tourism-led growth hypothesis (TLGH) recommends that expanding the inside technology of an economy and human resources must be added to earnings from foreign exchanges to promote economic growth. Like exporting, tourism that is inbound encourages economic growth in diverse ways. For example, tourism is said to contribute significantly to the reserves from foreign exchange which brings about the production of new technologies that enhances the process of production (McKinnon, 1964). Furthermore, Blake et al. (2006) and Lemmetyinen & Go (2009) revealed that tourism encourages investment in human capital, new infrastructure and competitiveness. In addition, tourism stimulates the promotion of development

in industries through the effects of spill overs (Cernat & Gourdon, 2012). Also, tourism stimulates earning via the creation of jobs (Lee & Chang, 2008). Lastly, tourism engenders economic externalities that are positive (Punia, 1994; Andriotis, 2002, Weng & Wang, 2004; Croes, 2006). As part of the factors that affect growth economically, money supply is a vital determinant of economic growth (Shahbaz et al., 2016). In a study by Ridderstaat & Croes (2015) a link was established between the cycles of tourism demand and money supply. Undoubtedly, the recent financial crisis has had an adverse effect on tourism globally (Papatheodorou et al., 2010). Based on the earlier discussion, there is an indication of a substantial relationship between money supply, tourism and economic growth. Developed and developing countries seek for ways to boost their economy, most of which rely on various tools such as macroeconomic factor (i.e. interest rate, money supply). Hence, this study seeks to the impact of tourism on economic growth so as to be able to propose inbound tourism as stimulant to the economic growth

1.1. Tourism in the UK

Undeniably the tourism industry advances the growth of the growth of an economy. The tourism industry in the UK is the 8th largest destination for tourist in the world, recording over 36.115 million visits to the UK in 2015 with foreign tourist spending US\$22.072 billion (ONS, 2016). In fact, VisitBritain revealed that the highest inbound market remains the U.S, with spending of over £2.1 billion in 2010 (VisitBritain, 2011). On the other hand, travellers from Europe are larger when compared to North America which is 21.5 million compared to a total of 3.5 million consisting of Americans/Canadian visitors (ONS, 2010). The number of inbound tourism has continued to have an impact on the growth of the economy, having an estimate forecast growth of over £21 billion in 2013 to £57 billion by 2025, with the international tourism in UK having a surplus balance of payment in 2023 (VisitBritain, 2011). In view of this, it is vital the UK government invest in the tourism industry which will in turn maximise the benefit to the growth of the economy. Hence, this study is aimed at examining the extent at which the economic growth of UK is reactive to the inbound tourism and money supply. The choice of UK is an attempt to further tap into the potential that UK is the 8th largest tourist destination (ONS, 2004). The choice of UK was motivated by growth of international tourism receipts with a forecasted growth of £21billion to £57 billion within the next 10years (ONS, 2016). Clearly, investigating the relationship between money supply, economic growth and tourism will amplify the growth of the UK economy.

LITERATURE

2. Review of literature

Review of significant literature on the growth of tourism nexus globally by linking money supply, tourism and how tourism-led growth hypothesis is applicable in the UK.

2.1. Tourism growth nexus globally

A comprehensive literature survey on TLGH was compiled by (Castro-Nuno et al., 2013; Pablo-Romero & Molina, 2013; Brida et al., 2016; Kumar, Loganathan et al., 2015; Tang & Abosedra, 2016). Tang & Tan (2015)

proposed a study that backed the validity of the tourism-led growth hypothesis and (Brida et al., 2008; Katircioglu, 2011; Belloumi, 2010; Al-mulali et al., 2014; Jalil et al., 2013; Brida et al., 2015; Bassil et al., 2015; Ertugrul & Mangir, 2015) conducted studies on the dynamics of economic growth and tourism nexus. Furthermore, Oh (2005), Parrilla et al., (2007), Payne & Mervar (2010), Matarrita-Cascante (2010), Lee (2012), Ivanov & Webster (2012) and Bouzahzah & Menyari (2013) upheld an opposite stand that it is the growth of the economy that promotes tourism and not the other way round. In addition, there were few researches that suggest the type of connection that existed between growth and tourism (e.g., Katircioglu, 2009a; Seetanah, 2011; Yazdi Salehi, & Soheilzad, 2017) or not any connection (e.g., Tang & Jang, 2009; Katircioglu, 2009b).

In line with how the size of a country influences the connection between growth and tourism, is an empirical study conducted by (Lanza and Pigliaru, 2000; Singh, 2008) it revealed that the highly specialised countries in tourism were small in size. Another study conducted by (Lanza & Pigliaru, 2000; Singh, 2008) shows that the link between economic growth and tourism is not influenced by the country size. With regards to how a country's level of economic development on growth and tourism dynamics, findings from Figini & Vici (2010) and Ekanayake & Long (2012) indicates that tourism has no significant effect on the growth of a developing countries while Cárdenas-García et al. (2015) revealed that connection between economic development and tourism occur in developed countries. On the other hand, a study carried out by (Seetanah, 2011; Salmani et al., 2014) suggest that both developing and developed countries are significantly affected by tourism positively with developing countries having the highest effect comparatively.

2.2. Tourism and money supply

Below are reviews of few selected studies exploring the relationship that exists between tourism and money supply;

Cointegration, unit root and causality testing was applied by Ridderstaat & Croes (2015) to examine if money supply cycle in United Kingdom, Canada and United States has an effect on Barbados and Aruba tourism demand cycles. The study revealed that the cyclical movement of tourism demand was impacted by money supply cycles and they were asymmetric in nature based on the cycle development stage.

The investigation conducted by Başarir & Çakir (2015) tested the causal relationship between financial developments, tourism, carbon emission and energy consumption in four European Union countries (Spain, France, Greece and Italy) and Turkey from 1995-2010. The result discovered feedback type causal relationship between money supply and arrivals of tourist existed.

Song & Lin (2010) applied the autoregressive distribution lag model (ARDL) to evaluate how the financial crisis in 2007 impacted tourism in Asia, the result revealed that both outbound and inbound tourism in Asia was negatively affected by the financial crisis.

Shahbaz et al. (2016) incorporated trade openness and financial development to investigate tourism nexus in Malaysia from 1975-2013. The findings show the existence of bidirectional causation between output per

capita and tourism, tourism and money supply and tourism demand and trade openness. Clearly it demonstrates the impact between the variables and confirming that the central key to enhancing the overall income level in key sectors was tourism.

A micro-ethnographic approach was used by Ngoasong & Kimbu (2016) to analyse what role informal microfinance institution played in tourism development-led entrepreneur in Cameroon. The result shows that entrepreneurial members could form small tourism firms through collective actions of informal micro institutions.

Kumar & Kumar (2013) applied ARDL bound approach to examine tourism contribution to other contemporary drivers for instance, urbanization and financial development in economic growth in Fiji from 1981-2009. The findings revealed that the largest contributory power was money supply with 0.71 per cent per every 1 per cent increase in the long-run, while tourism accounted for 0.13 per cent per worker output.

Kumar (2014) further applied the ARDL bounds testing model to investigate the relationship dynamics between tourism, information communication technology (ICT) and money supply on Vietnam economic growth from 1980-2010. The result shows that there existed bidirectional causation between output per worker and tourism which signifies that both output per worker and tourism reinforce each other mutually. Also, the effect of tourism is only short-run while money supply and ICT effect are long-run on output per worker.

