

SOUVENIRS DESIGN FROM ARTS AND CULTURAL

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ABSTRACT

The purpose of this research is to explore the purchasing souvenirs information and analyze the data to create a design guideline. This research focused on purchasing behavior and consumer needs. The data were derived from questionnaires which randomly distributed and acquired the sample size of 100 respondents. The findings of this research demonstrate that most of respondents recently purchase souvenir occasionally. The purchased product mostly are jewelries, ornaments, or decorations which worth 100-200 Baht per piece. Most of their purchase are for relatives, elders and themselves. The factors that have to be considered when purchasing souvenirs are identity of that place; beauty, durable, applicable and able to interact with users.

Keyword: Design, Souvenir, Arts and Cultural

INTRODUCTION

When the creativity is the connection of all experiences. When the experience has been used in another context, it tends to create another interesting meaning. With the context that full of culture that connected to beliefs, faiths and habits. Besides, the characteristic of people who love to be optimistic and sense of humor create a unique Thai identity. Sometime the creativity was found in the form of solving an unexpected problem, an invention or the process dealing with nature or called "Indigenous knowledge". After the globalization with technology is a part of human being, the definition of "Made in Thailand" in 21st century needs to be reviewed, start exploring to understand the background and observe to find the consumers need in the society recently. The important thing is not knowledge accumulation, but the ability to bring the knowledge and local wisdom to apply into the actual benefits. [1] Thus, Arts and culture is a precious matter which can be created to satisfy today consumer's need as well.

Before every purchasing, the first factor has to be considered is satisfied, interesting and influence to buy. The interesting souvenir's characteristics should be able to show the local identity of the specific place, people will know where the product came from when having a discussion. The product's background comes from the history of the local or rare items, these kind of products mostly influence the tourists to buy because of its origin and lower price than others. Not only mentioned factors, but also the outstanding design, pattern, color, elegant, applicable, more places to buy, size and weight that would not be an obstacle in transportation. Any product that has the size and weight issue need to fix as soon as possible. Such as, provide an effective packaging or design them to be assembled later on. Moreover, demonstrating a production process in order to teach the consumer to try. This approach simply makes consumer's impression and appreciate the value of the product, it should have a label indicates the ingredients, instruction, and cautions. More importantly, the souvenirs produced by local arts and culture or value-added from indigenous knowledge are getting more attention in the present. [2]

Souvenir is a one competitive product from culture and arts because it shows an outstanding identity in specific local area which be able to recognize. Using a creativity to generate sales and services, followed the Creative Economy guideline. Especially in which community can apply a local handicrafts become a souvenir, it represents an inheritance and strengthen the original knowledge. Besides, it becomes value-added to material which are local sources and also generates income to community. About the design, it shall rely on further

development in a new direction in order to meet market target and consumers more effectively. The linkage between handicrafts and marketing are directly involved. Because marketing in these days is not just an appearance, but also the reflection a core value in the product. The background and history have been used to fulfill the product, this is about the development and innovation in technique, form, and creativity skill. To build up business and supporting sales in the future. [3]

OBJECTIVE

To study and explore the information and factors that influence purchasing power in souvenir. Analyze data to be a design guideline.

METHODOLOGY

The researcher studied a related information by searching from books, journals, theory, existing related researches and gathering information from fieldwork. This study will use a quantitative research approach by distributing the questionnaires, divide into two sections; purchasing behavior and purchasing souvenir priorities. The level has divided into 5 levels which are the most, very much, moderate, few, and the least. The rating level is 5, 4, 3, 2 and 1 respectively, the data will analyze as percentage of purchasing behavior. It has shown on table 1-5 and find a mean and standard deviation, by using an average value compare and prioritize an importance in table 6.

RESULTS

The data analysis follows the research objective by using SPSS program to analyze. The description of purchasing information and importance of the product from all respondents are shown as below.

Table 1: Purchasing frequencies

Purchasing frequencies	Amount (person)	Percentage
Purchase only at first time visit	40	40
Purchase sometimes when visiting	50	50
Purchase every time visiting	0	0
Never purchase	10	10

From table 1, the result of souvenir Purchasing frequencies from 100 respondents found that 50% of the respondents purchase the souvenir sometimes during the visit, 40% of the respondents purchase the souvenir only at first time visit, only 10% of the respondents never buy souvenir. None of the respondents purchase the souvenir every time visiting.

Table 2: The average purchase of souvenir category

Product Category	Amount (person)	Percentage
Home decorations; Lamps, clocks, and vases	20	20
Ornaments; Necklaces, rings, bracelets, earrings and pins	70	70
Miscellaneous; Keyrings or magnets	10	10

From table 2, the analyzed result of an interesting souvenir category from 100 respondents found that 70% chose ornaments, 20% of the all respondents purchased a souvenir in home decoration category and only 10% purchased a miscellaneous items.

Table 3: The average price spend on purchasing on each item

Price	Amount (person)	Percentage
Lower than 100 Baht	10	10
100 - 200 Baht	50	50
201 - 300 Baht	0	0
301 - 400 Baht	20	20
401 - 500 Baht	0	0
Higher than 500 Baht	20	20

Table 3 shows the result in a percentage of product price that tourists spend on each item. It was found that 50% of all respondents likely to spend 100-200 Baht and another 20% has agreed to spend 301-400 Baht. The respondents 20% also spend over than 500 Baht and only 10% of all respondents chose to spend lower than 100 Baht per item.

Table 4: The average of the selected person to receive souvenirs.

Category	Amount (person)	Percentage
Self	40	40
Elderly	40	40
Friend	20	20

From the table 4, the result shows that 40% of all respondents purchase a souvenir to their elderly and themselves. Only 20% of the purchasing are for their friend.

Table 5: The average comment in product improvement

Comment in product development	Amount (person)	Percentage
Product Diversification	20	20
Product identity; design by using local landmark	50	50
Product fineness	10	10
Product Modernity	20	20

The result from table 5, an average comment in product improvement. From all respondents, 50% agreed that the product should bring its identity from a local landmark and put in a design. The second rank have the same result are 20%, suggest in providing a product diversification and product modernity. Only 10% that comment about the fineness.

Table 6: The result of a product importance affects to purchase selection

Importance factor	Mean	Std.Deviation	Priority
Identity of the local landmark	4.10	1.227	1

Format and Beauty	3.80	1.082	2
Durable	3.00	0.899	3
Applicable	2.80	1.172	4
Interaction	1.30	0.644	5

Table 6 reports summated mean scores of each explanatory factor. The first factor represented the identity of the local landmark (mean = 4.10, SD = 1.227). The second factor represented the product format and beauty (mean = 3.80, SD = 1.082). The third factor represented the durable of the product (mean = 3.00, SD = 0.899). The fourth factor represented the product applicable (mean = 2.80, SD = 1.172). The fifth factor represented the interaction between user and a product (mean = 1.30, SD = 0.644).

SUMMARY AND DISCUSSION

1. The researcher had studied about purchasing behavior, in term of information used to consider before purchase. The results shown as followings;

1.1 Consumer sometimes purchased a souvenir during a visit

1.2 Ornament category such as necklace, ring, bracelet, earrings and pin is the most purchased from tourists.

1.3 The most affordable price is between 100-200 Baht per piece

1.4 Mostly souvenir has been purchased for elderly and self

2. The important factors that affect consumer's recognition when purchasing a souvenir can be implied as followings;

2.1 Unique identity in a specific local landmark

2.2 Format and fineness

2.3 Durable

2.4 Applicable

2.5 Interaction between product and user

3. Consumers agreed that a product improvement should bring more the identity of the local landmark and be outstanding in the design to add more value. These would influence consumers to buy.

As a result, the most considered factor is number 2 and additional recommendation in number 3; using the identity in each outstanding landmark to a souvenir design which similar to Chayaporn Chuenrunroj stated the interesting souvenir's characteristics should be able to show the local identity of the place of origin, people will know exactly where the product came from. The product's background comes from the local narrative. This concept also conform with Thanatpong Praiwanrat, the result in value-added from mangrove charcoal scrap from charcoal industries stated that the most interesting factor to be inspired in design are local's identity, culture, landmark, and local attractions in Samut Songkhram province. [4]

SUGGESTIONS

1. This research focused on purchasing behavior in local souvenir which benefits for both in souvenir design or a further application in create another product which connected with arts and culture.

2. It should have more study in a purchasing behavior from a various sample size in order to have an obvious comparison and effective result.

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GERMAN LEADERSHIP IN EU FOREIGN POLICY AFTER EUROZONE CRISIS?

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ABSTRACT

This study aims to analyze the role of Federal Republic of Germany in European Union (EU)'s foreign policy after Eurozone crisis. To do that, firstly, EU foreign policy and the importance of member states' foreign policies are summarized briefly. After that some basic features of German foreign policy are stated. Germany is an important member of EU as the largest economy. Also, historically power of Germany has always been a heated topic in Europe since it was famously the cause of two world wars. Eurozone crisis is taken as the turning point in Germany's EU policy since it was the first time Germany was the sole leader of the crisis without its traditional partner France failing to fulfill its role of co-hegemon. After looking at some basic features of German foreign policy and Eurozone crisis, Ukraine crisis is given as the case to understand Germany's role in European Union's foreign policy. To comprehend Ukraine crisis and Germany, European Neighborhood Policy (ENP), Eastern Partnership (EaP) and relations between Germany and Russia are also mentioned.

INTRODUCTION

Germany is one of the most important states of Europe today. Not only because of its strong economy but also because of its leadership role in several crisis European Union has faced in recent years. EU-Turkey refugee deal can be given as the most recent example of this role. However, in this study we will focus on two other significant events in European politics: Eurozone crisis and Ukrainian conflict. Before analyzing these two topics, we will first look at the foreign policy of European Union. It is important to understand what opportunities EU gives to its member states in foreign policy area. Secondly, national foreign policies of member states will be discussed. Although, EU gives member states greater ability to conduct foreign policy, national foreign policies of member states did not lose their validity. After that, the study continues with historical understanding of German foreign policy. Which topics are priority in German foreign policy and where EU stands will be shown.

When it comes to Eurozone crisis, it is important to look at how the crisis began and what stand Germany took and during the crisis and why it did so. Also, repercussions of German role in the crisis and reactions that it caused among other Eurozone members will be shown. After Eurozone, Ukraine is chosen as the case to understand Germany's role in EU foreign policy. To comprehend this role, it is significant to understand *Ostpolitik* of Germany and German-Russian relations. During the crisis in Ukraine, Germany once again had the role of leadership. However, it is necessary to understand how Germany end up in that role once again and what were the reasons behind it. By analyzing these two important events and understanding Germany's role, the conclusion part of this study will try to answer whether or not Germany has had a role of leadership in foreign policy of European Union after the Eurozone crisis.

EU FOREIGN POLICY AND NATIONAL FOREIGN POLICIES

Officially described, European Union foreign and security policy is the policy that enables the EU to speak and act as one in world affairs and it gives the EU's 28 members far greater clout than they would have if each pursued its own policies¹. This means that EU foreign policy aims for greater accomplishment by acting together with a coherent policy than what member states could reach themselves. There are several reasons for this. First of all, EU has a far-reaching capacity to develop foreign policy in certain areas. Trade policy can be said to be most important example of this. EU gives opportunities to its member states that are greater than what they can accomplish by themselves. Secondly, EU gives its member states separate stand from that of USA's. Especially during the Cold War, Western Europe was important part of what described as the Western block under the leadership of United States. Today, bipolar system of the Cold War does not exist anymore but Europe and United States are still considered as the members of the same camp, the West. In this respect, EU helps its member states to have a different identity from that of United States. Finally, European Union provides member states to develop a structural foreign policy. Structural foreign policy is a foreign policy that aims to shape or influence political, economic, security or other structure in a certain space.² It is conducted to create structural changes. These changes cannot be provided by only one country's will. Acting within EU gives the member states a possibility to achieve structural changes that cannot be done by acting

¹ "Foreign & Security Policy" European Union, Accessed on January 17, 2017
https://europa.eu/european-union/topics/foreign-security-policy_en

² Stephan Keukeleire and Tom Delreux, *The Foreign Policy of the European Union (2nd Edition)*, (Basingstoke: Palgrave Macmillan, 2014) p.28

alone. When we look at all these reasons, we can clearly see that EU enables its members to conduct their foreign policies on a broader scope.

However, although official definition claims that EU foreign policy gives its member states greater possibility for influence, national foreign policies of member states are also still important. EU foreign policy is not only conducted through Common Foreign and Security Policy (CFSP)/ Common Security and Defense Policy (CSDP) but also with the foreign policies of member states.³ And although there are common purposes of member states when it comes to EU foreign policy, there are differences among their national foreign policies too. These differences mainly stem from divergence between member states' power and capabilities, their interests and their world view. For example, France and UK (Although UK decided to leave European Union following Brexit referendum in June 2016, it is considered as EU member for this study since the official process is not triggered at the time being) are the only ones that have both nuclear power and veto power at UN Security Council. This gives them greater space to act for security policies. Also, UK's relations with the states of Commonwealth of Nations (former colonies of the British Empire) provides it with important diplomatic connections that others do not have. Furthermore, different interests of member states lead them to pursue different foreign policy goals. For instance, during US President George W. Bush's "war on terror" and following war in Iraq there was a strong reaction from Germany and France while United Kingdom supported US policies alongside with Central and Eastern European states. And finally, their different world views, which are ideas about how the world should be, can generate different actions. Therefore, it can be concluded that even though member states follow common policies under European Union, their national foreign policies are still important to them and these national policies affect EU's actions too.

GERMAN FOREIGN POLICY

German foreign policy has had important consequences for Europe and for the rest of the world too. Two different times at history, assertive German foreign policies led to total wars: World War I & II. Since the unification of Germany in 1871, German question has been very significant for Europe. Henry Kissinger describes German question as following; Germany's role is too big for Europe, too small for world.⁴ What

³ Ibid p.116

⁴ Zanny Minton Beddoes, "Europe's Reluctant Hegemon", *The Economist*, Special Report (June 15th 2013) <http://www.economist.com/news/special-report/21579140-germany-now-dominant-country-europe-needs-rethink-way-it-sees-itself-and>

Kissinger means is that when Germany is powerful, it stands as a threat to other European countries. This is one of the reasons for its demilitarization at the end of the WWI and its occupation by Allied forces at the end of the Second World War. Therefore, it can be claimed that German foreign policy has been also very important for European countries, especially Germany's neighbors. This is why there were many questions concerning reunification of Germany at the end of the Cold War. European countries were not sure about the repercussions that they would face when there is a reunified Germany in the middle of Europe. This is also the reason that German politicians are very careful when they explain the foreign policy of Germany. They are aware of the historical burdens that Germany carries especially because of the horrors of WWII. German Chancellor Angela Merkel accepts that in one of her speech. She says that "the worst period of hatred happened not even a generation ago, and it was done in the name of my people"⁵

Federal Republic of Germany was founded in 1949, four years after the collapse of Hitler's Third Reich. ⁶ During the Cold War period the most important aim for European allies of Western block was the containment of Soviet Union. This included Germany too. For Federal Germany, Atlantic alliance was very important for its security since Soviet Union has one of its nuclear bases in neighboring East Germany (GDR). First part of a strong Atlantic alliance was based on good relations between United States and Western Europe. Second part was to have strong alliance within Europe. Therefore, Europe was very significant part of German foreign policy. In this respect, Federal Republic of Germany became one of the founders of European Steel and Coal Community (ESCC) which finally evolved into European Union. Moreover, Europeanization gave Germany a possibility for embracing a new identity. Having disturbed European balance of power twice in two world wars, Germany avoided pursuing its national interest explicitly and instead pursued its policies on the European level.

Franco-German relations have been at the core of the Germany's European policy. The root of Franco-German relations based on the explicit political will of both countries to put an end to a disastrous relationship since the unification of Germany in 1871.⁷ The Elysée Treaty of 1963 was the result of this will

⁵ Stefan Kornelius, *Angela Merkel: The Chancellor and Her World*, (London: Alma Books, 2013) p.210

⁶ Mary Fullbrook, *Almanya'nın Kısa Tarihi*, trans. Sabri Gürses (İstanbul: Boğaziçi Üniversitesi Yayınevi, 2014) p.203

⁷ Yves Boyer, "France and Germany" in *Germany in Europe in the Nineties* edited by Bertel Heurlin, (London: Macmillan Press, 1996) p.242

of Charles de Gaulle and Konrad Adenauer to consolidate friendship between France and Federal Republic of Germany. It paved the way to cooperation between two states. During the following period, Germany relied on France's political credibility in EU policies in exchange for economic benefits to France. Leading role for Germany alone might have caused strong reactions from other European states. Thus, acting together with France gave Germany political opportunities that otherwise may not been possible. This co-hegemonic leadership of France and Germany worked most of the time until the Eurozone crisis.