MEHODOLOGY

3. Methodology

3.1. Description of Data

This study uses data of annual figures from 1995-2014, comprising of an endogenous variable (GDP per capita, economic growth proxy) and two exogenous variables (Money supply and tourism receipts per capita). The selected variables for this study are built upon economic growth given by Balassa (1978), stating that expansion of export can stimulate economic growth due to the fact that it encourages specialisation and increases productivity factors by creating externalities that are positive, increase competition through the advancement of specialised abilities and information.

In agreement with the study conducted by Hassan et al. (2011) that linked economic growth with money supply, the proxy of financial development is obtained as aggregate money supply (M_3). The data for the two variables GDP and M_3 were obtained from Federal Reserve Bank of St. Louis, while the data for international tourism receipts was retrieved from VisitBritain. The descriptive statistics and correlation of the data series applied in this study is presented and referenced in Table 1.

The correlation matrix highlights tourism, money supply and growth to have positive correlation.

3.2. Model

To overcome the challenge of omitted variable bias, (Kumar & Kumar, 2013; Kumar, 2014; Shahbaz et al., 2016) was applied as an additional variable in economic growth function and tourism in UK for money supply. To estimate the influence of tourism on economic growth, general functional form of model was developed as Equation 1.

$$G_t = f(T_t, M_t, \varepsilon_t) \quad (1)$$

In line with existing literature, the natural logarithmic (ln) was formed from data series, hence the coefficient estimated is represented by efficient and elasticities. The log-linear model is show below;

$$\ln G_t = \ln T_t + \ln M_t + \varepsilon_t \quad (2)$$

Where G = Gross domestic product per capita, T = international tourism earnings per capita, M = money supply, t = time, ε = error term.

Table 1

Descriptive Statistics and Correlation

Statistic	Growth (lnG)	Tourism (lnT)	Money supply (lnM)
Mean	14.18802	24.33823	29.27799
Median	14.23481	24.34079	29.26452
Maximum	14.34534	24.86370	29.88550
Minimum	13.95439	23.98662	28.45652
Std. Dev.	0.121600	0.251194	0.469382
Skewness	-0.610900	0.363080	-0.121464
Kurtosis	2.034795	2.050019	1.690738
Jarque-Bera	2.020347	1.191477	1.477652
Probability	0.364156	0.551155	0.477674
Observations	20	20	20
Correlation			
lnG	1.000000	0.847663	0.931416
lnT	0.847663	1.000000	0.813779
lnF	0.931416	0.813779	1.000000

3.3. Analysis of Cointegration

Pesaran et al., (2001) was applied to the findings from the test using autoregressive distribution lag (ARDL) model. In comparison to other method of cointegration, for instance, the two-step approach recommended by Johansen test (1988) and Engle & Granger (1987), ARDL model of cointegration benefit from certain econometric. Such as, unlike the approach of Johansen & Juselius (1990), the model does not require singular integration I (1) to be present. The relationship for the long-run and short-run estimation can be acquired at

the same time. The only limitation of ARDL model is that it does not provide empirical estimation when the integrated series are in order of two I (2).

The relationship between UK economic growth, money supply and tourism using the empirical version of ARDL model is expressed in Equation 3:

$$\Delta \ln G_t = \alpha_0 + \sum_{i=1}^m b_1 \Delta \ln G_{t-i} + \sum_{i=0}^n c_1 \Delta \ln T_{t-i} + \sum_{i=0}^o d_1 \Delta \ln M_{t-i} + \phi_1 \ln G_{t-1} + \phi_2 \ln T_{t-1} + \phi_3 \ln M_{t-1} + \varepsilon_t \quad (3)$$

The first-difference operator is Δ , α_0 is for constant, t is time, the coefficient of short-run dynamics are b_1, c_1, d_1 and ϕ_1, ϕ_2, ϕ_3 denotes long-run dynamics relationship and ε is error term. The bound test in ARDL is used to ascertain if the variables are cointegrated. The dependent variables is GDP per capita ($\ln G$) and money supply ($\ln M$) and international tourism receipts per capita ($\ln T$) are explanatory variables. By testing M statistics of ϕ_1, ϕ_2, ϕ_3 joint significance, the null of no cointegration hypothesis is investigated. So if the M statistics calculated is higher than the critical value given by Pesaran et al. (2001), it rejects the null hypothesis of no cointegration, meaning the existence of cointegrating relationship among the variables. This can be developed as Equation 4, showing the short-run effect of money supply and tourism on the economic growth of UK.

$$\Delta \ln G_t = \gamma_0 + \sum_{i=1}^m c_1 \Delta \ln G_{t-i} + \sum_{i=0}^n d_1 \Delta \ln T_{t-i} + \sum_{i=0}^o e_1 \Delta \ln M_{t-i} + \psi ECM_{t-1} + v_t \quad (4)$$

Error correction term is the ECM , coefficient of the error correction is ψ showing the variables adjustment to equilibrium in the long-run every year. Dickey & Fuller, 1979; Phillip & Perron, 1988) augmented Dickey-Fuller (ADF) and Vogelsang & Perron (1998) applied unit-root test to make sure that the variables are not integrated in order two I(2).

FINDINGS

4. Findings and discussion

4.1. Analysis of the long – run and short – run impact

The first thing is to ensure that variables are not integrated of order two; I (2), this has been examined using the Augmented Dickey-Fuller (ADF) and Phillip Perron (PP) unit root tests and the results are presented in Table 2. The findings show indices of economic growth, money supply and tourism to be stationary after first differencing. This shows that variables used in this report are integrated of order one; I (1). The unit root test suggests variables are integrated of the same order. The ARDL model cointegration model is estimated and presented in Table 3, it shows the F-statistics (13.70) is above the upper bound critical value (3.87) at 5 per cent when economic growth ($\ln G_t$) is the dependent variable. Therefore, the null hypothesis of $\phi_1 = \phi_2 = \phi_3 = 0$ of Eq. (3) is rejected.

It can be concluded that economic growth, tourism and money supply are cointegrated over the period estimated (1995 – 2014) and statistically significant. This report examined short – run and long – run impact

of money supply and tourism on economic growth. According to Eq. (3), the ARDL (4, 4, 3) model was singled out and estimates are shown in Table 3. The model shows explanatory variables to be statistically significant.

Table 3 exhibits that both money supply and tourism are positively related to economic growth and are statistically significant. This can be interpreted as; an increase in money supply and tourism in the UK will result in increase in economic growth in the long – run. A rise in International tourism receipts has a long – run significant impact on UK’s economic growth. To be precise, a 1 per cent increase in tourism earnings leads to about 23 per cent growth in GDP per capita. The findings suggest that tourism is a significant catalyst to increase the growth of the UK economy. This means that whenever policy makers are considering giving a boost to the economy growth, policies that encourage development in the tourism sector could be considered.

In addition, money supply shows positive relationship with economic growth. Specifically, a 1 per cent advancement in money supply increases economic growth by 42 per cent in the long – run. To obtain the short – run dynamic influence of tourism on economic growth in the UK, the error correction approach result presented in Table 5 shows that the error correction term is statistically significant at 1 per cent level and hold a negative sign as expected. The findings substantiate the cointegrating relationship between tourism and economic growth which indicates the time of adjustment from the short – run to the long – run equilibrium position. The error correction coefficient suggests that the short – run divergence in economic growth from its long – run equilibrium position is adjusted by approximately 14 per cent every year.

The result also indicates a positive impact of both money supply and tourism on economic growth; this shows that tourism and money supply act as an engine to economic growth in the short – run.