Fall of Berlin Wall in 9th of November 1989 is followed by reunification of Germany and end of Cold War. Federal Republic's Chancellor Helmut Kohl wanted further integration in Europe during this period. For integration policy, once again Germany had to rely on cooperation with France since a unified Germany would mean more assertive Germany. In the immediate post-Cold War years, Europeanization reached to its zenith. Both Germany became more European and Europe became Germanized with replacement of Deutschmark and the Bundesbank by the euro and the European Central Bank (ECB).⁸

There has been a gradual decline about Germany's perception of Europeanization. First reason for this was the enlargement of EU. Enlargement had the possibility of making core EU policies like Common Agricultural Policy unaffordable. This led to more defensive posture on the part of France and Chancellor Schröder's Germany.⁹ Moreover, new generation of politicians did not have the direct experience of WWII and therefore they were more eager to talk about German national interest. For instance, Schröder argued in 1998 that Germany standing up for its national interest will be just as natural as France or Britain standing up for theirs.¹⁰ Furthermore, the population of former East Germany did not have the historic enthusiasm of citizens of Federal Republic who could associate the EU membership with prosperity. In 2005 Angela Merkel, who had spent thirty-five years of her life in in GDR, became the chancellor of Federal Republic.¹¹ Although she puts Europe at the center of German foreign policy, she had been also one of the outsiders to EU as a GDR citizen.

⁸ William E. Patterson, "The Reluctant Hegemon? Germany Moves Centre Stage in the European Union" *JCMS: Journal of Common Market Studies*,49, doi:10.1111/j.1468-5965.2011.02184.x (2011) p.59

⁹ *Ibid.*, p.60

¹⁰ *Ibid.*, p.62

¹¹ Kornelius, p.202

To conclude, foreign policy of federal republic of Germany has been a pro-European one. During the Cold War, Germany saw strong alliance at both sides of Atlantic as its goal. Therefore, Germany is one of the founders of ESCC and supporter of European integration. Relations between France and Germany were at the center of Germany's European policy. However, even before the Eurozone crisis, there was a decline in Germany's pro-European stand. As we can see now, this decline would continue during the crisis both in Germany and in other Eurozone states.

EUROZONE CRISIS AND GERMANY

The global economic crisis began on 15th September 2008, with the bankruptcy of Lehman Brothers in the United States and by October 2009 it shifted into the budgets of European States.¹² Everywhere in Europe national debts were growing and governments had to help to failing banks which actually meant exposing themselves to risk. Worst news came from Athens when it was revealed that the budget deficit of Greece increased to twelve percent of gross domestic product (GDP) instead of six percent. Ratings agency Fitch downgraded Greece's credit rating which made borrowing money extremely expensive for the country.¹³ This led to a harmful circle of high debts, a high demand for credit, and even more expensive loans. To break free from this chain, Greece needed to reduce its debts. However, economy had to grow and for that to happen, income from taxation needed to be increased. This meant spending cuts and it would lead to reduction of social security, pensions and healthcare costs. These all were extremely difficult for Greece and its government was unable to act. Normally, when states in this difficult position, they usually issue a new currency or devalue the old one. However, Greece was not able to do this since euro was used as currency of sixteen other countries of European Union. If Greece were allowed to go bankrupt in an uncontrolled way, it would take some other states in EU.¹⁴ Moreover, Greek banks were closely related to other European banks and bankruptcy would cause a domino effect in other banks in Europe. Or if Greece were allowed to leave the Eurozone, it would raise questions about the validity of Eurozone and would cause the collapse of the system.

On 23rd April 2010, Greece applied for aid from European Union and International Monetary Fund. Even though Chancellor Merkel's initial response had been insisting that Greece's problem was an internal

¹² Ibid., p.213

¹³ Ibid., p.214

¹⁴ Ibid., p.215

one and that Greece had to solve it with austerity measures, on 10th May of the same year European Financial Stability Facility was established and rescue plan for Greece was agreed. However, in the summer of 2011, Greece was once again on the edge of bankruptcy. 2010 aid was expanded to 109 billion euros. In the meantime, Ireland and Portugal had followed Greece while interest rates of Spanish and Italian government loans went up and European Central Bank had to buy these loans. At that point it became clear that the crisis was not about individual countries, it was the crisis of the Eurozone.

Germany had to have the role of leadership during the Eurozone crisis for economic reasons. It was the largest state in terms of population, gross domestic product and gross national product. Moreover, its unemployment rate was the lowest in Eurozone and its nominal unit labor cost increased less.¹⁵ Thus, Germany was the dominant country in the Eurozone who was contributing most to the bailout funds.¹⁶ Also, French economy had lost its strength making the role of leadership available solely for Germany. Therefore, Germany has played a dominant role in advocating solutions to the Eurozone crisis and other actors including EU institutions had to accept this role. As someone in Merkel's office said "It came to the point where we didn't go to Brussels, everyone came to us"¹⁷

Germany's dominant role in the Eurozone crisis once again brought German question back to the agenda. It showed that in economic terms Germany was the strongest country in Europe. Moreover, Merkel's conditionality for Greece demonstrates that Germany followed its national interest while making the decisions. Merkel wanted other European states to maintain their ability to purchase German products. That is why she needed their economies to grow. Another result of Eurozone crisis was that it was not another scene of co-hegemony of France and Germany. With France's weakened economy, relations between two states became asymmetrical. Also, Franco-German relationship was very difficult to synchronize with the pace of the financial markets.¹⁸ Furthermore, during the Eurozone crisis, Europe witnessed what we can call rebirth of

¹⁵ Simon Bulmer, "Germany and the Eurozone Crisis: Between Hegemony and Domestic Politics." *West European Politics* Vol.37 (2014) p.1251

¹⁶ Simon Bulmer and William E. Paterson, "Germany as the EU's Reluctant Hegemon? Of Economic Strength and Political Constraints" *Journal of European Public Policy* Vol.20 (2013) p.1395

¹⁷ Kornelius, p.240

¹⁸ Bulmer and Paterson, p.1394

the nation state. Firstly, EU institutions had neither the authority nor the money to intervene, member states needed to solve the problem.¹⁹ Secondly, as it is already mentioned dominant role of Germany was not well received in other states. National prejudices suddenly reappeared. Third or Fourth Reich was mentioned in articles. Merkel was compared to Bismarck or even Hitler in cartoons.²⁰

Germany's role in the Eurozone crisis is often called as "reluctant hegemon" and there are important reasons for this. First of all, Germany did not seek the role of hegemon; as the dominant economy of the Eurozone, Germany had to take action. Merkel's holding off for decision can be given as an example here. Secondly, public opinion in Germany was not very enthusiastic about the German role in the Eurozone crisis. There was a hostile press campaign which depicted that hard-working Germans had to pay for lazy Greeks.²¹ Pro-Europeanization decreased in Germany and a Eurosceptic party Alternative für Deutschland (Alternative for Germany) was founded in April 2013.

GERMANY AND UKRAINIAN CONFLICT

Crisis in Ukraine is chosen for this study to analyze Germany's role in foreign policy of European Union. This case is chosen because it was a specific foreign policy issue which required a common policy of European Union. To analyze Germany's role in EU foreign policy during Ukrainian crisis, firstly we should look at the traditional relations with Russia. Then, we should understand The Eastern Partnership (EaP) before we continue with what happened during the crisis.

During the Cold War, *Ostpolitik* (Eastern policy) was the term to describe Federal Republic of Germany's cooperative relations with Soviet Union and other Warsaw Pact countries which was initiated by Willy Brandt in 1969.²² During the Cold War, one of the examples of *Ostpolitik* was West Germany's willingness to engage in energy cooperation with Soviet Union. However, at the same time, Germany participated in western sanctions about technology transfer to Soviet Union. After the reunification of

¹⁹ Kornelius, p.238

²⁰ Ibid., p.233

²¹ Patterson., p.69

²² Thomas Forsberg, "From *Ostpolitik* to 'Frostpolitik'? Merkel, Putin and German Foreign Policy Towards Russia" in *International Affairs* Vol.92, 21-42 (2016) p.21

Germany and the end of the cold War, *Ostpolitik* remained as the main policy of Germany towards Russia in spite of the big changes that both countries went through (reunification for Germany, dissolution of Soviet Union for Russia). Chancellor Schröder continued the *Ostpolitik* tradition of cooperative relations with Russia. During the Iraq War in 2003 he wanted to have common political position with Russia. Also, he maintained close personal relations with Russian President Vladimir Putin. Initially, although Merkel did not have the same personal connection with Putin, there were no changes in Germany's relations with Russia. However, later on Merkel showed that she was willing to raise concerns about human rights situation in Russia. In November 2012, the Bundestag accepted a resolution that was very critical of Putin's regime. Resolution stated that "Parliament notes with mounting concern that, since President Vladimir Putin's return to office, legislative and judicial measures are being taken which combine toward increasing control over active citizens, criminalizing critical engagement and creating a confrontation course against government critics."²³ Furthermore, in March 2013, German politicians protested against the Russian authorities for raiding non-governmental organizations in Russia (including some German NGOs such as Konrad Adenauer Foundation).

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The Eastern Partnership (EaP) is initiated by Poland and Sweden as the Eastern dimension of European Neighborhood Policy (ENP). It aimed at transforming Eastern neighbors of EU into a stable and prosperous region. Through bilateral Association Agreements which included Deep and Comprehensive Free Trade Areas (DCFTAs), a gradual integration through convergence with European values and norms would create a "Wider Europe" without offering an explicit membership.²⁵ Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine were the six participating states. ENP combined different elements from development policy, trade policy to foreign and security policy. However, security and foreign policy had less priority than domestic development in EaP states.

Germany's interest in European Neighborhood Policy has been mostly about stability of the region. As the Europe's biggest trading partner, Germany valued the stable export markets. Therefore, Germany

²³ Andreas Brenner, "Resentment strains German-Russian relations" *Deutsche Welle*, 17 Nov. 2012, Accessed on January 25th 2017.

²⁴ Forsberg, p.27

²⁵ Liana Fix and Anna-Lena Kirch, "Germany and the Eastern Partnership after Ukraine Crisis" in *Note du Cerfa*, (2016) p.4

wanted a stable and prosperous neighborhood as it was declared in ENP. Moreover, although Germany supported multilateral approach of ENP, it also had very close bilateral relations with the Eastern neighbors of EU. In fact, these bilateral relations of EU member states caused inconsistencies between member states' individual goals and EU's ENP goals. Germany's strong presence and actions exceeded any other member of EU in the region. Germany has had an important soft power status in the region. This and Germany's close relations with Russia are reasons why when conflict about Ukraine occurred in the region, Germany had the role of leadership even though UK and France had been traditional foreign and security actors.

Crisis in Ukraine started when Ukrainian President Victor Yanukovich refused to sign Association Agreement with the European Union in 2013. Opposition movement Euro-Maidan started with protests. Germany initially involved as part of Weimar Triangle. Weimar Triangle is a format that was initiated in 1991 by foreign ministers of Poland, Germany and France who in this format have regular meetings. Foreign ministers of Weimar countries negotiated an agreement between Yanukovich and the opposition.²⁶ However, Yanukovich fled from Ukraine on 22nd February 2014 and created a security problem. Transitional government was established under Yatsenyuk which was not considered legitimate by Russia. Hence, Russia increased its troop movements in Crimea and started to take over strategic positions and finally occupied Crimea. In response for Russian actions, European Union suspended bilateral talks with Russia about visa matters. Germany wanted to pursue a three-tier crisis management framework: economic sanctions against Russia, dialogue between Ukraine and Russia and strengthening the Ukrainian states.

Merkel tried to persuade Putin to cancel the referendum in Crimea and when Putin rejected this idea, sanctions against Russia was the only choice. In gaining support from other EU members, Germany played an important role. While some members did not want economic sanctions, others were worried that sanctions were not strong enough (countries like Poland and Baltic countries because of security concerns). In addition, Merkel was personally trying to broker a solution between Russia and Ukraine to reach an agreement. She became successful when the first Minsk agreement was signed in 5th September 2014 between Moscow, Kiev and pro-Russian separatists.²⁷ However, it did not last long and Minsk II agreement was negotiated on 12th February 2015.

²⁶ Ibid., p.12

²⁷ Ibid., p.13

Initially, Germany was not very willing to play a role in the conflict. As it is already mentioned, the stability in the Eastern neighborhood states was one of the foreign policy goals of Germany. That is why Germany had to have the leadership role during Ukraine crisis. For German understanding, stability in the region was only possible with Russia. For this reason, although Germany strongly condemned Russian actions in Eastern Ukraine and Crimea and declared Russian actions as breach of international law, Germany did not apply to military means to solve the problem. Attempts were made Germany to find diplomatic solutions to the conflict. Another reason for German policy during the crisis was internal. During 2014, exports to Russia were cut by 20% and 50.000 German jobs were at risk. The Committee on East European Relations of the German Economy (Ost-Ausschuss der Deutschen Wirtschaft) criticized the EU sanctions against Russia and warned about the negative consequences for Germany.²⁸ Thus, it can be claimed that Germany had its own reasons for the policy that was followed during Ukraine crisis and therefore assumed the role of leadership.

CONCLUSION

National foreign policies have been important dimension of foreign policy of European Union. German foreign policy is not an exception. In fact, it can be the most influential one since Germany had to have the always dominant role in two recent crises. For Federal Republic of Germany, Europe is very important. It is at the center of the foreign policy of Germany. Since the Cold War years, stability in Europe and a strong alliance in Europe have been the number one priority for Germany. Germany's relations with France lies at the heart of its European policy. Germany cannot explicitly assume the role of leadership. Therefore, it needs France's cooperation for its policies. Even though there is still support for Europeanization in Germany, it is declining; especially after the Eurozone crisis.

Eurozone crisis is the extension of global financial crisis of 2008. This crisis started with Lehman Brothers' bankruptcy in United States and spread to Europe in 2010. Most severe situation was in Greece. When Greece applied for aid from European Union, eyes turned to Merkel who is the chancellor of the economically strongest state in the Eurozone. With her conditionality policy, Merkel was one of the proofs that national boundaries were still valid in European Union. She needed German economy to stay strong and therefore she did not hesitate to force Greece to accept this conditionality. Eurozone crisis weakened the role of France and the leadership had to be assumed by Germany. However, neither Merkel administration nor the

²⁸ Forsberg., p.34

German public wanted this role. Also, because of Germany's historical legacies, other Eurozone countries were very skeptical about dominant German role.

Another crisis in which Germany had to have the role of hegemon in European Union was Ukraine. As an Eastern dimension of European Neighborhood Policy, EU initiated the Eastern Partnership. One of the countries of EaP was Ukraine. Association Agreement marked the beginning of a very problematic period in Ukraine. President Yanukovich did not want to sign the agreement. Protests in the streets followed during the Euro-Maidan movement in Ukraine. German Foreign Minister Steinmeier was one of the mediators between the Ukrainian government and protesters. However, when Yanukovich left the country, it created a significant security problem for Ukraine. Interim government was not recognized by Russia and Russia occupied Crimea. Once again, Germany was behind the EU's sanctions policy. On the one hand, stability in Eastern neighborhood was very important for Germany. On the other hand, Germany needed Russia for that stability. Thus, Germany did not want military means to put an end to the conflict and tried to role of mediator between Russia and Ukraine. Merkel's personal efforts resulted in two Minsk agreements. During this crisis, EU followed German policies because historically Russian relations were very important for Germany and Germany made more efforts than other European states.

In general, when we look at the German foreign policy, having a hegemon role in European Union has not been one of its goals. Both during the Eurozone crisis and Ukraine crisis Germany had to take an action because mainly it had to pursue its national interest. Also, the role of leadership was available for Germany. Eurozone was an economic crisis and Germany as the strongest economy in Europe had to have the responsibility. In respect to Russia, stability in the region was very important for EU but in particular for Germany. That is why, once again Germany had to assume the role of leadership.

To conclude, it cannot be assumed that Germany has played the role of leadership in EU foreign policy willingly. For foreign minister Steinmeier, one important reason is that Germany did not seek this role. He argues that Germany has become the central player thanks to its success in remaining stable as the world around it changed.²⁹ Furthermore, German leadership is largely confined to economic zone. To be effective in foreign policy decisions of EU, military means in addition to economic capabilities are needed. However, Germany does not possess such capacity. In 2015, for example, according to International Institute for

²⁹ Frank-Walter Steinmeier, "Germany's New Global Role" in *Foreign Affairs* Vol. 95 (2016)

Strategic Studies Germany's defense budget was \$36.7 billion. It is less than United Kingdom (\$56.2 billion) and France (\$46.8).³⁰ It looks even more inadequate when we consider defense budget in relation to size of the economy. Also, size of Bundeswehr, its armed forces, is smaller than the Cold War period. Furthermore, there have been some instances in which Germany refrained from using military power. Example of Ukraine is already given. Germany was also against Iraq war of 2003 against Saddam Hussein and did not participate in France-led intervention in Libya in 2011.

To sum up, Germany had the role of leadership during the Eurozone but it did not mark the beginning of German leadership in EU foreign policy. For the reasons that are given above, so-called German leadership is very limited in the content of foreign policy. Ukraine was another crisis that Germany was the main actor in the European scene. However, this role stemmed from importance of region for Germany and its national interests. In conclusion, Germany does not have the role of hegemon for foreign policy of European Union. In fact, Germany is more interested in promoting multilateralism and sharing responsibilities.³¹

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ESL BASIC LEARNERS: PERSONAL HISTORIES OF WRITING

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ABSTRACT

Abstract – As widely known, the Thai language is quite different from the English one in several aspects. As a result, it is interesting to know how Thai students learn to write English. There have been numerous studies exploring the means Thai students use in their English learning. Nonetheless, there are a few on Thai-ESL writers, especially those in the AEC era, when English writing became a must for most students. What are their histories of writing? Specifically, how do the Thai-ESL learners develop their English writing ability? Until now, it has always been controversial to what extent a novice learner's writing piece should be corrected and graded. Applying a combination of qualitative and quantitative methods, this research paper will address and cover these issues. The data was directly derived from a questionnaire and 126 essays composed by MBA students at a graduate school in Bangkok. Based on the questionnaire, the findings have shown an overwhelming percentage of students who realized the importance of the instructor's comment on their writing pieces. The "expectation for the instructor's revision" ratings ranged from "Very Satisfied" at 78.6%, followed by "Satisfactory" at 19.8%, and "Moderate" at 1.6%. All participants (100%) admitted the *lingua franca* status of English, and only 45.6% complained that the time was too short for a writing course which had to cover grammatical points, vocabulary words, writing mechanics, and essay organization. Based on the essays, even though most of the respondents (96%) mentioned their English studies in school and college, their English writing seriously started during their undergraduate education. Some further use English in their jobs; while the others do not use it any longer. That's why it is deemed difficult for many Thai students to write in English effectively in the intensive course under investigation.

Index Terms: 1. English writing, 2. expectation for corrections, 3. Thai ESL writers

I. INTRODUCTION

At present, myriad academic institutions have started to encourage their students to write in English for the purposes of preparing them to enter the current labor market. International courses and/or programs have become legion. Numerous students go abroad on "Travel and Work" programs. These situations seem normal in developing countries, like Thailand, which mainly depend on tourism and cash crops. To cope with an increasingly competitive labor market, Thai students have to learn all four skills, i.e. reading, writing, speaking, and listening, in order that they can win a job in this modern world. Everything goes on faster even than time and tide. Each minute refers to money, and everybody has to try their best to gain a

job—or even better—a well-paid one. Looking back to the past, the situation did not go too far like the present circumstance. English competency, which was once a preference, now became a must for new graduates.

As academic institutes have played a significant role in producing efficient graduates who can work a job productively, these institutions assume entire responsibilities to provide English courses. At the institute under investigation, MBA students have to enroll in a 5-week English intensive course, as a preparatory lesson, before the academic semester really begins. Many of these students are still using English at work, whilst the others do not any more. It is hence interesting to know how these newcomers feel about the writing lessons; how important the instructor’s corrections, revisions, or comments are to them; and what their writing histories are.

II. LITERATURE REVIEW

Teaching writing inevitably requires one to deal with errors and mistakes which, in turn, makes giving feedback an unavoidable part of the process of learning and teaching. Each skill, however, demands different types of feedback. To get even worse, the issue that writing teachers have been concerned about all along is whether mistakes and errors should be corrected at all, and if they should, when and how such corrections should be done.

Students’ writing revision has thus always been debatable. Some professional writing instructors prioritize writing mechanics and organizations, while others value grammar corrections. For the former group of experts, Shaughnessy (1977) asserted that the whole-essay revision is far more important than grammar correction. The whole composition revision is drastically more rewarding than writing sentence drills. She provided a simple schema, as follows:

	<i>Listener</i>	<i>Writer’s Response</i>
1.	What’s your point?	Thesis statement.
2.	I don’t quite get your meaning.	Restatement in different words.
3.	Prove it to me.	Illustration, evidence, argument
4.	So what?	Conclusion

In Shaughnessy’s view, it is apparent that instructors as the reader should highlight the importance of writing skills including mechanics and organization rather than grammatical rectification. Agreeing to Shaughnessy (1977), Fulwiler (1987) exemplified his revision way in a technical writing course. When reading a student’s writing piece, he usually examines the thesis statement, which is the best clue to the essay focus, as well as the organization of plentiful information which can help to make readers understand and follow the author’s ideas. In his response, he did not mention the grammatical points or errors, but asked about the author’s purpose or some questions that will help the student writer to elaborate more on the topic. In Fulwiler’s view (1987), “...; rather [his comment] calls attention to the role of revision in learning. By commenting on the positive as well as the negative aspects of students’ papers, by taking even more critical focusing questions and by withholding grades from these early, more exploratory drafts, instructors are able to help motivate students to both learn to learn and learn to write better” (p. 65).

There have been numerous studies conducted to illustrate how corrections should be made. For instance, Gower et al (1995) warn that teachers need to be aware when and how to give immediate feedback on grammatical errors in order to avoid damaging learners’ confidence. Likewise, Musumeci (1997) suggested effective ways to teach English to non-native students by placing emphasis on meaning rather than its forms. Error correction should be conducted to some degree and deemed a natural part of their learning progress (p. 116).

Focusing on whether correction yields any result, Hyland and Hyland (2006) conclude from their experiment that though feedback occurs frequently in the classroom, there is no succinct evidence that they are effective in helping students write better. As such, some instructors feel comfortable claiming that error correction is not essential and leaving errors uncorrected is, in a way, psychologically better for learners.

In an experiment, Pan (2010) asked her population to write a passage, and then directed them to revise their writing based on the teacher's feedback. An oral meeting was then conducted in order to give the students feedback on their errors. In the final version of some of their work, Pan (2010) finds that the work contains more errors than what is expected from them. This result confirms that the improvement in linguistic accuracy has nothing to do with error feedback on written work. As for teachers, those who disavow error feedback warn that overemphasis on error correction turns writing teachers into grammar teachers. Getting carried away, writing teachers have a tendency to ignore other more important issues in writing instruction (Hairston 1986). However, not all writing gurus or theorists are responsive to this perspective.

Despite the evidence mentioned above, there are those who believe that feedback is useful. Thus, for the latter group, theorists adopt the standpoint that instructors should look closely into every word and sentence of student writers. Fulwiler (1987) described this type of writing teachers as those "who have too faithfully red-penciled misspelled words on student compositions all their professional lives—a breed obsessed about the minutiae of correctness" (p. 61). According to Leki (1992), English as a second language (ESL) writers are distinctive (pp. 30-32). Many left their homelands simply to pursue their studies in English-speaking countries so that they can feel capable upon their return. Consequently, the grammar/word/spelling/idiom corrections made by English native professors are always greatly welcome. Likewise, ESL students are usually not ego-centric; they yearn for and anticipate corrections (Leki, 1992, p. 31). This understanding can make English-language instructors feel less perturbed when revising their ESL students' writing pieces.

Like the former group, many supporters of this viewpoint are legion. Ferris (2003), for instance, sees the benefit of indirect feedback on students' long-term writing development (p. 52). According to Ferris (1999), direct feedback may be appropriate only when students (usually beginners) are not able to self-correct their own errors. In fact, error feedback is deemed indispensable in many cases. Ferris divulges that grammar errors can cause university professors not to judge the overall composition justly since these professors are less tolerant of typical ESL errors than of typical native speaker errors (p. 8). Seeing the benefit of feedback (direct or indirect), many researchers suggest various correction techniques. Some recommend the use of code to identify error types for students, e.g. T for a verb tense error, while others advocate error feedback which does not identify types of error, e.g. simply underlining errors (Lee, 2004, p. 286).

Additional to the argument on the usefulness of error feedback, there are studies which deal with teachers' and students' perceptions on feedback practices in L2 writing classes. Deng (2010) finds from its questionnaire survey that both teachers and students have negative perceptions of errors in writing and preferred comprehensive error feedback because it helps to eradicate all errors (p. 6030). They value this practice and consider it an essential element in language learning. Salteh and Sadeghi (2015) conclude from their survey that there are noticeable differences in the preferences and attitudes of teachers and students toward issues related to marking writing papers (p. 1). According to Salteh and Sadeghi (2015), teachers mostly prefer correction of content errors but students' preference is the indiscriminate correction of all errors whether they are major or minor, grammatical or non-grammatical (p. 8). Horbacauskienė and Kasperavičienė (2015) compare students' attitude at two technological universities in France and Lithuania (p. 70). The results indicate that both groups prefer indirect corrective feedback with a clue although the two groups of students showed preference for feedback on different error types (e.g., feedback on structure vs. feedback on grammar).

Surveying preferences of EFL students in China, Chen et al (2016) find their subjects to have a favorable attitude towards error correction. In particular, they held a strong preference for extended comments on both content and grammar of their written work. Focusing also on preference of students on

feedback practices, Lee (2004) explores the existing error correction techniques used by teachers in the Hong Kong secondary writing classroom (p. 285). Her result reveals that students and teachers prefer comprehensive error feedback. Lee (2004) goes further to investigate the quality of teachers' feedback and finds that only about half of the teacher correction was accurate (p. 285). Our study, similar to the abovementioned, investigates preference of feedback among adult learners. Aiming to find out what the students' views of error corrections from teachers are, the open-ended questionnaires are employed to illicit the learners' views on this matter. The section that follows outlines our methodology.

III. METHODOLOGY

The research study began with the following two research questions in mind:

Question 1: "Do you agree that English holds the status of lingua franca in the today's world?"

Question 2: "Do you think the instructor's revisions/feedback benefit your learning to write?"

The methodological part is further divided into five sub-categories including the nature of the course, textbook, participants, writing task and questionnaire.

A. *Nature of the English Intensive Course at Institute ABC*

The 5-week English intensive course at this postgraduate institution is regularly provided to MBA students before the real academic courses start. This intensive course is not only a good preparation for newcomers to familiarize themselves with the institutional requirements and expectations but also a great chance for them to know each other and make friends. Details of each intensive course may have some trivia, though. In this study, students learned how to succeed in their MBA studies, read textbooks, write reports, and deliver oral presentations. The present study is aimed to cover only the findings based on academic writing. The class was divided into two sessions: morning (3 hours, from 9 am to noon) and afternoon (3 hours, from 1 pm to 4 pm). The students thus spent a whole day long with each other.

B. *Nature of the Textbook*

The textbook used in this course is *The researched essay: Effective academic writing* (2nd Edition) co-authored by Rhonda Liss and Jason Davis and published by Oxford University Press in 2012. In each session, students were assigned to write in various rhetorical modes including comparison-contrast, cause-and-effect, argumentative, and classification. There were 6 units altogether in this book. Each unit is further divided into 4 prime focuses: (1) academic, (2) critical thinking and research, (3) rhetorical, and (4) language and grammar. Before delving into each compositional type, students were asked to describe their personal writing histories as the first assignment. In Unit 1, students read the essay on "Becoming an Academic Writer" from pages 3 to 4. They were introduced the essential parts of a good essay including: introduction, body paragraph, and conclusion. Simultaneously, students learned what a thesis statement and a topic sentence are. The data analysis in this academic paper is the writing task on the first day. Its nature will be discussed in Part C.

C. *Nature of the Writing Task*

After the participants read the model writing on "Becoming an Academic Writer," they were then taught how to draw an outline, e.g. main point, supporting details, etc. They also learned to recognize signal words and rhetorical modes. Writing mechanisms like parallelism, cohesion, spelling accuracy, and title selection were introduced as well. After that, the participants were assigned to describe their earlier experiences with writing, their revision behaviors, etc. They were given 30 minutes to complete their composition. They were allowed to use the e-dictionary, but prohibited from copying an essay on the Internet. As the participants were new to the school, they tried to learn everything benefiting their futuristic study and seriously abided by the rules.

D. *Nature of the Participants*

The respondents in the study were MBA students at a postgraduate institute in Thailand. It was the preparation course for all new MBA students so that they realize the pedagogical styles, academic requirements, and general expectations of faculty members and the school. Sixty females and sixty-six males formed a class of 126, all of whom were participants in the study. Their ages ranged from 24 to 33 years of age, with an average of 26.39.

By nature of MBA courses around the world, students usually come from diverse fields of study. This is also true to the current study. The fields of the bachelor's study comprise arts (i.e. linguistics, political science, and communication), business administration/management, engineering (i.e. aerospace, industrial, chemical, petrochemical technology, computer, mechanical, electrical, and electronics), economics, finance, accounting, science (i.e. computer, chemistry, system on chips, and food technology), sociology & anthropology, early childhood education, information technology, applied statistics, packaging & materials technology, agro-industry, industrial management, and technology in aviation. Among 126, four already received their first master's degrees in engineering. MBA is thus their second master's. As most students usually concur with the idea/response, there is no discussion in terms of gender.

In addition to their essays, the data gained derived from a questionnaire.

E. Nature of the Questionnaire

The questionnaire consisted of three major parts. The first part dealt with the participants' demographic data: gender, age, fields of study for their bachelor's and/or master's degrees. In the second part, students were asked to rate their learning process, for instance, how they feel about their progress of learning to write in this class, and whether or not the instructor's revisions/comments benefit their learning to write. The ratings were provided in ascending order:

5 = very good/ very much/ very satisfied,

4 = good/ much/ satisfactory,

3 = moderate,

2 = fair, and

1 = need improvement/ none.

All the respondents could also add their explanatory comments as they wish in Part 3—an open-ended question.

IV. FINDINGS AND DISCUSSION

The findings in this study reveal that students are generally satisfied with the writing activity. The results are analyzed as shown below.

A. Quantitative and Qualitative Results Based on the Questionnaire

The participants were assigned to fill in the questionnaire.

Question 1: “Do you agree that English holds the status of *lingua franca* in the today's world?”

One hundred percent of the respondents agreed that English has become a *lingua franca* in many parts of the world. Both male and female students all conquer with each other in this view. Some salient comments are as follows:

- The course contents are very useful for students as English becomes a must in business and our daily life.
- Learning English is really important to everybody, especially those who don't regularly use English at their workplace. When I had to write my statement of purpose for application to this

MBA program, I realized the importance of maintaining my English proficiency. Students can relearn English for their MBA studies, and this course is like a review of English for me.

- This is a good way to learn because students can apply the English knowledge to my work and study.

Question 2: “Do you think the instructors’ revisions/feedback benefit your learning to write?”

From the questionnaire, 78.6% (99 out of 126) of respondents commented that the instructors’ revisions/feedback benefited their writing progress at the “Very Satisfied” level (5 out of 5), while the other 19.8% coincided at the “Satisfied” one (4 out of 5). The only 1.6% (2) preferred the corrections at the moderate level. This means that almost 100% (98.4%) of the respondents were satisfied with the corrections at generally “good” level.

The participants who preferred the instructor to revise their work seriously provided the following feedbacks.

- I rarely have writing skills. Thus, the instructors’ corrections are really helpful. I would like to learn and know more about words and structures. Overall, I can feel the instructors’ dedication and I really appreciate it.
- I really love this course. I appreciate the details and contents of the material. I feel that I acknowledge something more and can apply such knowledge to my future career and MBA studies. The instructors’ revision is quite clear and helpful.
- This is a good course. The instructors’ corrections made me realize my own errors and I can fill those gaps later on.
- The instructors always correct my writing and this is hard to find at any other institutes.
- I have learned a lot from this intensive course. I love all the three parts: reading, oral presentation, and writing. It’s good that the instructors take their time reading every word I wrote and correct every error I made.
- The instructors have great attention and diligence to correct students’ work. This made me understand and learn errors in my writing.
- Reading aloud in front of the class helped me to know that I can’t spell the words I pronounce wrongly. Reading aloud and the instructors’ corrections altogether made me realize this fact. I learned that both reading and writing are interrelated.

There is reasonable concordance between these reactions and Leki’s (1992) claim that ESL writers are not ego-centric. They “expect to make a lot of errors; they want and expect corrections... . Thus, because of their personal histories with writing, ESL students are less likely to become deeply discouraged and pessimistic about their chances of success in the L2”—English (Leki, 1992, p. 31). This result also supports the findings of correction preferences among Chinese students in the study conducted by Chen et al (2016). Their respondents also expressed a positive attitude towards error correction.

Last but not least, the 1.6% of the respondents did not say directly that they disliked the instructor’s corrections. Rather, they commented, “The class is too short. Students who don’t have a strong foundation in English may produce a lot of errors.” Both participants proposed the writing course to be provided for a longer time, e.g. along running the program. There should be a grammar course to prepare students with good grammar and vocabulary before doing the writing activity.

Agreeing with this 1.6% of the respondents, the majority of the participants (98.4) mentioned the preference of the writing course length extension as follows:

- The instructor intends to teach and is devoted to their students’ errors. They explain everything in detail, provide activities for students to participate in and enjoy. Students have plenty of chances to make friends. The course is too short, though.

- It's good for all to learn together without boredom as the games help us to feel closer.
- I would like to be given more time to write.
- The course duration is too short for learning to write. This made the instructor to teach too rapidly to catch up. I would like the instructor to teach in more detail.

Owing to the frequent complaint about the short period of the writing lessons, the authors further investigate the entire questionnaires, whether the subjects are satisfied with the errors corrections/feedback or not. The authors have then found that 45.6% of the respondents have an opinion that it is unfeasible to attain higher writing proficiency in only 5 weeks. Some salient responses are as follows:

- I had a very little experience in English writing, so I've found it very useful and interesting. However, the time is too short. I still don't understand long, complex sentences. I want to learn more. I need more time.
- There should be some more grammatical lessons as well as some writing guidelines for weak students.
- Some contents may be too hard for some students with limited English knowledge. I think the time for writing practices should be extended.
- Effective writing requires good grammar. 5 weeks is too short.