Table 2

ADF and PP unit root test

Variable	ADF		PP		Inference
	Constant	Constant and Trend	Constant	Constant and trend	
$\ln G_t$	-2.2261	-1.2624	-2.2261	-1.2624	Nonstationary
$\ln T_t$	0.1040	-4.7201	0.1040	-1.8016	Nonstationary
$\ln M_t$	-1.5510	-1.2624	-1.9836	1.2436	Nonstationary
$\Delta \ln G_t$	-7.6047	-10.7065	-4.4907	-7.6893	stationary
$\Delta \ln T_t$	-4.6871	-6.6755	-2.7246	-2.7334	Stationary
$\Delta \ln M_t$	-4.6399	-7.2503	6.8070	-3.4628	stationary

Note: Indicates the rejection of null hypothesis of non-stationarity at 1 percent level of significance

Table 3

The results of ARDL cointegration analysis

Estimated ARDL model	Optima l Lag Length	F-statistics	Lower Bound critical value at 5% level	Upper Bound critical value at 5% level	Inference
$F(\ln G_t \ln T_t, \ln M_t)$	(4,4,3)	13.70	3.1	3.87	Cointegration

Indicates rejection of null hypothesis of no cointegration at 5 per cent level of significance

Table 4

Long run estimates from ARDL model

Variable	Coefficient	Standard Error	T-Ratio
$\ln T_t$	0.239087	0.884150	2.763786
$\ln M_t$	0.428134	0.013961	-3.608037
C	8.687577	4.234272	2.051729

Indicates significance at 1 per cent level.

Table 5

Results of Error correction representation for ARDL model

Variable	Coefficient	Standard Error	T-Ratio [Prob]
$\Delta \ln T_t$	0.1727	0.0110	15.7539[0.004]
$\Delta \ln M_t$	0.1402	0.0191	-6.0619[0.018]
ECM_{t-1}	-0.1354	0.0116	-11.7038[0.007]

Diagnostic tests $R^2 = 0.6505, M - stat = 13.697; DW - stat = 1.228$

Indicates significance at 1 per cent level. Prob = Probability

CONCLUSION

5. Conclusion and recommendation

The effect of both short-run and long-run of inbound tourism on economic growth in UK was empirically investigated over the period of 1995-2014. This was accomplished by examining the degree of stationary by applying the ADF and PP unit root tests. The result revealed that the variables in the study are integrated of order one; $I(1)$. Tourism-led hypothesis is in existence and established in the UK. The study applied VECM and ARDL modelling approaches for cointegration. The findings from ARDL approaches to cointegration shows that UK money supply, growth and tourism are cointegrated. The methodology of the study gives the opportunity to gather elasticities of economic growth with regards to both short – run and long – run impact of tourism on economic growth. An interesting finding shows that international tourism earning affected the UK economic growth positively both in the short-run and long-run.

The result of the study highlights the need for the UK government to support tourism development as tourism is identified as a stimulant to the economy. To achieve this, government should fund promotional work and

campaigns to encourage more people to visit the UK. Investments in professional bodies related to the tourism sector would help build human capital which would enhance job creation. Policies that make it expensive or difficult to visit the UK should also be reviewed.

REFERENCES

- Al-mulali, U., Fereidouni, H.G., Lee, J.M.Y., & Mohammed, A.H. (2014). Estimating the tourism-led growth hypothesis: A case study of the Middle East countries. *Anatolia: An International Journal of Tourism and Hospitality Research*, 25(2), 290–298.
- Andriotis, K. (2002). Scale of hospitality firms and local economic development – Evidence from Crete. *Tourism Management*, 23(4), 333–341.
- Balaguer, J., & Cantavella-Jordá, M. (2002). Tourism as a long-run economic growth factor: The Spanish case. *Applied Economics*, 34(7), 877–884.
- Balassa, B. (1978). Exports and economic growth: Further evidence. *Journal of Development Economics*, 5, 181–189.
- Balli, F., Curry, J., & Balli, H.O. (2015). Inter-regional spill over effects in New Zealand international tourism demand. *Tourism Geographies*, 17 (2), 262–278.
- Başarir, C., & Çakir, Y.N. (2015). Causal interactions between CO2 emissions, financial development, energy and tourism. *Asian Economic and Financial Review*, 5(11), 1227–1238.
- Bassil, C., Hamadeh, M., & Samara, N. (2015). The tourism led growth hypothesis: The Lebanese case. *Tourism Review*, 70(1), 43–55.
- Belloumi, M. (2010). The relationship between tourism receipts, real effective exchange rate and economic growth in Tunisia. *International Journal of Tourism Research*, 12(5), 550–560.
- Blake, A., Sinclair, M.T., & Campos, J.A. (2006). Tourism productivity: Evidence from the United Kingdom. *Annals of Tourism Research*, 33, 1099–1112.
- Bouzahzah, M., & Menyari, Y. (2013). International tourism and economic growth: The case of Morocco and Tunisia. *Journal of North African Studies*, 18(4), 592–607.
- Brida, J. G., Lanzilotta, B., Pereyra, J.S., & Pizzolo, F. (2015). A non-linear approach to the tourism led growth hypothesis: The case of MERCOSUR. *Current Issues in Tourism*, 18(7), 647–666.
- Brida, J.G., Cortes-Jimenez, I., & Pulina, M. (2016). Has the tourism-led growth hypothesis been validated? A literature review. *Current Issues in Tourism*, 19(5), 394–430.
- Brida, J.G., Carrera, E.J.S., & Risso, W.A. (2008). Tourism's impact on long-run Mexican economic growth. *Economics Bulletin*, 3(21), 1–8.

- Cárdenas-García, P.J., Sánchez-Rivero, M., & Pulido-Fernández, J.I. (2015). Does tourism growth influence economic development? *Journal of Tourism Research*, 54(2), 206–221.
- Castro-Nuno, M., Molina-Toucedo, J.A., & Pablo-Romero, M.P. (2013). Tourism and GDP: A meta-analysis of panel data studies. *Journal of Travel Research*, 52(6), 745–758.
- Cernat L., Gourdon, J. (2012). Paths to success: Benchmarking cross-country sustainable tourism. *Tourism Management*, 33, 1044–1056.
- Croes, R. (2006). A paradigm shift to a new strategy for small island economies: Embracing demands in economics for value enhancement and long term economic stability. *Tourism Management*, 27, 453–465.
- Dickey, D.A., & Fuller, W.A. (1979). Distribution of estimators for autoregressive time series with a unit root. *Journal of the American Statistical Association*, 74(366a), 427–431.
- Ekanayake, E.M., & Long, A.E. (2012). Tourism development and economic growth in developing countries. *The International Journal of Business and Finance Research*, 6(1), 51–63.
- Engle, R.F., & Granger, C.W.J. (1987). Co-integration and error correction: Representation, estimation, and testing. *Econometrica*, 55(2), 251–276.
- Ertugrul, M.H., & Mangir, F. (2015). The tourism-led growth hypothesis: Empirical evidence from Turkey. *Current Issues in Tourism*, 18(7), 633–646.
- Figini, P., & Vici, L. (2010). Tourism and growth in across section of countries. *Tourism Economics*, 16(4), 789–805.
- Hassan, M.K., Sanchez, B., & Yu, J. (2011). Financial development and economic growth: New evidence from panel data. *The Quarterly Review of Economics and Finance*, 51, 88–104.
- Ivanov, S., & Webster, C. (2012). Tourism's impact on growth: The role of globalisation. *Annals of Tourism Research*, 41, 231–236.
- Jalil, A., Mahmood, T., & Idrees, M. (2013). Tourism-growth nexus in Pakistan: Evidence from ARDL boundstests. *Economic Modelling*, 35, 185–191.
- Johansen, S. (1988). Statistical analysis for cointegration vectors. *Journal of Economic Dynamics and Control*, 12(2-3), 231–254.
- Johansen, S. (1995). A statistical analysis of cointegration for I(2) variables. *Econometric Theory*, 11(1), 25–59.
- Johansen, S., & Juselius, K. (1990). Maximum likelihood estimation and inference on cointegration with application to the demand for money. *Oxford Bulletin of Economics and Statistics*, 52(2), 169–210.
- Katircioglu, S.T. (2009a). Testing the tourism-led growth hypothesis: The case of Malta. *Acta Oeconomica*, 59(3), 331–343.

- Katircioglu, S.T. (2009b). Revisiting the tourism-led-growth hypothesis for Turkey using the bounds test and Johansen approach for cointegration. *Tourism Management*, 30(1), 17–20.
- Katircioglu, S.T. (2011). Tourism and growth in Singapore: New extension from bound test to level relationship and conditional Granger causality tests. *Singapore Economic Review*, 56(3), 441–453.
- Kumar, R.R., & Kumar, R. (2013). Exploring the developments in urbanization, aid dependency, sectorial shifts and services sector expansion in Fiji: A modern growth perspective. *Global Business and Economics Review*, 15, 371–395.
- Kumar, R.R. (2014). Exploring the role of technology, tourism and financial development: *An empirical study of Vietnam*. *Quality and Quantity*, 48(5), 2881–2898.
- Kumar, R.R., Loganathan, N., Patel, A., & Kumar, R.D. (2015). Nexus between tourism earnings and economic growth: A study of Malaysia. *Quality and Quantity*, 49(3), 1101–1120.
- Lanza, A., & Pigliaru, F. (2000). Tourism and economic growth: Does country's size matter?. *Rivista Internazionale di Scienze Economiche Commerciali*, 47, 77–85.
- Lee, C.C., & Chang, C.P. (2008). Tourism development and economic growth: A closer look at panels. *Tourism Management*, 29, 180–192.
- Lemetyinen, A., & Go, F.M. (2009). The key capabilities required for managing tourism business networks. *Tourism Management*, 30, 31–40.
- Matarrita-Cascante, D. (2010). Beyond growth: Reaching tourism-led development. *Annals of Tourism Research*, 37(4), 1141–1163.
- McKinnon, D.R.I. (1964). Foreign exchange constraint in economic development and efficient aid allocation. *Economic Journal*, 74, 388–409.
- Ngoasong M.Z., Kimbu, A.N. (2016). Informal microfinance institutions and development-led tourism entrepreneurship. *Tourism Management*, 52, 430–439.
- Office of National Statistics (2016). “Who visits the UK? Travel trends from 2004-2016”. Retrieved 14/03/2017.
- Office of National Statistics (2010) “Overseas Residents’ visit to UK”, Retrieved 14/03/2017.
- Oh, C.O. (2005). The contribution of tourism development to economic growth in the Korea Economy. *Tourism Management*, 26(1), 39–44.
- Pablo-Romero, M.P., & Molina, J.A. (2013). Tourism and economic growth: A review of empirical literature. *Tourism Management Perspectives*, 8, 28–41.
- Papatheodorou, A., Rossell, J., Xiao, H. (2010). Global economic crisis and tourism: Consequences and perspectives. *Journal of Travel Research*, 49 (1), 39–45.

- Parrilla, J.C., Font, A.R., & Nadal, J.R. (2007). Tourism and long-term growth a Spanish perspective. *Annals of Tourism Research*, 34(3), 709–726.
- Payne, J.E., & Mervar, A. (2010). The tourism growth nexus in Croatia. *Tourism Economics*, 16(4), 1089–1094.
- Phillips, P.C.B., & Perron, P. (1988). Testing for unit roots in time series regression. *Biometrika*, 75, 335–346.
- Punia, B. K. (1994). *Tourism management: Problems and prospects*. Ashish Publishing House, New Delhi.
- Ridderstaat, J., & Croes, R. (2015). The link between money supply and tourism demand cycles. A case study of two Caribbean destinations. *Journal of Travel Research*, 26(2), 37–40.
- Salmani, B., Panahi, H., & Razzaghi, S. (2014). Assessing the dynamic economic impact of tourism for OIC members. *World Applied Sciences Journal*, 32(6), 1098–1105.
- Seetanah, B. (2011). Assessing the dynamic economic impact of tourism for island economies. *Annals of Tourism Research*, 38(1), 291–308.
- Shahbaz, M., Kuma, R.R., Ivanov, S., & Loganathan, N. (2016). The nexus between tourism demand and output per capita, with the relative importance of trade openness and financial development: A study of Malaysia. *Tourism Economics*, 1–19, <http://dx.doi.org/10.5367/te.2015.0505>.
- Singh, D.R. (2008). Small Island developing states (SIDS): Tourism and economic development. *Tourism Analysis*, 13(5–6), 629–636.
- Song, H., & Lin, S. (2010). Impacts of the financial and economic crisis on tourism in Asia. *Journal of Travel Research*, 49(1), 16–30.
- Tang, C.F., & Tan, E.C. (2015). Does tourism effectively stimulate Malaysia's economic growth?. *Tourism Management*, 46, 158–163.
- Tugcu, C.T. (2014). Tourism and economic growth nexus revisited: A panel causality analysis for the case of the Mediterranean Region. *Tourism Management*, 42, 207–212.
- VisitBritain, (2011). “UK Tourist 2009”. Retrieved 14/03/2017.
- Weng, C.C., & Wang, K.K. (2004). Scale and scope economies of international tourist hotels in Taiwan. *Tourism Management*, 25, 761–769.
- Yazdi, S.K., Salehi, K.H., & Soheilzad, M. (2017). The relationship between tourism, foreign direct investment and economic growth: Evidence from Iran. *Current Issues in Tourism*, 20(1), 15–26.

MEDIA LITERACY: ADVANTAGES AND APPLICATIONS A CASE STUDY OF SRINAKHARINWIROT UNIVERSITY

Sasithon Yuwakosol

*College of Social Communication Innovation, Srinakharinwirot University,
Bangkok, Thailand*

E-mail: Sasithon23@yahoo.com

Kritchana Santawee, Assistant Professor,

*College of Social Communication Innovation,
Srinakharinwirot University, Bangkok, Thailand*

E-mail: good0773@gmail.com

ABSTRACT

This research aimed to study media literacy in the dimensions of knowledge, understanding, advantages, and applications among university students after the use of a media literacy textbook authored by Suandusit University and 13 networking universities. The whole project was supported by Office of the National Broadcasting and Telecommunications Commission (NBTC). The research results will be used as a guideline for developing media literacy skill among young people and general people to create a learning society with knowledge and competence in media literacy.

The research samples consisted of 44 students from the College of Social Communication Innovation who attended a media literacy class of academic year 2015. Field experiment was conducted and the questionnaire was collected at the end of the class semester. Descriptive statistics, including frequency, percentage, and means, was used to analyze the data.

The research results are the following:

Regarding media literacy knowledge, the students had overall knowledge in a high level. All of them answered correctly on the item that says “photos, movies, documentaries, or soap operas are classified as art that we can experience the attraction from the narration, pictures, and sounds”. In contrast, the students made the most wrong answers on the item that says “attitudes or feelings student gets after exposing to advertisements, movies, or soap operas come entirely from subconscious senses of the student and have nothing to do with the picture or sound of the media”.