These opinions do not only explicate why a few students feel somewhat dissatisfied with the course, but also verify the result that the students in this study appreciate the instructor's error corrections and/or comments on their writing, whether they are grammatical correction or comprehensive error feedback. In their 20s and 30s, these participants comprehend the importance of grammar and its relationship with the writing skills. As a consequence, they do not resist or feel discouraged by the red-inked correction as found in some studies previously conducted with school/college students (*see* Horbacauskienė & Kasperaviciene, 2015; or Lee, 2004, for instance).

B. Quantitative and Qualitative Results Based on the Students' Writing Task

Ninety-six percent (121 out of 126) of respondents wrote that they had studied English from school and college, and their English writing truly began during their undergraduate education. It is thus paradoxical that despite their over-ten-year English studies, they cannot write or communicate well in English. Supporting the response to the questionnaire, these participants also mentioned that they made countless revisions before submitting their writing pieces to the instructor. That's why they know the importance of corrections. Some salient experiences are as follows:

- I learned how to write since young. I had to write down whatever I could think of and planned to revise it later on. As a result, I think revisions are important to my language progress.
- I started learning to write in elementary school and now I'm still learning to write (in your class, haha). I strongly believe that I cannot write perfectly at the first time; therefore, I need revisions and corrections over and over.
- Writing has been always important to me. I had to learn to write since I was young. Currently, I'm working in the Procurement Department and I have to write e-mails, do summaries, and give presentations in English every day. Thus, revisions have been made all the time.
- I learned English since young, especially in an international program at university. However, despite enrolling in an international program, my English writing focused on responses to the questions rather than grammar/structure. As a result, there are plenty of grammatical errors. That's why I really appreciate the instructor's corrections. From my experience, this is very rare.
- Even though I started learning English when I was in kindergarten, I could not write well in English. When I wrote a report, I had to read it again and again. My writing was very easy to understand. Unfortunately, there were still some sentences which I could not convey the right meaning. Therefore, I feel

good when the instructor shows me how to revise it.

As mentioned above, the correction to the subjects' personal writing—bad or good—enabled them to become more perceptive. When novice writers recognize the instructor's good intention, they tend to open their mind to the corrections—be they positive or negative. As Fulwiler (1987) puts it, "...[my comment] calls attention to the role of revision in learning. By commenting on the positive as well as the negative aspects of students' papers, by asking even more critical focusing questions and by withholding grades from these early, more exploratory drafts, instructors are able to help motivate students to both learn to learn and learn to write better" (p. 65).

In the authors' perspective, these findings are really important to educators and English instructors/lecturers. Despite such a long time of English learning, loads of students cannot write well. According to the research results, the quality of English education is highly questionable as it has been. Currently, there is an abundance of international programs at all academic levels. It can be said that English studies are also actively offered at all academic institutions in Thailand. However, at the master's level, English pedagogy and quality tends to be an unresolved issue again.

V. CONCLUSIONS, RECOMMENDATIONS, AND LIMITATIONS

The present paper revealed that all writer learners consider writing a must in their everyday life. Despite many English programs and long-term studies, Thai writer students are still weak in English writing. They mentioned problems of vocabulary, sentence structures, and spelling arising in their compositions. The gaps in these areas should be adequately addressed and immediately eliminated. As errors are bound to occur, dealing with them directly or indirectly is inevitable. The dilemma which usually remains whether or not they should be corrected for fear that being corrected might inhibit learning is apparent here that students welcome error corrections of all types. This study (together with other similar ones), focusing on students' view on being corrected, addresses the issue at its core. The finding ascertains that error correction is not undesirable. For one reason, this is a short intensive course; as a result, all learners would like to grasp as much knowledge and experience as they can. For another, they decided to pursue their master's degree in this program; they must have learned that the program is well-designed. They are then open-minded to everything the school provides. Knowing this, the teachers can proceed to give error feedback. What should be taken into consideration is the proper technique to be used. In other words, the types of corrections—words, sentences, grammar, organizations, or mechanics—will have to be selected on the basis of students' background and proficiency.

For limitations in this study, the authors are amenable that the quality of the instructor's feedback and/or corrections should be more deeply examined as proposed by Lee (2004). The error corrections—whether be they grammatical or non-grammatical—are generally accepted by the subjects in this study. Presumably, these young adults (from 24 to 33 years of age) are quite experienced, thereby being open-minded to everything benefiting their life and work. They are not easily discouraged by instructors' comments. Rather, they are eager to learn for the betterment of their life and career.

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THE INFLUENCE OF AN INTERVENTION PROGRAM IN THE FIELD OF TIME MANAGEMENT, AMONG STUDENTS WITH LEARNING DISABILITIES AND ADHD-STRATEGIC VIEW

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ABSTRACT

Time management is one of the main difficulties amongst students with learning disabilities, and it negatively affects their academic and personal life. Time management difficulties do not go hand in hand with their cognitive abilities, hence they lead to despair, frustration and feelings of incompetence.

The interventional program focused on creating awareness and internalization of strategies in the field of environmental management, time management and learning management. The intervention model in this study is based on the Human Occupational model (Kielhofner, 2004) which focuses on three components: the person's components, the component of the occupation and the components of the environment.

The study has several purposes first, to examine to which extent the interventional program affected the participants' organization of their Physical learning environment. Second, to examine to what extent the interventional program affected the participants in the field of time management. Third, to examine to what extent the interventional program affected the participants in the area of learning management. Lastly, to examine the influence of the interventional program on the participants feelings of self-efficacy and control over learning. The study included 28 adult participants diagnosed with learning disabilities and/or ADHD who were part of NIZANE MAHUT preparatory program which took place in Mahut center in Kibbutzim College of Education. The participants completed a questionnaire regarding their position toward the components of the intervention program, before and after using the program. In addition, 5 personal interviews were carried out.

The results show that the ability to manage time and to control the learning environment using different methods, allows the students to take control of their lives and to improve their cognitive function. Additionally, the intervention helped them to achieve goals during the time of the program, and continued to support them long term even two years following the program. It seems that learning of organizational planning skills contributes to the sense of 'SELF' and also improves academic achievements.

Due to the findings, we recommend that the research will be used by all of preparatory students Prior to and during their academic studies.

THAI PERFORMING ARTS IN KING PRAJADHIPOK'S LAWS

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ABSTRACT

This paper evaluated performing art in Thai Laws during 2325-2475 B.E. The aim of this paper was to study Thai performing arts Laws in King Prajadhipok and Thai performing arts in King Prajadhipok's laws to heritage until 2559 B.E. Historical document, interviewing, and observing were used to study. The result showed that King Prajadhipok, who was the leader in Thai revolution from Absolute Monarchy to Constitutional Monarchy, legislated Thai performing Arts that affected to inherit the government organization, Thai performing arts persons, conservation of form and contents in the early period, and the development of film by Thais. Transformation of socio-economic and culture in revolution case impacted performing arts. On the other hand, during King Prajadhipok reign, he conserved and developed Thai performing Arts which have continuously been performing until 2559 B.E. Thus, this situation illustrated the power of the leader which focused on Thai performing arts, and also was the status of leader and nation heritage.

Keywords: Thai Performing Arts, King Prajadhipok's, Laws, Policy

INTRODUCTION

Generally, laws are a mirror of the society, economy, and cultures because they are used to create contents, to support, and also to punish people. In addition, they are able to tell the history of counties. In the case of Thai laws between 1782-1932, the study found that there were many pieces of records of performing arts: people, fees, ceremonies, functions, costumes, music, literature, and forms of shows. On the other hand, some kinds of performing arts were used to create content in rules and in laws and to disseminate necessary information at that time.

The study found that people had little interest in the relationship between performing arts and Thai laws during 1782-1932. because very few of the government's documents were found and some of the words in laws were not able to be translated, so people did not understand them. However, the office of National Culture Commission wrote the Three Seals Law with Thai Society which then formed a conference headed by Sujit Wongdeh to explain performing arts in royal law (1990, preface). In addition, when studying the Three Seals Law, other Laws, Decrees, and Enactments, it was found that there were words, sentences and essays which showed a relationship with the performing arts.

Thailand in during 1782-1932. was Absolute Monarchy by the king who issued Thai rules and laws. This main law was Three Seals Law (Tra Sam Daung's Laws). Besides, each king in Rattanakosin Era also issued more laws. The revolution in King Prajadhipok reign during 1925 - 1934. demonstrated that the king legislated about the government organization, which people had to pay taxes in order to show performing arts. Moreover, the king issued a decree for education, Literature and Fine arts Decree. Likewise, the taste of the leader influenced performing arts in this period.

In the present paper, it aimed to study Thai performing arts Laws in King Prajadhipok which showed the status of Thai performing arts during 1925 - 1934. and heritage Thai performing arts until 2016. The

structure of the research paper showed the history of Thai law, performing arts in Thai laws during 1782-1932, Thai performing arts Laws in King Prajadhipok, heritage Thai performing arts.

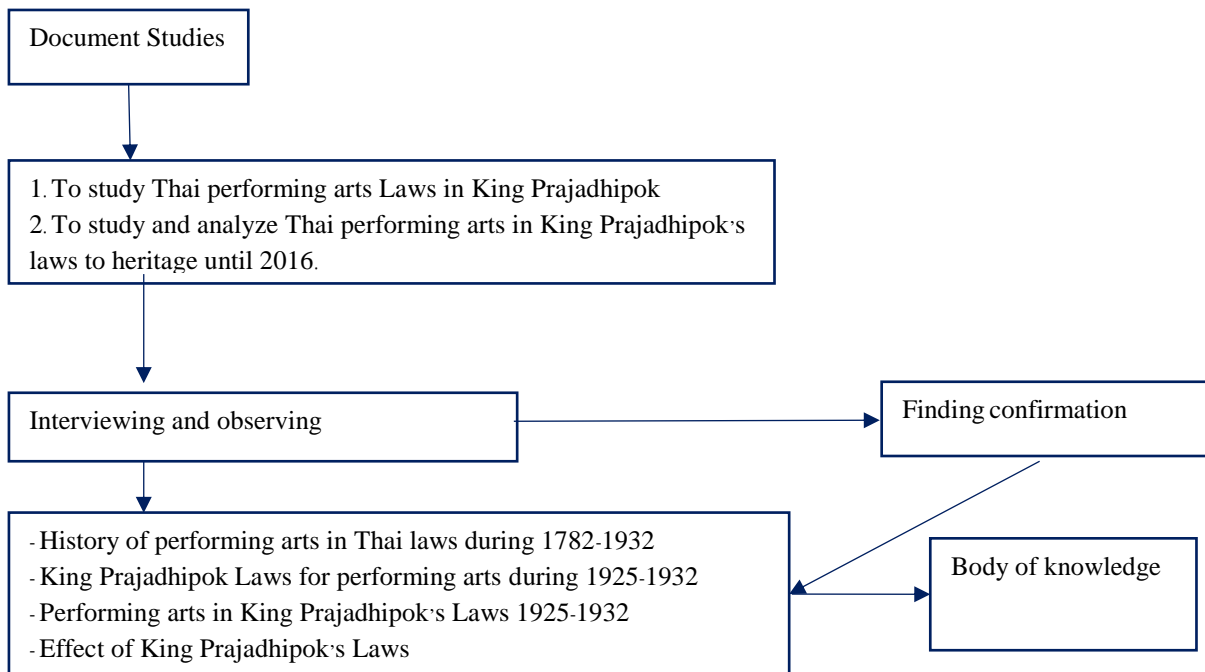
OBJECTIVES

The objectives of this research were to find out body of knowledge concerning the adaptation of Thai society in the King Prajadhipok Reign affected to Thai performing arts in this period. This article purpose followed that;

1. To study Thai performing arts Laws in King Prajadhipok
2. To study and analyze Thai performing arts in King Prajadhipok's laws to heritage until 2016.

METHODOLOGY

This research is qualitative research, conducting by gathering information form primary and secondary historical document; laws, policy during 1782-1932. written by kings and courtiers regarding performing arts, and specialist in King Prajadhipok Reign, formal and informal interview 2 groups of experts in performing arts: national actors in Thai Tradition performing arts and others are lecturer in Thai Tradition performing arts, and observing live performances, teaching performance skill and studying Video and Social media including YOUTUBE and Facebook. This study also applied historical methods to criticize information and interpreting information for evaluating the reliability, as well as paraphrasing the information by synthesizing and analyzing the performing arts in King Prajadhipok's laws and its heritage until 2016.



RESULTS

Thai performing arts Laws during 1782-1932 found that Thailand in this period was absolute monarchy so the king had the absolute power in this country, and the taste of leader was an idol for people (Surapone Virulrak, 2000, pp. 33). He wrote or ordered his courtiers to draft Laws, Decrees, and Enactments. Main Laws used in this period was Three Seals Law (Tra Sam Daung's Laws) which it derived from Ayutthaya Era. It showed Thai royal traditional performing art: government organization, form, function, content,

meaning, literature, scene, costume, position of performing arts governor, and rules of royal. (Kromsilpakorn, 1978). All of these continued influencing in Rattanakosin Era, transformation of socio-economic and culture, so leader in each reign drafted more laws; for example, King Pha Phutthayotfa Chulalok didn't copy form and material king costume for performing arts costume. (Kromsilpakorn, 1978) King Pra Phutthaloetla Naphalai wrote script and design headdress for royal court theatre (Prince Dumrongrajanuphap, 1990, pp.142-144), King Nungklao cancelled Lakorn Puying kong laung (female royal court theatre) (Prince Dumrongrajanuphap, 2003, pp.347-348), King Mongkot allowed female play in public theatre, performing arts taxes, pattern of ornament, censorship of Ail Lao (sing a song in Lao language), earned for religion, and rules of monk, (King Mongkot, 2004), King Chulalongkorn changed performing arts tax (King Chulalongkorn, 1978, pp.1570-1575), King Vajirayudh gave a name of a governor who worked well for performing arts and music, special performing arts government organization, wrote script and design costume for royal court theatre. (Surapone Virulrak, 2000, pp. 264-286) and King Prajadhipok changed performing arts government organization, education Decree, and literature and Fine arts Decree, (King Prajatipok, 1994) etc.

Previous King Prajadhipok's situation showed that 1. Many and complex performing arts of government organization affected to controlled budgets. 2. Variety performing arts for traditional and creational 3. Performing arts showed status of leader 4. Education types: specialize and general. However, in King Prajadhipok reign found that this period WWI just finished, the great depression finished in 1932, and the increasing number of oversea students, and advanced technology which all of these were factors of Thai revolution 1932. which affected to emerge status Thai performing arts (Manissa Vasinaron, 2017)

Although, King Prajadhipok was a leader in Absolute Monarchy during 1782-1932. After that became a leader in Constitutional Monarchy 1932-1934. (He was born in Thai royal, studying Thai royal tradition that affected to concentrate Thai performing arts. When he studied aboard that he was interested in history, education, literature, music and film) He concentrated status of Thai performing arts, so resulted that following:

1. He ordered Chao Praya Warapongpipat control Krom Mahorrasop (was changed to Kong Mahorrasop because reducing budget) - Thai performing arts Organization under government supervision, and Silpakornstan (Krom silpakorn), currently it was called Fine Art Department.
2. He ordered to build Rajabundit Sapha which currently it was called Rajabunditthayastan . (office of royal society - the place specialist)
3. He allowed Chao Phaya Thummasak Montree to draft a royal decree of education for establishing the royal academy (Nattaduriyang School), currently it was called The Collage of Dramatic Arts. .
4. He built Silpakorn Univetsity.
5. He ordered to build Salachaclermkrung (national theatre and first cinema of Thailand)
6. He wrote protection of literature and fine arts in 1931.
7. He allowed to play performing arts for people, by the way, he reduced royal theatre in order to save royal budget.
8. He produced Thai film which was popular and developed in the future.

Effect of King Prajadhipok's Laws found that following:

1. Thai performing arts are controlled by four government organization: Krom siplakorn (Fine Arts Departments), Rajabundit Sapha (office of royal society), Nattaduriyang School (royal academy), and established Silpakorn Univetsity. These places are importance conservation and development of Thai performing arts; playing and education; for example, Lakorn pantang : Phuchanasibtid of Mr.Seri Wangnaithum (Phakamas Jirajaruphat, 2014), recoding in research and journal, Western theatre in Thai education.

2. Thai performing arts persons in this period were governors, actors, writers, musicians, etc. This important point is various because of reducing budget for government or theatre troupe which helped the performing arts still perform unto the present.

3. Thai traditional performing arts was conserved by recording in Aumpone film (King Prajadhipok's film). He recorded royal Khon, Fon of royal court in the north of Thailand, Nora, Rong - ngang, Rum Khis in the south of Thailand, and Thai sports. In addition, it was educated in royal theatre troupe, courtier theatre and folk theatre troupe which were taught by specialists in their own fields. Thus, it led to the conservation and development form, function, content, and meaning.

4. Popular performing arts was Likay, Melody play, and Film. It was later developed into a new form or a new content which were able to reach audience.