The study also revealed that the students had overall media literacy comprehension in a high level. Considering by items, all of the students understood that “news content is influenced by political, economic, and social factors”. On the contrary, the students had low understanding about the statement “positive and negative stereotypical thoughts toward people of particular regions or nationalities are the result of meaning creation by presentation techniques of the media”.

Apart from the knowledge and comprehension, the sample group had a mean score for the opinion toward the applications of media literacy in the highest level. They mostly agreed with the statement “student is aware of the importance of code of ethics of professional media”. On the other hand, the students relatively less agreed in the statement “student can analyze the current situations and find creative solutions to the problem that might affect the students”.

In regard to the application of media literacy skill, students had the overall application of media literacy skill in the highest level. They reported the highest use of literacy skill in the item “when assigned to do a report in class, student searches for data from various online sources, checks credibility of the data first, e.g. who are the author, and sees whether the data is needed”. However, the students reported relatively less application on the item “student will evaluate whether the media content creates value, concept, or

representation and will refuse to accept the value, concept, or representation created by the media that is not consistent with the reality”.

Keywords— Instructional media, Media literacy

INTRODUCTION

With the fast developing communication technology and increasingly widespread news and information through a variety of media, both mainstream media like television, radio, and newspaper and alternative media like the Internet and online social networking, mass media is not only a channel for spreading news but also an important source of knowledge for the society, which can have both positive and negative impact on behavior, attitude, and social value of people.

Accordingly, it is important for media users to know how to use the media for the best advantage of the users themselves and the society, and especially for young people who have substantial access to the media and are eager to learn and seek information and might consume news and information without checking or questioning the impact of such information. Most of the content presented by the media nowadays follows the market mechanism, e.g. advertisement, game shows, soap operas, and movies. Celebrities and actors/actresses often create images to seek acceptance or popularity via their own channels or media with hidden business purposes. There is also exaggeration, creation, or distortion of fact to induce media consumers to bend with the market mechanism, for example by promoting the value of extravagant consumption or value that is against the good moral of the society. Young people who are addicted to media for a long time will have less interaction with the family and society. If these young people use media only with emotion, without reasoning or critical thinking or realizing the consequence of such media use, they could get negative impact from the media. Therefore, it is important to create understanding that young people should learn about media and that media literacy is an important for creating perception, comprehension, and skills in consuming media to equip those media consumer with immunity and allow them to make creative communication and to be the active and dynamic audiences.

Media literacy is an ability to understand the influence of media, get access, analyze, evaluate, and actively interact with mass media with a critical thinking strategy and complete information (Wood, 2006). Media literacy also includes an ability to actively use media by seeking information and news from various and reliable sources and to use the media for advantages (The National Broadcasting and Telecommunications Commission, 2013). Consequently, if a person has media literacy, they will be able to protect themselves from getting induced by media content, able to analyze media content with discretion to control the interpretation of the media content they watch, listen, or interact with instead of being controlled by the producer of the media content. In other words, media literacy is when you do not just believe the content you read, listen, or watch but can also think, analyze, and question whether the content is true or not, who gives the information, what that person wants to communicate and whether they have a hidden agenda, who is the target audience of the information, and who would benefit from that information, for example.

One way to develop media literacy is by providing knowledge for students in educational institutions. In many countries such as the United States, Canada, the United Kingdom, or Thailand, there has been compilation of knowledge about media literacy and the process to create learning about media literacy. Potter (2004) defined five key elements of media literacy as media effects, media content, media industries, real world, and the self of message receivers. Moreover, developing learning resources is also inseparably related to the learning process. Such resources are an important tool for creating media literacy in each lesson, teaching, learning activities, analysis and practices, lesson conclusion, and learner evaluation.

With the aforementioned importance of media literacy skill and media literacy education, this research aimed to study media literacy in terms of knowledge, comprehension, advantages, and applications of university students who use a media literacy textbook authored by Suandusit University and 13 networking universities, as assigned by the National Broadcasting and Telecommunications Commission (NBTC). Findings from this study will be used for improving and developing learning resources and curriculums on media literacy, which will be a guideline for developing media literacy skill among young

people and general people to create a learning society where there is development of knowledge and competence about media literacy in the future.

LITERATURE AND THEORY

I. Media literacy skill

Media literacy is an important concept of education of the 21st century that will help people to perceive, understand, evaluate, and create media content without getting influenced by the media, to be able to use the media for advantages of daily life and the society. Four key basic skills of media literacy (Aufderheide, 1993; Christ and Potter, 1998, Livingstone, 2004) include access, analysis, evaluation, and content creation.

1. Access – The skill of access is an ability to get to accurate sources of information and to choose information from sources that suit the purposes. It also includes an ability to read for comprehension, to read for main idea, and to understand terms and symbols used by the media. In the present age of information, finding information on any particular topic is easy to do but it is the ability to choose accurate and credible information is a skill that needs practice.

2. Analysis - The skill of analysis is an ability to analyze the design and structure of each media and compare and separate opinions from facts, causes and results, sequences, and the focus of content presentation. This means an ability to deconstruct media content. For example, a piece of advertisement may not attract consumers with the quality of the product or service but by impressive stories, sound and music, or lucky draw reward. When all other factors are excluded, such product or service might not be as interesting as another product or service that do not have advertisement or consumers might realize that it is still not necessary to buy that product or service.

3. Evaluation – This skill means an ability to evaluate the quality, accuracy, reliability, usefulness, and value of media content as well as self-relation with the content from a variety forms of media. People who have this skill will be able to evaluate whether the content of the media is accurate and reliable and to assess the creator and sponsor of the content or the media as well as the purposes of the production or publication of the content to see if and how those factors influence on the created content. It also means an ability to evaluate whether any of the information or content, such as messages, photos, or sounds, is omitted or cut off in the presentation of the media and how that impacts the overall meaning of that information. For example, publication of news by one particular media where the editor does not support a person in the news might affect the completeness of information presented in the news; the media might choose to present only negative side of the person and omit the good side.

4 . Content creation - Not only an ability to expose to media with discretion, media literate consumers also need to have a skill of content creation, which includes understanding the process and factors in content production as well as skill in planning, brain storming, and setting a purpose of the communication, language skill, writing skill, narration skill, and the skill to use technology to produce, edit, and publish content, in order to know elements in media content production and to be able to deconstruct each element from the content of the information effectively.

II. Basic knowledge of media literacy

The National Association for Media Literacy Education (NAMLE) of the US suggested that media literacy is an important skill for people of the 21st century and defined six basic knowledge of media literacy as follows (National Association for Media Literacy Education, 2015):

1. All media messages are “constructed” – This means to understand that media content does not happen by nature but is designed, edited, and produced to serve the purpose of the media producer or the financial sponsor. Therefore, media content is constructed by a group of creator/producer and continual exposure to media content can cause message receivers/audiences to believe or perceive the real world as it

is presented by the media even though such content does not entirely reflect the facts and truth but is rather a construction reality, even in newspapers or news TV programs.

2. Each medium has different characteristics, strengths, and a unique “language” of construction – This means to understand that each media has different characteristics and nature and uses different special technique in editing, retouching, sounds, and camera angles to convey meaning and important implication.

3. Media messages are produced for particular purposes, mostly to gain profit and/ or power – This means to understand that most media content has business implication because media organizations also need to care about earnings and profit and therefore have to comply with the requirement of the producer by creating media content to attract consumers in order to avoid loss. Accordingly, it is necessary to consider who the owner of the media is, who has paid for the content to be created and sent, what the vision of that person or that company is, and if and how they are bias or want to guide the thoughts of the message receivers.

4. Media messages have embedded values and points of view – This is to understand that media content conveys both direct and indirect messages. Each media spreads social value, ways of life, and some other value to audiences and the media content is full of symbolic meaning.