5. New media in this period was a film which King Prajadhipok himself was interested in production, writing the scribes for film, and recording the films. The films were developed their forms, contents, definitions, and functions. In this time, it was developed in order to show on the website, in form of software, on Youtube, and other social media.

6. Theatre had royal theatre and public theatre in the early period. The theatre showed live performing arts. The important point in this period was building cinema or theatre for film. Now, it disseminate in society.



Fig. 1 Royal young court Theatre in King Prajadhipok Reign (Chalerm Sak Yeinsamran, 2012, pp.44)



Fig 2 Northern royal male and female dancers welcoming King Prajadhipok and Queen Rumbhibhunnee in 2469 B.E. (King Prajadhipok, 2017, [CD])



Fig 3 Salachalermkong Theatre (first place of Thai cinema) (Thatip Chatput, 2004, pp.44)



Fig 4 Waen Viset, produced by King Prajadhipok (<https://www.youtube.com/watch?v=kJlgCl6t66o>)



Fig 5 Literature and Fine Arts Decree in 2474 B.E. (<http://dl.parliament.go.th/handle/lirt/16580>)

CONCLUSION

Transformation of socio-economic and culture in revolution affected performing arts; King Prajadhipok, however, was able to conserve and develop Thai performing Arts. Besides, Thai performing arts during this period represented the taste of the king as well. In addition, Thai government kept the recoding, and any forms of media which recorded the performance of specialists. Also, the circumstances in this era encouraged each expert in the field of performing arts must have had varieties of skills in order to survive. The preservation of the performing art was not only inherited into persons, but also was kept in form of films, and all of these happened to be developed into other new media such as on the website, in form of software, and other kinds of social media, as well as some live performances were established. Accordingly, the laws issued

in King Prajadhipok not only helped to develop, but also to preserve the performing arts which continued to perform in the present time.

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FABRIC PRINTING DESIGN OF SARONG AS A RESULT OF A STUDY OF TEXTILE PATTERNS OF LAO-SONG (THAI SONG DAM), SUPHAN BURI PROVINCE

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ABSTRACT

Printed Pattern Design for Finished Sarongs used on the study of Lao- Song (Thai Song Dam) weaving patterns at Suphanburi province, the researcher appreciates the charm of Lao Soong or Thai Song Dam weaving patterns that are unique, beautiful, worthy of preservation and inherited from generation to generation. In order for the later generations to treasure the beauty, sophistication and value of the textiles of wisdom, and they will be preserved and disseminated widely, the researcher decided to study the concept and method of creating Lao-Song weaving patterns and apply to the design of printed patterns for beautiful and trendy Sarongs. To create worthy of usability and wearing, printing technology on fabric or textile is used. This may be an alternative for Thai textile design industry to appropriately combine traditional patterned designs and fabric technology in the modern era, to propose a guideline for the design of innovative prototype or textile products with benefits and values for Thai apparel design in the future.

The research aims 1) to study patterns and forms of Lao-Song weaving, Suphanburi province, 2) to study concepts and methods of creating patterns of printing fabric and patterns of weaving fabric. The study processes have been done by document studying from books about Lao-Song or Thai Song Dam weaving patterns and by field studying from inquiring after the Thai Song Dam community, Ban Don Manao, Suphanburi province. Such information was appropriately applied for printed pattern design for finished Sarongs by the study of Lao-Song weaving patterns at Suphanburi province.

Keywords— Sarong, Lao-Song, Thai Song Dam, Fabric printing design..

INTRODUCTION

Thai folk textile is one of the handicrafts from various Thai regions local weaver knowledge which also characteristically have their own patterns and colors, for instance, Lamphun's Yok Dok woven fabric, Thai Song Dam hand-woven fabric, Pak Thong Chai's Mudmee silk, Mae Jam's Sinh Teen Jok, and Kalasin's Praewa silk. The meticulousity in fabric and weaving processes begins with growing mulberry trees to feed silkworms with mulberry leaves, then reeling silk filament and dyeing silk, creating patterns, picking rigid heddle, and finally, the weaving. These weaving techniques need the proficiency that was passed on from generations to create the world-class Thai folk textile handicrafts but the meticulousity also cause limitations in creating these handicrafts by the production time and cost that would reach only niche consumer target while the mass market is focusing on various, affordable, convenience, and multi-occasion apparels.

The fabric printing pattern design is presently one of the popular methods to create fabric pattern by adding decorations on the fabric with printing technologies, for example, Silkscreen, Digital printing, and Transfer printing. These technologies are able to massively and easily print with lower cost and production time so the printing technologies as mentioned above are currently admitted and widespread in Thai fabric pattern design field.

The researcher had found an opportunity to create the work with new interesting idea for Thai textile market which is still unclear about creativity and applying identity in pattern design properly by combining various Thai folk textile designs with modern fabric printing technology to apply and create the fabric pattern design with identity, stylish, and perfect for daily occasions. The researcher also focuses on the identity, beauty, meticulousity of each Thai region culture and fabric design that was studied.

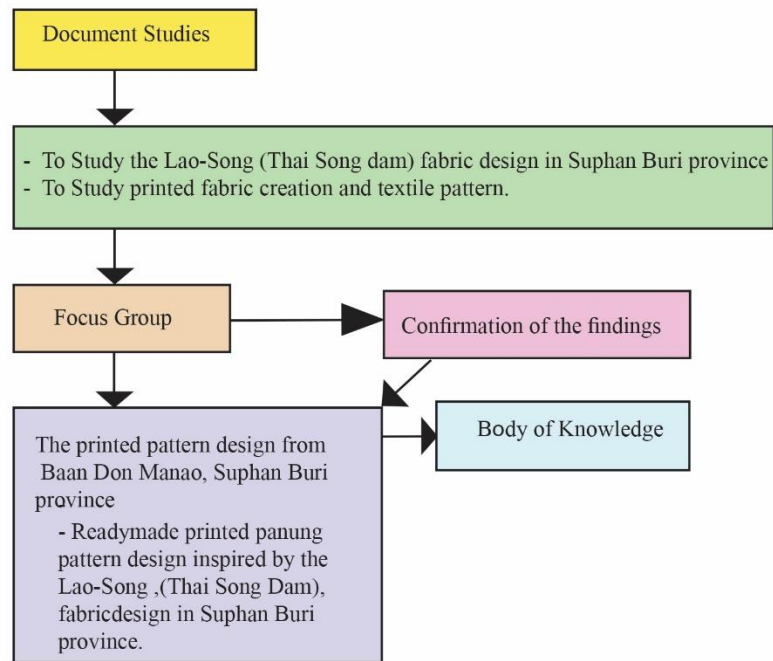
Lao-Song, or “Song tribe” or even “Thai Song Dam”, is one of the Thai tribes with remarkable identity in culture, handcrafts and also the elegance with unique fabric design, such as Tang-mo sarong pattern, cosmos pattern, Ban Pad pattern, and Kor Gud pattern. These fabric patterns are Lao-Song’s elegance patterns. Formerly, Lao-Song settled in Sipsong Chu Tai along the Red and Black rivers in Vietnam. Although this tribe was called Lao-Song but they had different ethnicity from Laos because there was the migration from Laos to Siam and most of Thai people called this tribe “Thai Song Dam”. Thai Song Dam peoples were scatteredly settled in many regions of Thailand but obviously gathered in the south of central region such as Suphan Buri province, Petchaburi province, Samut Sakhon province, and Ratchaburi province. (Thongdonjui, 2016, pp.10) In this research, the researcher decided to study Lao-Song fabric design in Baan Don Manao, Song Phi Nong District, Suphan Buri province because of the cultural and art conservation in this community that included Lao-Song traditional handcrafts and also encouraged the new generation to study and conserve the Lao-Song fabric design methods.

From the importance and interest in Lao-Song fabric pattern which had its own elegance identity worth for conserving and passing on the next generation to let them aware of the beauty, neatness, and the value of fabric pattern which was the inherited wisdom from generation to generation to maintain and be more acquainted, researcher studied the concept of Lao Song fabric pattern design to apply to the trendy and stylish readymade printed sarong pattern design by using fabric pattern printing technology to create and design patterns for value added in wearing and common usage that would be an innovation for Thai fabric pattern design field by properly combining various Thai folk textile designs with modern fabric printing technology to find the product design prototype method or creative textile that useful and value added to the future Thai fabric pattern design field.

METHODOLOGY

This creative research studied from documents and work pieces to create the knowledge about the Lao - Song fabric design in Suphan Buri province to apply to modern printed fabric design properly by accumulating from both documents and field studies at Baan Don Manao, Suphan Buri province and also consulting with the experts then collected the studied data to guide and develop the readymade printed sarong pattern design for encouraging cultural and art conservation and publicize the valuable and stylish printed fabric design to both Thai and international apparel design industry.

Figure 1
Research Framework of the research

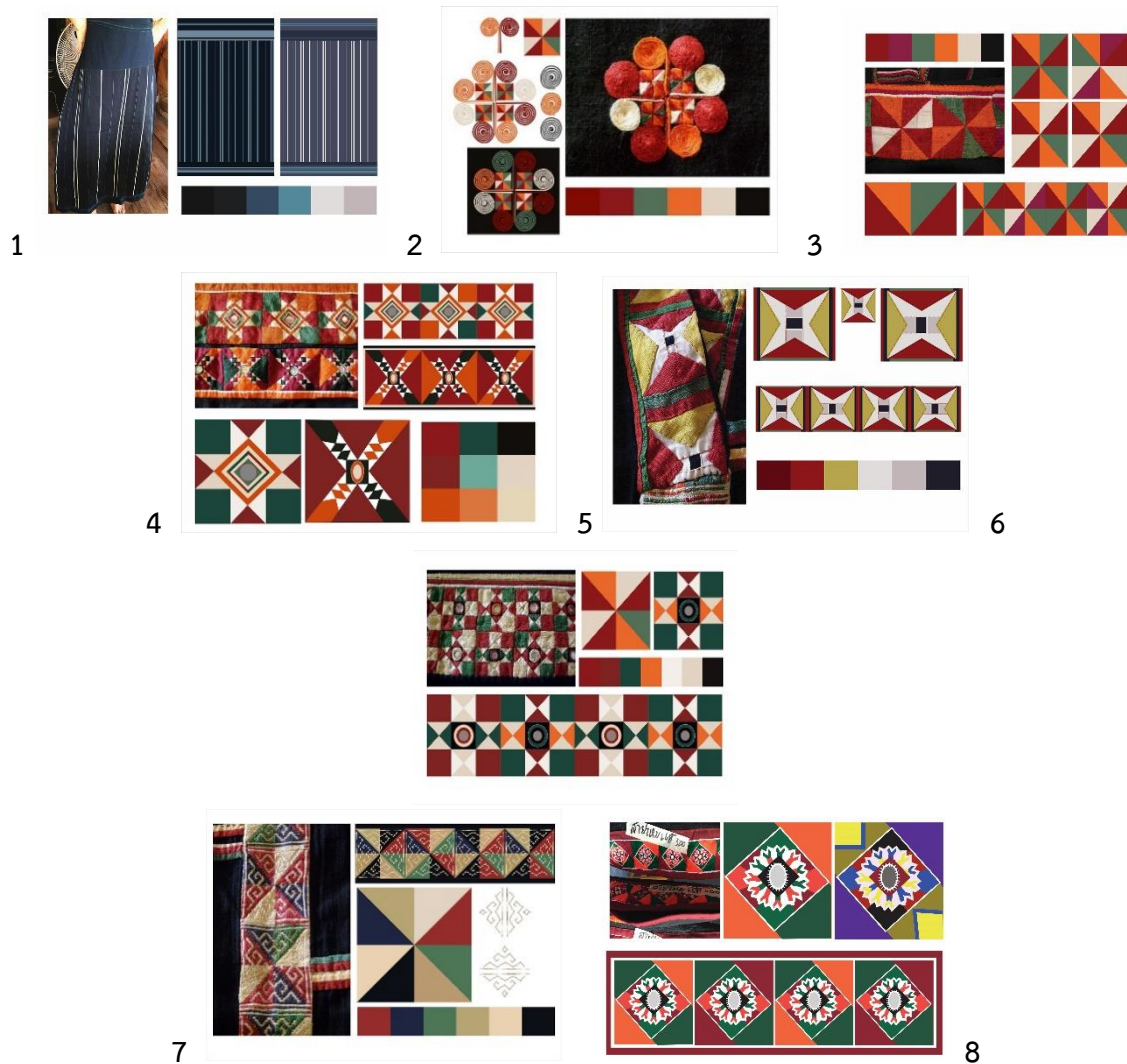


LITERATURE & THEORY

By studying the pattern structure and color from both documents and field studies at Baan Don Manao, Suphan Buri province, the process of picking patterns from different textiles from studying Lao-Song, (Thai Song Dam), fabric pattern, researcher chose the outstanding and popular patterns from Lao-Song, (Thai Song Dam), at Baan Don Manao, Suphan Buri province such as embroidery, weaving, patchwork, Tang-mo sarong pattern that usually appears on Song's clothes, Sarong, Hee shirt, or Biao cloth, etc. and also chose by proper pattern and color that could be developed for stylish readymade printed sarong pattern design.

Figure 2

Lao-Song (Thai Song Dam) patterns use in printed pattern fabric, (1)Tang-mo Sarong pattern, (2) Biao flower pattern or “Bo Biao”, (3) Pad flower pattern or “Bo Pad”, (4) lotus pattern (“Bo Bua”, “Bo Puah” or lotus stem pattern), (5) asterisk pattern or triangle, rectangle, geometric pattern, (6) Lotus pattern (“Bo Bua”, “Bo Puah”), (7) Na Lua pattern, (8) Bullet wood (Pikul flower) pattern.



RESULTS

This printed fabric design inspired by the Lao-Song at Baan Don Manao, Suphan Buri province, researcher designed panung or sarong printed pattern for daily occasions because of the identity, elegance, and meticulousity of Lao-Song textile pattern. Then, the main consumer target was women that should design cloth pattern properly. Panung or Sarong were also the multi-purpose fashionable apparel with their utility, multi-occasion, and timeless popular. Then, Lao-Song fabric pattern was appropriated for stylish, interesting, and contemporary designing.

1.1. Printed readymade Sarong pattern design result from studying Lao-Song, at Baan Don Manao, Suphan Buri province, model 1 -3

These entire 3 printed readymade Sarong pattern designs from studying Lao-Song, at Baan Don Manao, Suphan Buri province, created by using techniques from studying printed fabric pattern design and art composition to apply to most properly design pattern and color considering art composition in term of line, color, shape, balance, repetition, emphasize, motion, and unity to properly harmonized. These patterns were placing by repeating geometric shape horizontally, placing the pattern repeatedly horizontally to the end of the work piece, and placing the pattern based on Panung or Sarong structure respectively and vertically to create elegance pattern. Patterns using in the design were derived from Thai Song Dam textile pattern that were designed and developed both shape and color to place the pattern on cloth based on Sarong or Sinh structure. The using patterns consisted of Tang-mo sarong pattern, Biao flower pattern, Pad flower pattern, lotus pattern, asterisk pattern or triangle, rectangle, jagged geometric pattern, Na Lua pattern, and Bullet wood (Pikul flower) pattern by scattering these patterns all over the cloth and placing patterns by the beauty composition horizontally and resizing the pattern in each layer properly by the alignment composition. Color tones were chosen based on popular Lao-Song's or Thai Song Dam's colors and costumes to decorate and conserve Thai Song Dam's identity by using these colors as the main tone such as black, grey, white, red, deep red, orange, green, blue, navy blue, and yellow then changed some color to be more contrast and correspond to the design and development for the next generation and growing fashion market sector in both Thai and international.

Figure 3

(1) Printed readymade Panung pattern design result from studying Lao-Song, at Baan Don Manao, Suphan Buri province, model 1. (2) Experiment on Developing Colour Group of Printing Fabric Patterns Design, model 1.



Figure 4

(1) Printed readymade Sarong pattern design result from studying Lao-Song, at Baan Don Manao, Suphan Buri province, model 2. (2) Experiment on Developing Colour Group of Printing Fabric Patterns Design, model 2.



Figure 5

(1) Printed readymade Sarong pattern design result from studying Lao Song, at Baan Don Manao, Suphan Buri province, model 3. (2) Experiment on Developing Colour Group of Printing Fabric Patterns Design, model 3.



1.2. Apparel, Sarong, and Sinh designing from printed readymade Sarong pattern by studying Lao-Song, at Baan Don Manao, Suphan Buri province, textile pattern to develop the product.

From printed fabric pattern designs from studying Lao-Song located Baan Don Manao, Suphan Buri province which had elegance and meticulousity identity; researcher developed the creation to design apparels, Sarong, Sinh, girdle, breast cloth, and clothes to demonstrate implementation the pattern design to further fashion product that would be the multi-occasion apparel from working outfit to the ballroom gowns by adapting these printed fabric pattern to develop for the contemporary fashion design while properly maintaining Thai Song Dam tribe's identity. The apparel structure that researcher chose for designing were still simple clothes developed from Lao-Song or Thai Song Dam outfits such as Hee shirt, cylinder-sleeves shirt, Sarong, Sinh, girdle, and breast cloth to properly demonstrate pattern development and implementation for nowadays daily use.

Figure 6

Apparel, Sarong, and Sinh designing from printed readymade Sarong pattern by studying Lao-Song, at Baan Don Manao, Suphan Buri province, textile pattern to develop the product.



DISCUSSION AND FUTURE WORK

This research purpose was to design the printed readymade Panung or Sarong pattern by studying Lao-Song, at Baan Don Manao, Suphan Buri province, textile pattern from the history, pattern, material, and color of Lao-Song (Thai Song Dam), at Suphan Buri province, textiles by using each popular decoration patterns on Lao-Song's outfits to apply to properly and stylish design the printed fabric pattern. These entire 3 patterns were properly designed based on the art composition principles in term of beauty and focused on contemporary utilities too. Researcher designed printed fabric pattern on readymade Panung or Sarong and tried out with another clothes prototype. Researcher designed printed fabric pattern using Transfer Printing which was printing pattern with special color pigment printed on the Transfer Paper then ironed on the clothes to transfer the heat. The work piece would be properly colorful but it could only printed on synthetic fabrics and polyesters fabrics and also using Digital Printing which was printing cloth with the printer by using same procedures as the paper printing but, instead of printing on paper, replaced the paper with cloth and printed directly on the cloth. Before the fabric printing by digital printer, the fabric must be Pre-Treat to increase printing effectiveness and also Finishing to keep the fabric and color pigment stick together. This digital printing method appropriated for the natural fabrics that would be more colorful and durable. From studying the pattern of Lao-Song that located in Baan Don Manao, Suphan Buri province, researcher demanded to display this result to those whom interested in the guideline to further the various and elegance pattern from Lao-Song (Thai Song Dam), Baan Don Manao, Suphan Buri province, to properly develop and design products and promote the from Lao-Song (Thai Song Dam), Baan Don Manao, Suphan Buri province, textile patterns to be admitted and widespread to the next generation.

In this research, researcher created printed readymade Panung or Sarong pattern by studying the various pattern from Lao-Song, at Baan Don Manao, Suphan Buri province. There were many formats, shapes, colors, and outstanding elegance identities in Lao-Song textiles differed by the idea of pattern creations by the ancestors. In this study, researcher chose only some Lao-Song textile patterns that were popular and widespread in Lao-Song (Thai Song Dam), Suphan Buri province, local weaver group to apply to pattern design. Researcher had an opinion that these patterns were interesting and appropriated for printed fabric pattern designing so there were so many Lao-Song textile patterns left that could apply to properly design printed fabric pattern for those whom interested in the creative guideline for designers and work pieces.

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

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ABSTRACT

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

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

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

Keywords– Patterns Gingerbread, Fabric Patterns, Vimanmek Mansion

INTRODUCTION

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

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

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

Figure 1-3

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



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

Figure 4-5

(1) Vimanmek Mansion1; (2) Vimanmek Mansion2



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

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

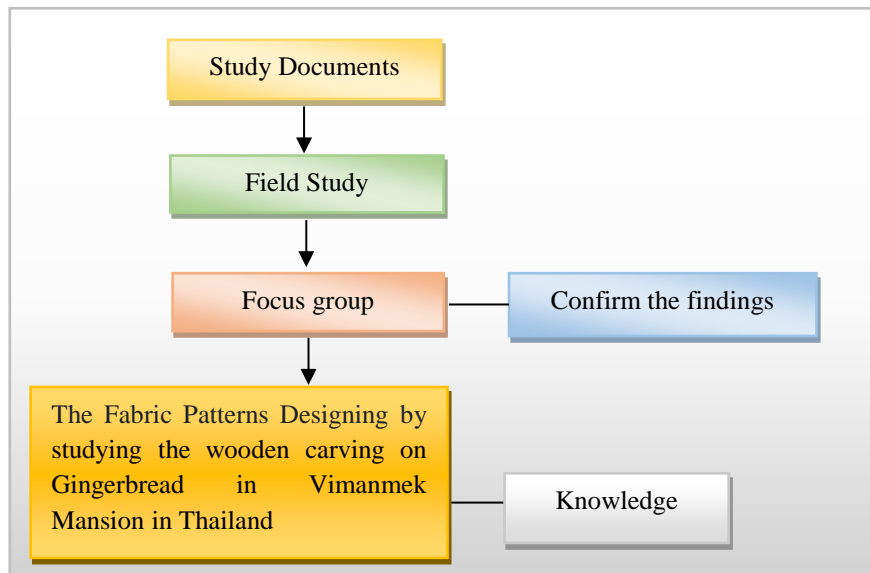
METHODOLOGY

I. Data Collection

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

Conceptual Framework

Figure 6
(Conceptual Framework)



II. Data Analysis

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

Figure 7

Photograph sample 1



Table 1

Table Analysis of Sample 1

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

Figure 8

Photograph sample 2



Table 2

Table Analysis of Sample 2

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

Figure 8

Photograph sample 3



Table 3

Table Analysis of Sample 3

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

Figure 9
Photograph sample 4



Table 4
Table Analysis of Sample 4

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

Figure 10
Photograph sample 5



Table 5
Table Analysis of Sample 5

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

Figure 11
Photograph sample 6



Table 6
Table Analysis of Sample 6

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

Figure 12
Photograph sample 7



Table 7
Table Analysis of Sample 7

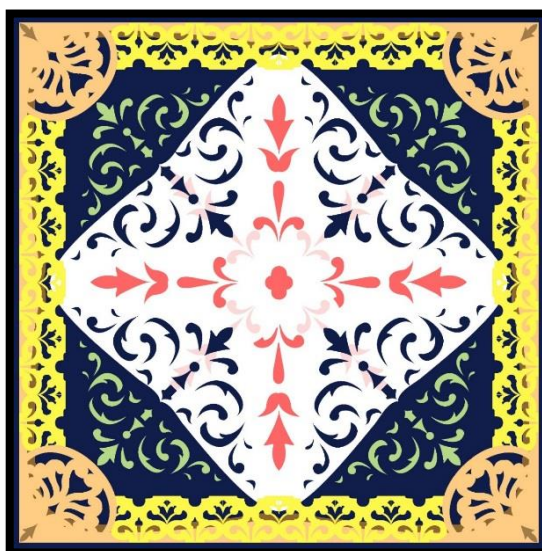
Shape	Color	Decorative Purpose
A motif of cascading flowers is used to make a horizontal patten.	Only one color is used throughout the pieces, with a darker concentration of color as the frame to draw attention.	The piece is used to decorate the roofs.

Results

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

Pattern 1

Figure 13
The contribution of fabric patterns design 1



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

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

Pattern 2

Figure 13
The contribution of fabric patterns design 2



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

Pattern 3

Figure 14
The contribution of fabric patterns design 3



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

DISCUSSION

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

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MAINTAINING SIGNIFICANCE OF REALIA IN TRANSLATED PLAY

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ABSTRACT

This article discusses a theatre-translation issue in translating ‘objects’ in a play. Apart from their instrumental meaning, objects presented on stage also carry symbolic significance or dramatic meaning. The problem for a theatre translator is these meanings may be culturally specific, that linguistic translation cannot transfer them to the target-culture audience. Adjusting, adapting and altering objects in the text thus become necessary. These techniques may be regarded unfaithful to the source-text from a literary perspective. However, in many cases, they may be more effective in maintaining dramatic significance and power of the play than the faithful ones. This article presents a case study in translating an English play, *Loot* by Joe Orton into Thai. Translating a coffin in this play demonstrates that theatre translation and drama translation is different in its perspective, problem and approach.

Keywords: theatre translation, drama translation, realia

INTRODUCTION

Western plays have always been main resources for teaching modern drama in Thailand due to the limited number of playwrights and publications. The translators of these plays are mostly literary scholars who approach the text from the linguistic viewpoint. In fact, plays are not written to be read. They are meant to be staged. Translating a play with a linguist’s perspective disregards the fact that language of a play will be changed to other arts forms, visible and/or audible for the audience. Realia is objects and material from everyday life that contains cultural-specific meanings. More often than not, these connotations are lost during the process of linguistic translation, thus so the dramatic effects of the source text.

OBJECTIVE

To examine challenges in translating realia for performance.

LITERATURE REVIEW

Sirkku Aaltonen (2000) have distinguished two translation approaches as theatre translation and drama translation. The main difference of the two is in its product. While the latter produces a work of literature in another language, the former is a process which encompasses translating a play and producing a stage performance. Aaltonen’s idea correspond with Perteghella (2004) who proposes that play translation can be divided into two methods which are reader-oriented and stage-oriented. These two types of translation

differ in nature and conditions. Unlike in literary translation where translators' work is directly presented to the target readers, the work of theatre translators have to be embodied and/or materialised on stage. Even though since the twentieth century, many theatre theorists and practitioners have been rejecting the hierarchy of text over performance, however, we cannot deny that in theatre translation, the text, more or less, gives shape to the stage's materiality. With theatre semioticians proposing that everything presented on stage functions as a sign, the translator's task becomes more complicated since it suggests that the translator cannot limit herself to the textual work and deny total responsibility over the stage presentation. Moreover, while readers have full control of their reading pace, theatre audiences are passive as they have to follow the pace of the performers. Therefore, the latter's text needs to offer immediate understanding to the audience. With the aim of creating a theatrical performance in mind, theatre translators need to employ various techniques such as adapting and changing in order to maintain dramatic effects of the source.

CHALLENGE IN TRANSLATING REALIA FOR PERFORMANCE

Arguably, translating realia for performance is more problematic than in literature. This is because, apart from their instrumental function, they can have socio-cultural meaning attached to it (Elam, 2002). When realia is presented on stage, the materiality of them seem to make the associations more perceivable than when it was a word in the text. This is not only because realia is physically presented in the performance that people can actually 'see' it, but also because of the theatre convention that 'all that is on the stage is a sign' (Jeri Veltrusky, cited in Elam, 2002: 6) so, according to semiotic viewpoint, 'when watching a piece of theatre, the audience do not merely see objects and actors, but an array of theatrical signs which constantly conveying meaning(s)' (Power, 2007:101).

Connotation of material things is cultural-bound which in most case cannot be retained in literal translation. An interesting example can be taken from the production of Samuel Beckett's *Waiting for Godot*, which was adapted into Thai-Buddhist context by Chutima Maneewattana in 2012. This case will exemplify problems from the loss of connotative meaning of realia in performance.

In Beckett's text, the two main characters: Vladimir and Estragon eat carrots, radishes and turnips, all of which are root vegetables that can be found and dug from the ground. In this play, they are food for tramps like Vladimir and Estragon, in contrast to a piece of chicken eaten by the rich Pozzo. However, for Thai people, a carrot carries an image of occidental food with its name directly borrowed from the English word. Thus, it will certainly not be perceived as a food for tramps. A turnip is very rarely known among Thai people. For the radish, there is a word for it in Thai, but, unfortunately that in the only Thai official translation of the play, which have becomes an instruction for many productions since 1996, the translator decided to transliterated all the three vegetables into Thai. It can be predicted that the audiences would perceive the image of the Thai Vladimir and Estragon eating carrot differently from Beckett's intention; its connotation in the target culture is different from that of the source culture. For the radish and the turnip,

these realia arguably cannot function as theatrical signs on Thai stage at all because the audience do not know them. Certainly, the connotations of these two vegetables are lost in translation.

However, in the most recent production which is the first adaptation of *Waiting for Godot* into a Thai-Buddhist context, the translator/director went for the functional, instead of the linguistic, equivalence replacing the carrots, the radishes and the turnips with taros, yams or sweet potatoes, and waterchestnuts. These three root vegetables are very cheap in Thailand and can be dug from the ground. In terms of class, they are food for tramps. As signs on stage, they can offer what Beckett's would have liked to offer to his audiences. The word 'waterchestnuts' in Thai can also be a slang which means 'to be disappointed' or 'fail to achieve something', especially in the case that you were rejected by someone you have a crush on. Moreover, the sound of it also contains a comic tone. Therefore, in this case, the translator's choice cannot only retain the meanings of source-culture realia in the target-culture performance, but also offer an additional comic tone to the play

MAINTAININ SIGNIFICANCE OF REALIA IN TRANSLATED PLAY

Now, I would like to share with you an experience from my own production so that I can offer you an inner perspective on why and how realia in the 1960s English play were transferred onto the Thai stage.

In December 2012, I staged my Thai translation of Joe Orton's *Loot* in Bangkok, Thailand. This is, as far as I know, the first ever translation of Orton's play in our country. The reason I chose Orton is because his dark and serious humour is very different from Thai comedy which is always very lighthearted, mainly entertaining: I want to challenge the Thai audience with Orton's mixture of hilarity and terror. However, I do not only want to introduce the new taste of humour to the Thai but also want the play to speak directly to my audiences. Therefore, I decide to recontextualise *Loot* from 1960s English to the 2010s Thai context, recreating the play as if Orton would have written it for Thai people.

The play is Orton's attack on conventional values of the Sixties London: religion, death, bereavement, the police, law and order, telling through the story of the two young bank-robber, Hal and Dennis, and their attempt to hide their money in the house of mourning. One of important props in this play is a coffin, which is certainly a common object in both the source and the target culture, however, translating this object is not straightforward.

Since the play is set in English Catholic context, it makes sense that Hal and Dennis decide to hide the loot in Hal's mother's coffin: they can dig it up after the burial. This idea, however, does not make sense when the characters have been adapted to be buddhists, because in Buddhist funeral, the deceased will be cremated, so it means they sent their money to be burnt. Then, to make the play credible to the Thai audience, the Catholic characters have to be changed to Thai-Chinese Buddhists whose tradition is to bury the deceased in a Chinese graveyard. As there are many Thai people who are ethnically Chinese, including myself, the translator, then my decision to convert the character would be easily accepted by the

Thai audience. I would like to add that, here, adapting the text to make it credible for the target audience indicates that credibility can be regarded as one aspect of performability.

In theatre translation, the translator's linguistic choice is not a finished work. A question was raised in the production process: Thai and Chinese coffin are different style, then which one should be the prop for the production?

In transforming a coffin from a word to a stage material, the translator needs to act as a dramaturge and a cultural mediator. As the characters are Thai-Chinese, then the first choice would be to use the Chinese coffin. However, considering the author's intention, Orton wants to challenge the association people have with bereavement so he plays with the corpse and the coffin, turning the unplayable to the source of humour. Then which style of coffin serves this function better?

Even though Thai-Chinese people have an option to use either style of coffin in their funeral, I believe that it is the influences of Thai ghost story, TV dramas and films from which they develop spiritual associations with a coffin. Finally, the Thai style coffin was chosen and it proved to be the right choice because even own my designer team and stage crews, which are my third-year students, seemed to have many sort of associations with it, which led to a spiritual believe about how should we treat this prop during the performance period.

We did not use the real coffin in the performance because, practically, a real coffin is too heavy for two actors to lift. Moreover, it is too scary. So our designer team had to make a fake one. One day a colleague of mine who is the leader of designer team came to and said: 'I think we should make a coffin with a special function that it can be easily dismantled after evening performance'. 'Why', I asked. She said: 'We shouldn't leave a vacant coffin like that at night, somebody believes that a spirit may come to live in it'. This is the photos of our fake coffin.

Arguably translating realia maybe more problematic when a translator employs recontextualising technique, which is one of domesticating approach, than foreignization. In the foreignising approach where the source text is prioritised, most realia may be kept intact, while in the translocating, realia have to be transformed to appear local for the target recipient. This is not simple in practice, and sometimes transferring realia does not only involve socio-cultural difference but also cultural-theatrical like the problem of translating slipper and shoes in my production may demonstrate.

Thai people never wear shoes inside a house: we take them off before entering. This cultural fact often bring a problem to theatre directors: Should the characters wear shoes on stage, which means inside a fictional house. This is a director's dilemma: your realist plays can appear strange for Thai audiences if the characters have their shoes on inside the house. On the other hand, it is not very nice to see the characters on stage in full costume with no shoes or even bare feet. However, in my case, I went for realistic direction, deciding that every character does not wear shoes on stage. However, at the beginning of *Loot*, we should see Nurse Fay puts on Mrs.Mcleavy's slippers. This action is a hint that she wants to take over Mrs.McLeavy

place and becomes a wife of the old Mr.Mcleavy. There is a conversation between Fay and Mr.Mcleavy relating to the slippers:

- Mcleavy: Are those Mrs.Mcleavy's slippers?
Fay: Yes. She wouldn't mind me having them.
Mcleavy: Is the fur genuine?
Fay: It's fluff, not fur.
Mcleavy: It looks like fur.
Fay: (*standing to her feet*) No. It's a form of fluff. They manufacture it in Leeds.

With the tropical climate, slippers are not popular in Thailand: some middle-class people in Bangkok, the capital city, would wear them. As the Thai version is set in a small city, it is unlikely that the characters would wear slippers. However, as the translator, I find it is important to retain the hint of Fay's plan as well as their conversation which implies that these characters value more on the appearance than the inside. Therefore, I replace the slippers with a pair of high-heel shoes for Fay to try them on. Here is how I re-write Orton's dialogue.