5. People use their individual skills, beliefs and experiences to construct their own meaning from media messages – This means to understand that message receivers/audience might interpret messages sent by the media based on their experiences, cultures, and beliefs. Therefore, content that seems to be amusing or funny might be perceived as an insult or violation of other’s right.

6. Media and media messages can influence beliefs, attitudes, values, behaviors, and the democratic process – This means to understand that the content and value presented by the media can have influence on the development of visions of the audiences and could create imitation behavior. Therefore, mass media plays an important role in promoting or destroying democracy, which is the regime that depends on participation, opinion sharing, and diversified news and information presentation.

III. Media education training

International agencies known for their promotion of media literacy training, network creating, and information providing like the Center for media Literacy (CML), the National Association for Media Literacy Education (NAMLE), and the Action Coalition for Media Education (ACME) have provided education on media literacy in both formal school curriculum and non-formal school curriculum, such as after-school programs, summer camps, library and prevention programs, or at home with parental guidance. Formerly, media education was usually about an ability to analyze and appreciate literature, before extending to effective communication through good writing and finally media literacy and analysis and applications of the product of communication for advantages. Moreover, the range of media education has also widened from the primary and secondary school levels to university and adult levels (Martens, 2010). This is because media is constantly developing and changing, so media users should know the nature of each media and the impact from emerging new media and be able to use such media consciously and actively. Consequently, media literacy is a life-long learning skill.

Given the aforementioned importance of media literacy education, the education of media literacy skill and basic knowledge about media literacy were used in the development of a framework of content in the media literacy curriculum in this research. The content of the curriculum includes concept of media, influencing factors on media, concept and theory about media context, concept and theory of media literacy, influence and impact of media, media ethics and responsibility, thinking skill for media literacy, and applications of media for advantages. The objective of this study was to develop media literacy skill among young people and general people.

METHODOLOGY

This research used a field experiment method. The sample group of the study consisted of 44

students of the College of Social Communication Innovation, Srinakharinwirot University, who attended a media literacy class in the second semester of academic year 2015; eight of which were males (18.2 percent) and the other 36 were females (81.8 percent). Most or 37 of them were fourth-year students (84.1 percent) and the rest seven were third-year students (15.9 percent).

The sample group studied a media literacy course that had been designed by the 13 networking universities and the NBTC. The course used a textbook and CD-ROM as instructional media and also selected media examples as case studies for the students. The researchers would study the influence of the curriculum, the textbook, and the CD-ROM instructional media on the development of knowledge and comprehension about media literacy, the awareness of the advantages of media literacy skill, and the applications of media literacy skill. After the semester ended, the students were asked to answer a questionnaire to evaluate the learning achievement.

The questionnaire consisted of a series of question items to assess each issue; the details are as follows: 10 true/false questions on knowledge about media literacy and the correct answers would be counted as scores, ten yes/no questions on understanding of media literacy and the answers that showed understanding on media literacy topic would be counted as scores, and five-point Likert Scale questions on the awareness of the advantages of media literacy skill and the application of such skill and the score ranged from strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1). The data was subsequently analyzed using descriptive statistics method, which includes frequency, mean, and standard deviation.

RESULTS

The research findings were presented according to the following topics: I. media literacy knowledge, II. media literacy comprehension, III. awareness of advantages of media literacy, and IV. applications of media literacy skill. The details of the results are as follows.

I. Media literacy knowledge

From the ten question items about media literacy knowledge, average score of the 44 students was 8.95, which indicated a high level of knowledge. Considering by items, all 44 students gave correct answers to item 10, which says “photos, movies, documentaries, or soap operas are classified as art that we can experience the attraction from the narration, pictures, and sounds”. Item 9, which says “in achieving the purpose of the each communication, media organization usually defines a target audience of the message and also studies behavior of the target group”, got the second most correct answers from 43 students or 97.7 percent. The item that got the least correct answers was item 5, which says “attitudes or feelings student gets after exposing to advertisements, movies, or soap operas come entirely from subconscious senses of the student and have nothing to do with the picture or sound of the media”, with 31 students getting the correct answers or 70.5 percent.

Table 1
Number and percentage of correct answers and average score of media literacy knowledge

Media Literacy Knowledge	Number of Correct Answers	Percentage	Answers
1. Media has honest intention in presenting content and information to audience without hidden agenda. People can trust the media.	40	90.9	False
2. Skincare product advertisement usually portrays that a woman with light skin is more successful about family and work, which is true in the real world.	41	93.2	False
3. Different size of picture, camera angle, picture connection, and lighting can affect the meaning of media messages being sent.	41	93.2	True

4. Media works independently without influence from political, economic, and social factors.	40	90.9	False
5. Attitudes or feelings student gets after exposing to advertisements, movies, or soap operas come entirely from subconscious senses of the student and have nothing to do with the picture or sound of the media.	31	70.5	False
6. Celebrities or actors/actresses who look good and dress tastefully in television might not look the same in reality for their appearance on the media might be a result of photo editing technique.	40	90.9	True
7. After watching a soap opera/movie about a war between two nations, the fact that one nation is portrayed as a hero with only good deeds and the other as an enemy that did only evil things is just the result of meaning creation by the media.	42	95.5	True
8. Advertisement these days is a shortcut that teaches us how to be successful in personal life, work, and family.	32	72.7	False
9. In achieving the purpose of the each communication, media organization usually defines a target audience of the message and also studies behavior of the target group.	43	97.7	True
10. Photos, movies, documentaries, or soap operas are classified as art that we can experience the attraction from the narration, pictures, and sounds.	44	100.0	True
Total average score (out of 10)	8.95		

II. Media literacy comprehension

According to Table 2, the average score of media literacy comprehension of the students was 9.29, which means a high level of understanding. Considering by question items, the item that every of the students answered “yes” regarding their understanding was item 3, which says “student knows that news content is influenced by political, economic, and social factors”. Items 1, 4, 5, and 9 received “yes” answers from 43 students or 97.7 percent. The item that got the least “yes” answer was item 7, which says “positive and negative stereotypical thoughts toward people of particular regions or nationalities are the result of meaning creation by presentation techniques of the media”, with 35 students or 75.9 percent.

Table 2
Percentage and average score of media literacy comprehension

Media Literacy Comprehension	Number of “Yes” Answers	Percentage
1. Student can interpret symbols used in the meaning creation of the media.	43	97.7
2. Student values and appreciates aesthetic value of art created by the media.	42	95.5
3. Student knows that news content is influenced by political, economic, and social factors.	44	100.0
4. Student can explain whether content produced by the media has hidden business implication.	43	97.7
5. Student can interpret the meaning of value, concept, and representation created by the media.	43	97.7
6. Student can explain that successful old soap operas are often remade with famous actors/actresses starring because TV stations/producers are	37	84.1

confident that the programs would become popular among audiences and successful both in terms of rating and income.		
7. Student can explain that positive and negative stereotypical thoughts toward people of particular regions or nationalities are the result of meaning creation by presentation techniques of the media.	35	79.5
8. When watching a favorite soap opera, student can explain strategies used by the media, such as camera angle, lighting technique, meaning creation through picture composition, and character creation.	37	84.1
9. Student can explain that each media organization might present the same news differently because different media organizations have different points of view, objectives, and political and economic factors.	43	97.7
10. Student can explain that media producers have various methods of approaching target audiences, determine a group of target audiences, and also study behavior of the target audiences.	42	95.5
Total average score (out of 10)	9.29	

III. Awareness of advantages of media literacy

Table 3 showed that students most strongly agreed about the advantages of media literacy on themselves and the society ($\bar{X} = 4.34$, S.D. = .376). Considering by question items, item 1 got the highest average score, which says “student is aware of the importance of code of ethics of professional media” ($\bar{X} = 4.57$, S.D. = .501). The items that got the second highest score were item 2, which says “student is aware of the importance of value, virtue, and ethics a person should have toward themselves, the community, and the society” ($\bar{X} = 4.52$, S.D. = .590), item 3, which says “student realizes that media plays an important role in economy, politics, society, culture, and other aspects, which can have positive and negative impact on the community, the society, and the country” ($\bar{X} = 4.52$, S.D. = .698), and item 4, which says “student can choose to receive news or content from good quality media that would be advantages for the student” ($\bar{X} = 4.52$, S.D. = .549). Item 6 got the least score, which says “student can analyze the current situations and find creative solutions to the problem” ($\bar{X} = 4.02$, S.D. = .628).

Table 3
Mean and standard deviation (S.D.) of the awareness of advantages of media literacy

Advantages of Media Literacy	\bar{X}	S.D.	Level of Agreement
1. Student is aware of the importance of code of ethics of professional media.	4.57	.501	Strongly agree
2. Student is aware of the importance of value, virtue, and ethics a person should have toward themselves, the community, and the society.	4.52	.590	Strongly agree
3. Student realizes that media plays an important role in economy, politics, society, culture, and other aspects, which can have positive and negative impact on the community, the society, and the country.	4.52	.698	Strongly agree
4. Student can choose to receive news or content from good quality media that would be advantages for the student.	4.52	.549	Strongly agree
5. Student can apply the knowledge about media and media presentation in everyday life effectively.	4.14	.632	Agree
6. Student can analyze the current situations and find creative solutions to the problem that might affect the student.	4.02	.628	Agree

7. Student has learned that having public mind is important to the community or the society in which the student is a member.	4.23	.743	Strongly agree
8. Student respects and accepts difference of nationalities, religions, races, places of origin, and other cultural differences of people.	4.48	.664	Strongly agree
9. Student can use information and communication technologies properly in everyday life communication situations.	4.30	.668	Strongly agree
10. Student can design and produce creative and effective media and media content for the advantages of the student, the community, and the society.	4.18	.691	Agree
Total	4.34	.376	Strongly agree

IV. Applications of media literacy skill

Data analysis on the applications of media literacy skill showed that most students strongly agreed with the use of media literacy ($\bar{X} = 4.21$, S.D. = .455). Considering by question items, item 10, which says “when assigned to do a report in class, student searches for data from various online sources, checks credibility of the data first, e.g. who are the author, and sees whether the data is needed” got the highest average score ($\bar{X} = 4.36$, S.D. = .718). The items that got the second highest score was item 9, which says “when receiving negative news about celebrities, famous people, or people of any particular nationalities, student can explain what method the media uses in creating negative meaning on those people and see that it is not necessary to believe what the media presents” ($\bar{X} = 4.32$, S.D. = .708). The item that got the least score was item 3, which says “student will evaluate whether the media content creates value, concept, or representation and will refuse to accept the value, concept, or representation created by the media that is not consistent with the reality” ($\bar{X} = 4.02$, S.D. = .731).

Table 4
Mean and standard deviation (S.D.) of the opinion on applications of media literacy skill

Applications of Media literacy skill	\bar{X}	S.D.	Level of Agreement
1. Student will evaluate artistic value of media content the student watches, listens, or reads.	4.18	.620	Agree
2. Student will evaluate the value of knowledge, morality, ethics, culture, and tradition of media content the student watches, listens, or reads, both in the level of value to self and value to the society.	4.16	.645	Agree
3. Student will evaluate whether the media content creates value, concept, or representation and will refuse to accept the value, concept, or representation created by the media that is not consistent with the reality.	4.02	.731	Agree
4. Student will find information and news from various sources, e.g. the Internet and online social media, and screen for accurate, reliable, and well managed information.	4.27	.788	Strongly agree
5. Student will produce media content and media by using picture and sound techniques to construct meaning creatively.	4.16	.608	Agree
6. Student will produce media by using symbols, picture, and sound techniques to create meaning, feelings, and aesthetic beauty of art.	4.23	.743	Strongly agree
7. Student will produce media content and media by analyzing and setting target audiences and purposes of the message and choosing proper communication methods.	4.27	.727	Strongly agree
8. Student will design content by using the composition of picture and	4.18	.691	Agree

sound to make the target audiences understand and appreciate the work of the student.			
9. When receiving negative news about celebrities, famous people, or people of any particular nationalities, student can explain what method the media uses in creating negative meaning on those people and see that it is not necessary to believe what the media presents.	4.32	.708	Strongly agree
10. When assigned to do a report in class, student searches for data from various online sources, checks credibility of the data first, e.g. who are the author, and sees whether the data is needed.	4.36	.718	Strongly agree
11. Student can produce media content and media that can be used for the advantages of the community, the university, or the society in which the student is a member.	4.16	.776	Agree
Total	4.21	.455	Strongly agree

The students also gave other opinions about advantages and applications of media literacy skill to the open-ended questions, which can be summarized as follows:

1. Students received message with more discretion.
2. Students wanted the media to be more ethical in creating content.
3. Media literacy education should be provided to children and general people regarding the construction of reality in media.

CONCLUSION AND FUTURE WORKS

Media literacy requires both knowledge and skill. In terms of knowledge, a person needs to know important elements of media, such as media industry, media message, message receivers, and media influence, and applies those knowledge when get access, analyze, and evaluate products of each media (Martens, 2010). Potter (2004) suggested that the development of media literacy does not only involve knowledge but also analysis, evaluation, grouping, induction, deduction, synthesis, and abstracting of main idea. Teaching and learning media literacy also concerns the real life, so academics on media literacy must have long and wide vision, like Potter (2004) said “the person must actively and mindfully use the information in those knowledge structures during exposures to media messages”.

The findings of this study showed that this media literacy course is important in the promotion of media literacy skill among university students. The results from the experiment indicated that after the students finished the course and used the textbook and other teaching supplementary, they had a high level of knowledge, comprehension, and awareness of advantages of media literacy and were more likely to apply media literacy skill in a high level as well.

When considering the dimension of basic knowledge and comprehension of media literacy, it was found that most students had a high level of knowledge about work and interpretation of media message as well as the factors influencing media. However, the students had relatively low knowledge about the nature of media in regards to hidden social value and ideology. In terms of the awareness of advantages and the applications of media literacy, students realized the importance of media profession ethics and personal ethnics of media personnel as well as the role of media on the students themselves, the society, and the country. Nevertheless, students saw that they had relatively low ability to analyze the current situations and find creative solutions to the problem that could affect themselves. The study findings also suggested that the students could apply the media literacy skill in solving problem less than other aspects because to solve problem means to gather knowledge and is an active activity that requires higher skill than only explanation, analysis, or value assessment of media content.

Another interesting point is the fast expanding forms of communication in the present. The emerging online media makes it unenviably an important factor in the society. Vast information on online media nowadays is full of facts, rumors, and lies because Internet users can be both message senders and receivers. Online social networking like Facebook and Twitter has become an important part in everyday life of people; not only have they made communication more convenient, they can also set agenda in the society. Since online media is changing behavior of news consumers, media literacy skill should cover digital media literacy as well.