Ray takes a pair of high-heel shoes and try them on

- Montri: Are those Malinee's shoes?
Ray: Yes, Khun Malinee wouldn't mind me having them.
Montri: I didn't notice that Malinee wore such a high heels.
Ray: A research suggests that the perception of someone's height correlates to how that person's social class will be assessed. No one wears flat heel shoes nowadays.

The last line implies that character's attitude which values the appearance.

The discussion of transferring/transforming realia in Joe Orton's *Loot* suggests that it is important that a theatre translator should approaches the text as a live event, that is, taking the potential stage materiality and its relation to the target audience in consideration. At the same time, the two examples discussed earlier demonstrates how the translated text and the potential performance can shape and re-shape each other: The decision on the performance level leads to the alteration of the text and the negotiation on textual level, then, gives shape to the stage material. I would propose that the benefits from this dynamic relationship can be achieved by having a translator with the eyes of theatre practitioner, and/or having a translator working as a writer and cultural mediator in the production process.

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A WESTERN TREATMENT OF NONWESTERN NATIONAL IDENTITY: A CASE STUDY OF *THE KING AND I*

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ABSTRACT

The essay demonstrate on *how* and *why* Thai identity was distorted in the film, *The King and I*. It provides the background information about the American film *The King and I*; examine the performance in the film that *how* the nonwestern, Siam, culture is distorted within the 'Orientalism' theoretical framework; analyze why the film perverts Thai culture with regard to its embodiment of intercultural relations. The attention is paid to recurrent imperialist and exoticising strategies for dealing with the 'other'.

Keywords: Western, Nonwestern, National Identity, *The King and I*

INTRODUCTION

Performances represent cultural ways of life of people in cultures. In other words, a performance is a culture itself, therefore a culture is always reflected in the way they perform: they are telling to themselves about the story of themselves. However, what can happen if a performance from one culture presents another culture's story? Does the maker's identity pervade the representation? How then would the maker's treatment still exist within the "other" culture? To examine this question, I select one of the American famous film, *The King and I*, which the story is dealing with Siam culture, as a case study in order to pinpoint what is the appropriate answer. Apparently and inevitably, there are tremendous numbers of cultural distortion appearing in the film. Therefore, this essay will demonstrate on *how* and *why* Thai identity was distorted.

Background Information

Originally, *The King and I* is a musical play in two acts by Oscar Hammerstein II based on Margaret Landon's novel, which had been adapted from "*The English Governess at the Siamese Court*" by Anna Harriette Leonowens. It was first produced in 1946 as a film named "Anna and The King of Siam". In 1951 it was first performed as a Broadway musical and ran for over three years. In the meantime, the film version, which used almost the entire original score without interpolation and with the same leading actor, was enormously successful. It was also performed in a few nation-states namely, England, Australia, German, and France. Over the years the story has been given several revivals, and the latest film is a non-musical version named "Anna and The King" starring Jodi Foster. However, all versions are banned in Thailand

A theory of Orientalism

According to Edward Said, although colonialism has been formally demolished since the second half of the twentieth century, cultural imperialism still continues in various forms which is shaping the relationship between the West and the non-West. Hence, because the idea of imperialism still exists, Said points out that, the Colonizers are likely to regard the colonized as inferior, irrational, depraved, childlike, and everything that the Colonizers were represented as Not. In other words, the non-West was always represented as an "Other".

A particular form of imperialism that exists today has come to be called "Orientalism". Orientalism is the construction that the West creates the East by 'orientalized' them. It is the portrayal of the East as the 'feminine Other', inferior but at the same time exotic and mysterious.

Therefore, according to the Orientalism theory, such representation that the West crates the images of the East in *The King and I* is prevailed throughout the film. By this, it can be said that *The King and I* is one of an imperialism ideology presenting in form of entertainment media. Therefore, in the following examination, I will apply the Orientalism theory to the analysis of the film.

Distortion of Thai Culture: Orientalized Story & Westernized Characters

There is a number of interesting cultural-identity distortions. Regarding the content of the film, it is obvious that although the film is dealing with Thai culture, the representing culture in the play is not Thai. There are something missing, something changing, and something adding which I would call: omission, intervention, and addition.

1. Omission

It is interesting that there were a few *vital* Thai cultural identities omitted in the film: language and race. No Thai language is spoken in Thai nation-state! Since the very first arrival of Anna, most of the main characters seem to know English quite well beforehand and could communicate with her in English even though she is sent to teach English to them. Besides, apart from the strange Thai accent, when the characters have to speak Thai, they speak unevenly and unconfidently in comparing to speaking English – which is the language they are just learning. Moreover, it is interesting to note that even when Thai people want to communicate to each other (in private), they also use ‘English’. For example, the scene that the King talks to Crown Prince, Chulalongkorn, in person, they are talking in English and then he sings the song ‘to himself’ in English again, “A Puzzlement”. However, I would draw to a conclusion, the reason that the film omits Thai language by regardless about realistic portrayal is because the audiences that the film communicates with are English speakers -- not Thai!

‘Race’ is another aspect in the play that is totally omitted as all non-Thai cast portrays Thai people. In terms of appearance, although most of them look Asian-like, specifically they are quite distinct from Thai. In this sense, it should be noted that, due to the race differences, it effects the way that the characters perform enormously. The acting styles of female characters seem rather like western romanticism than Thai gestures. Their expressions are totally different from Thai people. No one in the film walks, smiles, stands, crap hands, sings, and so on like Thai people, especially facial expression -- which I considered as exaggerated than Thai usually do. The most interesting example is the way they sing a song. It is because the film is a musical film so a song is the important element, but the way they sing is quite distinctive. Apart from singing in English only, the characters always walk and stand while they are singing, which is opposite from genuine Thai singers who have disciplined to sit singing¹. Besides, Thai singers have trained to sing by throat rather than by stomach like the way they sing in the film. Therefore, in terms of casting, I would note that the film are portraying the Siamese nation as exotic “Other” by representing something imagined and contrived and quite unlike them. As Bruce McConachie remarks about theatre versions of *The King and I*: ‘*The casting of the three shows also encouraged American audiences to believe that Asian culture was only skin deep and easily shed.*

2. Intervention

There were a number of Thai cultural features that were inserted into the content and elements of the film. The characters were westernized and some life styles were contrived. Moreover, it is interesting to note that since Anna came to Siam, she always interposes her perspective and value on them. In other words, she symbolizes the idea of western imperialism that still exists.

The first obvious one is ‘Thai theatre’, which is performed in the film. The intervention of the west is not only in the story of the performance, *Uncle Tom’s Cabin*, but also forays into the style of Thai theatre – they mixed Thai performance with Broadway-like theatre. Seemingly most theatrical elements on stage -- such as costume, music, dance -- seem Thai, but they are not Thai at all. For example, Thai traditional performers never ‘jump’ on the stage with two legs especially for female as it is implied to be impolite. However, it is important to note in this point that within the sense of the film, such ‘jumping’ no longer means ‘impolite’ but rather ‘civilized’ for it is western style -- which is approved by Anna (and the audience). In turn, in some customs of Siamese, which Siamese believe it is polite (such as people have to stand in the lower position than the King’s head) has been discriminated by Anna as a backward rule and she never tries to follow it. By this, it is clear to conclude that the film is regardless about Thai context, norms, values and so on but rather invading the western perspectives into it.

Moreover, it seems to me that as far as being an “Other” identity, Siamese just could be presented by stereotyping them as something ‘Asian’. For example, it is incorrect that the King uses chopsticks, for Siamese did not use chopsticks but hand!

Furthermore, the map in the film is another metaphoric example of cultural invasion when Anna rolls out her own western ‘scientific’ map to cover the old ‘childlike’ one. Such action of Anna evokes an audience to consider Siam culture, *the other*, as ignorant and childlike. Liken to the above mentioned about orientalism, while Anna represents a scientific person, Siamese royal students resemble irrational ones.

Besides, the characters’ characteristics are also raided by western: they become western-like. For instance, As influenced by Anna, the King becomes materialism when he tries to impress the English representative by ordering ‘western’ spoon to use in the palace at the party dinner. As McConachie observes that ‘*in matter of materialism... despite his barbaric habit, The King of Siam recognizes his needs for western goods*’ Likewise, Anna also suggests that the royal wives have to wear ‘*western costumes*’ in the welcome party so that they can be regarded as more civilized.

Moreover, it is interesting to note that the film also presents that the way characters express their love by kissing is quite different from Thai culture but rather western-like (in the scene that the King concubine, Tub Tim, clandestinely meets her lover, Lun Tha.)

Moreover, the praying scene of the film seems far distinct from the real praying ritual of the King and his royal family. Firstly, the rhythm and melody of the pray sounds like Western’s opera rather than Buddhist prayer. Secondly, the ‘ludic’ western feature is also interplay in the King’s characteristic. The way that he playfully mocks with Anna while he is praying in a sacred place is extremely far from the Siamese customs but rather westernized – mocking someone with good intention is an American culture not Thai’s King characteristic.

3. Addition

Both conscious and unconscious addition presenting in the film embodies the way Western’s hegemonic culture put on to the Thai identity. As the aforementioned about Orientalism, it can be seen that Siamese culture is portrayed not only as an inferior, childlike, or barbaric culture, but also is aligned to a feminine the ‘Other’. As such, I found that while the King’s characteristics represent depraved culture, the other Siamese people represent feminine submissive features. By contrast, in comparison with the King’s personality and attitude, Anna is an embodiment of the superior western hegemonic culture.

In considering to the King’s characteristic showing in the film, I found that the film totally disregards about the ‘reality’ of Siam King’s manners at all. According to Thai context, belief, and customs, King is certainly the most respectful and beloved person of the people in the whole country. This part of Thai culture is the hardest one to be totally understood or absorbed by an outsider, I believe: how immensely the King is important to all Thai is very hard for anyone could imagine. As the matter of fact that Thai people are one of the most royalist nations in the world. However, certainly they are not innate royalists, but this kind of national attitude is a culture, I believe. As drawing from James Spradley’s Concept of Culture, it should be noted that this is because the way Thai *learn* and *share* their culture make them wholeheartedly love their King and pay most respect to him naturally without thinking about reasons why: loving the King become ‘*reality*’ to Thai people.

Although it seems that Thai people were born with loving their King, that is not a blind love. The King is the person who is educated to love and care his people and he does immensely indeed. That is the reason why ‘everyone’ loves him. Besides, according to Thai traditional customs, the King has to be strictly trained to ‘behave’ extremely polite. As a matter of fact, I would possibly say that no one in the country could ever be as polite as the King. Therefore, the King *must* certainly *not* perform like the portrayal in the film. This is the reason why all versions of *The King and I* were banned in Thailand: it seemed like the King’s images are contaminated totally (without truth) which is, absolutely, intolerable for Thai people who love him.

Over to the film, apart form being an embodiment of all kinds of inferior culture -- barbaric, comic, and childlike, the film portrays the King’s attitude as quite unpleasant, though not so serious, in order to make Anna’s seems better. He is quite self-centered as seen from when he wants to see her she has to come

to see him no matter when, how, and why. Besides, he also seems rather unreliable because he breaks his promise to her that he will give her a house.

Importantly, a barbaric character is predominating the King's characteristics throughout the film. He orders the execution even to his concubine and her lover, which is regarded as morally repugnant by Anna (and, of course, the western audience.)

Ironically, due to these presenting identities, rather than giving respect to the King and Siamese people, the audience were drawn to take Anna's side and respect her instead – she has more power than him. Moreover, instead of reproaching her for the fact that she never learns Siam's customs before her arrival (eg. no standing higher than the King's head, have to crawl when approach the King), an audience is inevitably drawn to the conclusion that the Siamese customs were backward.

For Siam people, they were portrayed as subservient, wild-mannered, and depraved (from the view of the Western author as same as a western audience.) Even though it was the fact that they wore half-naked costumes and no undergarment, in their context it was not rude. However, in the sense of the play such activities are provoked (by Anna's point of view) as backward culture. However, if we view the film without the constructed ideology of the West, it seems to me that half-naked is appropriate for Siamese because of the hot weather and they do not consider it as impolite as Anna do. Therefore, it is clear to me that these kinds of social values are constructed by each society, the conclusion that Siamese culture is backward is shaped by western values not by Siamese themselves. However, quite cruelly, Hammerstein also satirically delivered these words from the King's mouth – “England (people are wearing undergarment) is a backward country”.

Besides, in the scene that the King's wives approach Anna and try to ransack her possessions, the film invoke us to feel that they are very wild-mannered. Again, this is one-side perspective of Anna, the West. In turn, if considering about Thai context, this manner represents their welcome and friendship they give her. However, Anna herself seems to realize about this cultural difference as well. As seen from she attempts to suppress herself and tries to talk to them nicely.

For Anna, she is apparently an embodiment of western culture: superior, hegemonic, scientific, rational, humane, and masculine. Firstly, as seen from her role, she is a teacher who came to this country in order to ‘educate’ them. Beside, she is always taking the dominating and leading role in many matters. For example, actually her job is a royal governess and a King's secretary, but she has become as if a King's counselor. She is also the ‘director’ of the play that she suggests the king to make it in order to show the British embassy. It seems to the audience that her suggestions to the King sound as rational as a ‘universal truth’, while the Siam's belief is too irrational to accept. By this it is clear to the point that if reason is represent the West's characteristic, they have to create something different from them in order to portray the ‘Other’: irrational. Likewise, these kinds of binary features are utilized throughout the film in order to distinguish Siamese from Anna: East from West. For example if Anna is civilized, Siamese should be uncivilized. If Anna is humane, Siamese should be inhuman (the King). If Anna is rational, Siamese should be irrational. If Anna is dominant, Siamese should be submissive, and so on.

Moreover, by being called ‘Sir’, it should be noted that Anna's characteristic also represents as masculine but Siamese is rather feminine. While all of the King's wives are very obedient and subservient, Anna seems independent and attempts to against the rules. While the King's wives seem very shy, Anna is rather confident and has a leadership characteristic as a man. Moreover, it is interesting to note that the film also empowers Anna by portraying that she influences over the Crown King, Chulalongkorn, who would be the ‘great King of Siam’ in the future.

CONCLUSION

It is clear that even though the story is ‘oriental’, the film is still making for a western audience. As a result, there should be mutual message that could be shared. In other words, the play was created by American composer and performed by American actors for an American audience.

In summing up, referring to my original question as to whether western identity exists in the film or not? Yes, is my answer. The film not only shows the way the West ‘orientalizes’ the East (through the distorted cultural presentation) but also tries to ‘westernizes’ them, more or less, by invading the western attitudes and values toward them. As Edward Said states: “European culture gained in strength and identity

by setting itself off against the Orient as a sort of surrogate and even underground self.” In short, The way people perform about the others, is the way that they *think* about the other. And such way definitely represents *the way they are*.

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Filmotography
The King and I (20th-Century Fox, 1956)

FINANCIAL STABILITY IN SAMUT SONGKRAM FROM HOUSEHOLD SAVING POTENTIAL

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ABSTRACT

Abstract—The objectives of saving potential for our country economic stability were to study the potential of household saving in usual lifestyle and to educate the suitable saving knowledge and create the useful handout for the Thai savers monetary future planning in Samut Songkram. For quantitative research technique, the results from 600 sampling savers revealed that they were well-educated, having upper medium to high revenue and had average saving rate between 35–40 % of their income. Their main purpose of saving was for spending in the end of life period. As for the pattern of savings / investment they approached to the commercial bank, purchase the lottery 3–5 years from Government Saving Bank and invest in life insurance policies more than invest in financial assets in The Stock Exchange of Thailand because of the household savers understood the lump sum risk from SET and they did not want to face with fluctuation movement. For qualitative research technique by an in-depth interview with 24 savers showed their vision that “SAVING” for life was essential for everyone. The highest proportion of savings was distributed to deposit in commercial bank, deposit in their office saving co-operation and invest in life insurance policies. As for the high income household or the new family was allocated to the investment in real estate and sometimes in jewelry and the bullion.

Keywords—Financial Stability, Household Saving Potential, Samut Songkram

INTRODUCTION

World Class Financial System, Household Savings have become increasingly important for the economic growth and stability for a decade. Huge savings, especially from the citizen, in sufficient quantities to businesses can be reinvested to grow the economy leading the Household Savings Sector to become the cornerstone of the country growth direction. The significant source of funding of the local household sector also does not rely on lending from abroad since it has higher risks from several factors. Finally, as Thailand is one of the ASEAN members in 2017, we need to have a considerably good economic position, especially the financing that needs to be strengthened by starting from the most basic level, the household sector in particular. According to the forecast by the International Monetary Fund (IMF), GDP of Thailand economic rate would increase from 4.5 to 5.1 percent [12].

When comparing the proportion of savings as gross domestic products (GDP) percentage among Asian countries with similar economic status, we found that in 2015, the savings rate of Thailand, Indonesia, Vietnam and the Philippines were 33.56, 26.75, 22.43 and 12.48 respectively; all of which except the Philippines increased from 2014. Although Thailand has a high domestic savings ratio which makes the country seemingly able to grow and meet the targets; however, we found that savings in the household sector actually decreased when compared with both business and public sector. In 2015, the average growth of the

total savings of Thailand was at 4.8 percent per year while it could expand the investment average at 9.1 percent per year [14], indicating that the savings were much lower. This trend reveals that savings amount is not enough to invest in the future which might as well possibly result in deficit savings. These important and interesting points indicate that, even if Thailand's savings ratio is close to Singapore, Malaysia, Vietnam, and Indonesia, the capital market was still very low developed compared to Singapore and Malaysia [17].