In addition, media literacy education usually aimed to equip target audience or message receivers with the skill to create immunity or resistance toward media influence rather than to mention virtue or ethics of the media, which are the producer of media content. But in fact these two aspects are inseparably and equally important. On the other hand, as students are trained to be creative content producers, they should have knowledge about media literacy in order to be able to create message and content that is consistent with the idea of social responsibility of the media in the future.

Research implications

1. University students in the communication and communication arts fields should be encouraged and provided with an opportunity to learn about media literacy as both the consumer and producer of media content, together with knowledge about morality and ethics of media to use as a guideline in considering which media presents proper or improper content and what should and should not be presented.

2. Educational policies about media literacy should be launched to develop this skill for children and young people, by expanding the scope of education from universities to secondary, primary and non-formal schools subsequently.

Suggestions for future research

1. There should be more studies on media literacy in regards to digital media, online social media, and the Internet.

2. There should be studies about a guideline for media law literacy among university students because a number of laws and regulations have been launched lately to govern media broadcasting and publication, especially on online social media where everybody can produce and publish messages of themselves.

ACKNOWLEDGEMENTS

The research team would like to thank the National Broadcasting and Telecommunications Commission (NBTC) for the financial support, Suandusit University for hosting the research, and other 13 networking universities for participating in this project.

REFERENCES

- Aufderheide, P. (Ed.) (1993), "Media Literacy: A report of the national leadership conference on media literacy", Aspen, CO.: *Aspen Institute*.
- Christ, W. G., and Potter, W. J. (1998), "Media literacy, media education, and the academy", *Journal of Communication*, 48(1): 5-15.
- Julia T. Wood. (2006), "Communication in our lives". 4th ed., CA : *Thomson/Wadsworth*.
- Livingstone, S. (2004), "What is Media Literacy?", https://www.lmz-bw.de/fileadmin/user_upload/Medienbildung_MCO/fileadmin/bibliothek/livingstone_medialiteracy/livingstone_medialiteracy.pdf

- National Association for Media Literacy Education. (2015), "The Core Principles of Media Literacy Education", <https://namle.net/publications/core-principles/>
- Marten, Hans. (2010), "Evaluating Media Literacy Education: Concepts, Theories and Future Directions", *Journal of Media Literacy Education*. 2(1): 1-22.
- Office of The National Broadcasting and Telecommunications Commission. (2013), "100 Things to know for broadcasting media consumers", Bangkok: *Office of The National Broadcasting and Telecommunications Commission*.
- Potter, W. J. (2004), "Argument for the need for a cognitive theory of media literacy", *American Behavioral Scientist*, 48 (2): 266-272.
- ___ . "Theory of media literacy: A Cognitive approach", California USA: *Sage Publications*.

ASSESSMENT OF THE RELATIONSHIP BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES AND PERFORMANCE OF HOTELS IN KENYA

Owiti, Phelix Onyango¹ & Erick Fwaya²

¹*Owiti, Phelix Onyango, Graduate Student, Department of Ecotourism, Hotel & Institution Management, Maseno University, Private Bag – 40105, Maseno, Kenya. E-Mail:*

fowitius@yahoo.com

²*Erick Fwaya, Senior Lecturer, Department of Hospitality Management, The Technical University of Kenya, P.O. Box 52428 - 00200, Nairobi, Kenya. Email:*

erickfwaya@gmail.com

The hotel business is extremely labour intensive and if employees are an organisation's most important asset as human resource theorists would have us believe, then the workforce is critical for a hotel's success. While research has shown that there exists a positive relationship between human resource management (HRM) practices and firm performance in the manufacturing sector, there is limited record of similar empirical study of the service sector. This has happened when hotel industry is known for exploitative, cost cutting work practices and among the highest staff turn-over of any industry. Such glaring gap in knowledge justified this study. The researchers employed quantitative research design whereby a population consisting of 63 star-rated town hotels was identified. Simple random sampling was used to select 45 hotels for administration of questionnaires. In each hotel, four respondents, two managers and two junior employees, were identified. Resulting data was analysed by structural equation modelling (SEM) using Analysis of Moment Structures (AMOS). The findings show that HRM practices influence employee behaviour and attitude which in turn result in change in organisation performance. HRM practices that are linked to performance are employee selection, job design, employee health and safety programmes, performance appraisal, commensurate pay, involvement of employees in decision making and recruitment. Employee outcomes manifest in job satisfaction, quality of work, quality of staff employed, employee motivation and ease of employees to serve in different roles as work demands. The study also found that competitive strategy precedes HRM practices. Hotels mainly pursue differentiator and prospector as opposed to cost reducer and defender strategies. Overall, the findings of this study can be useful if applied by managers in furtherance of HRM practice in hotels.

PARENTAL EDUCATION BACKGROUND AND STUDY MATERIALS AS CORRELATES OF ACADEMIC PERFORMANCE OF SECONDARY STUDENTS IN ABIA STATE

BEATRICE OKORE OGBONNAYA

*School of Vocational Education,
Abia State College of Education (Technical), Arochukwu,
Abia State*

Email: Beatrice_okore@yahoo.com

ABSTRACT

This study investigated the difference between the academic performance of students from parents with high education background and students from parents with low education background. It also investigated the influence of having study materials at home on academic performance. The population for this study comprised of 3220 students from 220 public secondary schools students in Abia State. The sample consisted of 240 students from 6 selected schools using stratified random sampling technique. An instrument tagged “Academic Performance of Students’ Questionnaire” (APSQ) was used for collection of data. Face and content validity instrument was obtained by giving it to 2 experts in measurement and evaluation. Test-retest technique was used to determine the reliability of the instrument and a reliability coefficient of 0.82 was established. Data collected were analysed by using t-test. The result revealed a significant difference between academic performance of students from parents with high educational background and students from parents with low educational background. A significant difference was also found between the academic performance of students having study materials at home and students with no study materials at home. From the results, the paper concluded that educational background of parents and having study materials at home have great influence on academic performance of students. The paper recommended among others that the government at all levels should establish and equip more adult education centres for the training of illiterate parents, and also that principals of schools should discuss the importance of learning materials with Parents-Teachers Association Meetings.

Keyword: Parents, Educational background, study materials, academic performance.

THE CONSEQUENCES OF POOR CURRICULUM IMPLEMENTATION IN NIGERIA

OKORAFOR PHILOMENA NNENNAYA (Ph.D)

*School of Education
Abia State College of Education (Technical), Arochukwu,
P.M.B. 1000, Abia State, Nigeria.*

Email: okorafophilomena@yahoo.com

ABSTRACT

Effective implementation of the school curriculum leads to the maximum attainment of the national objective, which manifest itself to the extent of development of the nation. The nation's curriculum content and context at all level is adequate enough to meet the needs of the nation. The problem of Nigerian education is not on the relevant of the curriculum constructed to the needs and aspirations of the society but on implementation. The poor implementation of the curriculum has put Nigeria in a very sad condition. It has caused the country to spend much and achieve less quantitatively and qualitatively. Curriculum implementation simply refers to the translation of the proscribed curriculum document into reality, while poor curriculum implementation is the inability of the teacher to interpret the curriculum and adopt the appropriate teaching methods and resources to guide learning. Many factors are responsible for the poor implementation. There are teachers' factors, learners' factors, over-loaded curriculum, inadequate education support services and poor funding. Consequences of poor curriculum implementation lead to production of mediocre, in-competent manpower supply, examination malpractice, over reliance on foreign goods and services etc. Remedy: adequate and quality training of teachers, motivating the learner, providing enough funds and instructional materials, monitoring the process of feedback and follow-ups.

Keywords: Curriculum, implementation, national development, reflective, responsive and functional curriculum, appropriate, competence.