Savings in the economic system were not only limited to those in commercial banks and other financial institutions, but also in the form of investment in the private sector or in the bond market. Before the economic crisis in 1997, Thailand mainly relied on commercial banks for a long time. Such banks had the ability to mobilize savings in a high degree; also the government had policies which protected the deposits thoroughly made by the people with financial institutions. In addition, the savings habits of most people were conservative, that is, they would rather choose to deposit with banks. However, because of the effects from economic crisis that year, the Thai Government came to realize that the financial structure of Thailand was not balanced; therefore, they put more effort into developing capital markets, new financial instruments, and innovations to increase funding alternatives as well as new investment alternatives. For the savers, there had been more diverse and complex forms of savings with the purpose of raising funds through stock market and bond markets in the same amount as the lending from financial institutions. New forms of savings include common stocks, debentures, unit trusts, and etc. In addition, long-term savings through life insurance policies had an increasingly important role as an intermediary to move money from the household to the corporate sector which demands for more money. At this time, savings in the life insurance business in Thailand is still low compared to Singapore and Malaysia, both of which there are holders of insurance policies of 80 and 43 percent respectively, whereas in Thailand, the life insurance policies holders are only 14.1 percent of the whole population or only 1.1 percent per gross national product. There is definitely a chance for this number to grow rapidly by the government having various policies which encourage people to have life insurance, lawfully enforce individuals with income, and reduce the personal income tax from the insurance premium. There is also a form of savings which are tangible assets such as the purchase of real estate, gold bullion, amulets of which the value are not affected by inflation. Mostly, the households use savings and investment tool as the rights of owning the assets and receiving benefits in the form of interest, dividends, rents, and profits from financial instruments which eventually results in the wealth for the family and the country. The behavior of individual or potential household savings to create financial stability in the ASEAN Economic Community; thus, was an interesting research topic. Moreover, this study focused on savings of the household sector in order to explore the phenomenon of accessing the financial markets, contribute to the determination of measures to promote and increase the level of savings and to promote the development of financial markets to be ready for ASEAN Economic Community. The conclusion drawn from our study would be to suggest economically beneficial policies for Thailand Government. The map of Thailand, Bank Notes, Gold Bullion, life Insurance and Stock Exchange of Thailand Index were shown in Figure 1, Figure 2, Figure 3, Figure 4 and Figure 5 respectively.

Figure 1
Map of Samut Songkram



Figure 2
Bank Notes at Bank of Thailand



Figure 3
Gold Bullion as a Monetary Reserve

Figure 4
Life Insurance Investment



Figure 5
Stock Exchange of Thailand Index



LITERATURE & THEORY

Main theories consist of 1) Liquidity Preference Theory (Keynesian Economics) in 1936 [1] which believes that aggregate demand is influenced by a host of economic decisions—both public and private—and sometimes behaves erratically. The public decisions include, most prominently, those on monetary and fiscal (spending and tax policies). According to Keynesian theory, changes in aggregate demand whether anticipated or unanticipated come from transaction demand, precautionary demand and speculative demand

2) Monetary Policies (Milton Friedman, one of the most colorful and controversial characters in the history of American economics) in 1962 which trusts that private would collect financial assets from their work for the retirement period and the government should stay out of matters that do not need and should only involve itself when absolutely necessary for the survival of its people and the country and recounts how the best of a country's abilities come from its free markets while its failures come from government intervention.

RELATED WORKS

Numerous affiliate studies are shining up both in the Western and Asia such as Ann Foster, 2001 [2] declared that Keynesian Hypothesis: KH, Life-cycle Hypothesis: LCH, Premium-income Hypothesis: PIH and Ricardian-equivalence Hypothesis: REH; all 4 hypothesizes concluded that income and the proportion of savings are positively correlated. Hefferan Carl, 2002 [3] stated that almost savers collect monetary items from their work for the last period; preparing for Children tuition fee, daily expense, healthcare and travel but they cannot add asset in the retirement period. Michael Marquardt & Skipton Leonard, 2009 [4] revealed that the borrowing is the channel to escape liquidity constraint at the present but its affects the decreasing future consumption. Woo Jung, 2009 [5] classified household income from low to high and explained that the small revenue they get, the tiny saving they have. Moreover, Michael Marquardt, 2010 [6], Richard Thaler & Shefrin Hersh, 2010 [7] and World health Organization, 2014 [15] indicated that household income positively cause to saving for wealth and Mazzocco, 2014 [13] announced that the household which accept low risk from investment tend to thrifty more than the household which accept higher risk.

METHODS

The targets of the empirical analysis came from random sampling population lived in 5 districts that sized 23% of total GDP of our country which represented the economic situation and located in the central region of Thailand as shown in Table 1.

Table 1
Number of Sample Size for each Technique

District	Sample Size For questionnaires	Sample Size for interview
Mae Klong	200	8
Ampawa	200	8
Bangkhonthi	200	8
Total	600	24

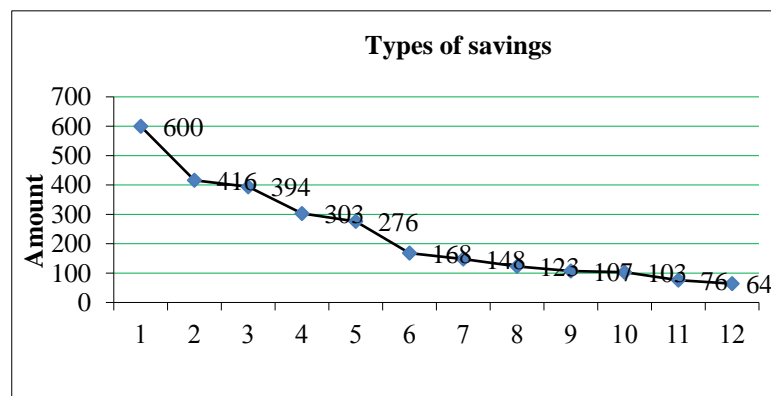
First was the content which the researcher defined to evaluate the potential of household savings in normal lifestyle and to educate the suitable saving knowledge for the Thai savers to use for monetary future planning in this province. For the next step, our team used a quantitative method by 600 questionnaires and confirmed the results with a qualitative method by using an in-depth interview with 8 samplings from each district. Second, the time frame of this research was from October 2017 to September 2018.

RESULTS

We found that the level of income affected the savings rate in this study area. The higher income persons were more likely to save money or invest for the future higher benefits than those with low revenue; this result presented among overall savers as well as when divided individuals into groups according to range of ages. Main aims were to find savings to spend in their retirement, to fund education for their children, and to plan for housing respectively. The desired benefits from savings or investments for the retirement period shows that each individual has to rely on 1) his/her own revenue gained during the working time and 2) an interest or dividend from the principal. This is consistent with the changing of age structure of the Thai

population which the average tends to be higher, or so called aging society [8], [17]. Evidences from the findings announce the savings or investments form in 12 patterns that every household has savings through 1) Deposit in commercial banks because they are aware of its being low-risk and the service is convenient to access; yet, it gives a low return. 2) The Government Saving Bank Lottery, 3) Real estate, 4) Life Insurance Policy of which the benefit also reduces tax in time savings, 5) Investment in gold bullion and jewelry. The interesting points for this topic are, lower than 50 percent of the investors managed their saving by 6) Investment in Common Stock in The Stock Exchange of Thailand, 7) Deposit with the Cooperative, 8) Government bonds, 9) Equity Fund, 10) Mutual Fund, 11) Bill of Exchange from Commercial Bank and 12) Corporate bonds. The savings or investment in the latter group provided higher returns (may even be higher than the inflation rate) than the first group but it requires that those savings must be knowledgeable as presented in Figure 7.

Figure 7
Samut Songkram Household Saving Patterns



For qualitative research technique by an in-depth interview with 24 savers showed their vision that “SAVINGS” was essential for everyone. The highest proportion of savings was distributed to deposit in commercial bank, invest in life insurance policies and deposit in their office saving co-operation. As for the high revenue household or the new family, they allocated the investment in the property and sometimes in the bullion.

The savers or investors realized that savings is necessary for a better quality of life both at the present time and in the retirement period. They planned and created a strategy for their savings and expenses. For those who received pension, they would have confidence for their life in the different way than the private employer or the business owner who would invest their income conservatively in order to receive the benefit over the inflation rate [11]. Even better, some behaviors needed changing such as gambling, having an improper diet, drinking alcohol, frequently eating out, along with overly spending for non-essential goods and services. The important sources of information preparing for smart saving in the AEC period came from family, public agencies and internet [9], [10], [18], [19]. The main goal is to let everybody involve in and thoroughly have them experience the most out of the development. Hence, it can be said that, living in accordance with the philosophy of sustainable economy is one approach leading to a real strong community as people are always reminded of a cautious life: our home our country, stronger together as presented in Figure 8.

Figure 8
Thailand Motto



According to these results, the approach to saving in Samut Songkram, applying the concept of sustainable economy found that once the community has developed up to indicate where people were given an opportunity to work and get enough revenue to make a living, the people themselves should emotionally be mature, become forward-thinking or vision, and have a responsibility towards the society. In addition, they must share a common value, a tradition, and an identity, in order to make them feel belong to the community. The people will have an awareness of preserving such manners inherited from prior generations and prior period. Moreover, they will organize a network to share ideas, create a funding plan, and solve problems when necessary, all of which help to strengthen the community. Eventually, a unity will be achieved leading to an ideal peacefulness. It can be said that, a strong economic community is highly capable of dealing with difficulties by itself applying a local knowledge and its social network as major resources. Finally, this type of community tends to be self-reliant in most aspects, depending on others only for a compliment.

CONCLUSION

Saving Potential for Thailand Economic Stability was studied and major conclusions as follows:

1. Stock Exchange of Thailand Board must improve the capital market system rapidly to give the higher yield and control the lower risk from investing in financial assets at the same time. Ministry of Finance, Bank of Thailand and commercial bank must also work together in the theme of strong information. Convenient channels must provide for the investors. Finally, in the AEC 2017, everyone should save or invest for higher benefits than every year inflation rate.

2. Government should encourage savers to save their revenue in order to flow saving cash to the financial market both money market and capital market; this helps decrease the fluctuation from the foreign fund by giving knowledge and information to increase the volume of Thai baht currency circulation in Thailand economic.

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VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET

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ABSTRACT

The aim of this research paper was to study the important success factors for newly graduates in Thailand for applying jobs in ASEAN Economic Community labor market. Two main purposes of this research paper were to examine the level of importance of each success factors for applying jobs in AEC labor market and to search for the favorite ASEAN country that newly graduates wanted to apply for a job. The population of this study included all the faculty members and staff of Thai and ASEAN Universities who were selected and participated in the training and activities of the ASEAN camps during the years of 2016. A total of 400 faculty and staff members who answered the English questionnaire, the data was collected and processed by using SPSS program. Percentage, Mean and Standard Deviation, t-test were utilized in analyzing the data. The findings of this research revealed that English skill, communication skill & personality, and information technology skill were the three most important factors of success. Moreover, the mean average can be used to rank the level of important labor market from each of the following countries: Singapore, Malaysia, Thailand, Indonesia, and the Philippines.

Keywords: Jobs, Labor Market, Success Factors

INTRODUCTION

One of the important question: What is key success factor? The idea is based on the concept that there are a few factors which are decisive for the success of activity, project, and organization [1]. In this study, the key success factors are in about the ability to get a job and maintain a job in the ASEAN labor market. Every year there are a large number of newly graduate in Thailand. These large supply are looking for a job in Thai labor market as well as ASEAN labor market. ASEAN itself hosts 600 million people. In fact, in terms of population, ASEAN is larger than EU or North America but smaller than China and India. Human capital is considered as the major driving force of ASEAN. The good news is there is a trend of decreasing in unemployment rate and increasing in labor participation rate. High quality and low cost of labor makes ASEAN market very attractive to international investors which would provide high demand for ASEAN labors. Every day toward the ASEAN Economic Community (AEC) from 2007 to 2017, there is a continuously rise in an economic power of almost in every ASEAN country. Human resources factor has been improved by the improvement of education system and it is very important for all member countries to catching up with each other. Therefore, it is imperative for all ASEAN nation to have a national policy to provide a significant human capital training in order to make certain that each country will be able to reap the benefit of single ASEAN market. Ministry of Education of Thailand has a general policy to enhance all higher educational institutions to provide high quality of education and aimed that faculty and staff members of many universities of Thailand fully take advantages of this vital educational opportunity and be able to pass the educational advantages to newly graduate to gain the jobs in the ASEAN labor market as much as possible [2]. These higher educational institutions are an essential human capital that must have a priority of training in order to capture the opportunity in the open ASEAN labor market as well as in order to train other people such as staff and students to take full advantage of the single market of AEC. English skill and ability to communication are important factors for Thai students and Thai faculty members. However, there were at least eight factors of success which

had been study in this research: English skill, communication skill, leadership, teamwork, Job knowledge, international experience, understanding different culture, and information technology skill,

From this general fact of demand and supply of ASEAN labor market, it is imperative that Thailand should be improved in terms of the quality of higher level of education and the ability to understand the opportunity of ASEAN labor market in order to compete head on with ASEAN neighbors. The improvement and development of knowledge of information technology will assist Thai newly graduate to enter the ASEAN labor market with confidence [3]. Ministry of Education of Thailand had a long policy to promote the movement of job opportunity in ASEAN market and has been assigned to set up many agencies to train Thai people to understand about the future of ASEAN community and most importantly to be able to take advantage of the large single economic and big market in the near future. There are many benefits of implement the key success factors, For instance, if the newly graduates understand the importance of key success factors it can reduce cost and time to obtain a proper job in ASEAN labor market[4]. This paper was aimed to focus on the level of importance of key success in order to use the research findings to improve the chance of getting jobs in ASEAN labor market of Thai newly graduates.

METHODOLOGY

Because the focus of this research was to study the level of importance of key success factors in applying for a job in the ASEAN labor market and the significance of the nation of the particular job, the quantitative research method technique is suitable to search for the findings of the research. The two purpose of this research paper were to investigate the level of importance of each success factors for applying jobs in AEC labor market as well as to examine for the main ASEAN country that newly graduates preferred to apply for a job. The population of this study included all the faculty members and staff of Thai and ASEAN Universities who were selected and participated in the training and activities of the ASEAN camps during the years of 2016. A total of 400 faculty and staff members who answered the English questionnaire, the data was collected and processed by using SPSS program. The sample size of 400 respondents was determined by Taro Yamane table with a 0.05 level of significance [5]. Since there were limited budget, the number of respondents was chosen from the ASEAN member who lived in Thailand. The data collation was performed via an English questionnaire to elicit respondents' opinion, comments, and experience. There are three major parts to the English questionnaire. Part one was aimed to collect the demographic information. Part two was aimed to collect level of importance of key factors and favorite job destinations and part three was aimed to let respondents to provide their comments freely. The validity of each question in the questionnaire was tested by using Item-Objective Congruency or IOC index [6]. Also, 30 respondents were collected to perform a pretest as a pilot study in order to improve and make a proper adjustment to each question and to earn an acceptable Cronbach Alpha Coefficient of more than 0.75.

Table 1
Vital Factors

<i>Importance</i>	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
1. Singapore	4.89	0.9740	1
2. Malaysia	4.72	0.9917	2
3. Thailand	4.61	0.8741	3
4. Indonesia	4.41	0.6745	4
All categories	4.66	0.8786	

Table 2
Country that recently graduates would like to apply for a job

<i>Importance</i>	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
1. English Skill	4.79	1.1740	1
2. Communication Skill & Personality	4.74	0.5817	2
3. Information Technology skill	4.71	0.5796	3
4. Leadership	4.56	0.8699	4
5. Teamwork	4.44	0.7967	5
6. Job Knowledge	4.31	0.6644	6
7. International Experience	4.24	0.6758	7
8. Understanding of different culture	4.07	0.9674	8
All categories	4.49	0.7887	

FINDINGS

The findings of this study revealed that the first three most importance key success factors for applying a job in the AEC market were English skill, communication skill, and information and technology skill & personality. The mean for English skill was 4.79 with 1.1740 SD, the mean for communication skill was 4.74 with 0.5817 SD, and the mean for information and technology skill was 4.71 with 0.5796 SD. The overall mean for all eight variables was 4.49 with 0.7887 SD. This can be considered as good news for Thai newly graduates because most of higher education in Thailand have been focused on both English and information technology before any student graduated from university. In fact, it is a requirement for many universities that students have to pass both competency English skill and Information Technology in order to be able to graduate. However, other key success factors are also importance for the success of applying job in the AEC market both in short term and long term such as leadership, teamwork, job knowledge, international experience, and understanding of different culture. In addition, the findings also revealed that Singapore had been rated with the highest mean as the nation that newly graduates would like to apply for a job. This is understandable because Singapore, as an advance nation, offer the highest salary and benefits to newly graduates when compare with other nations in the AEC market.

DISCUSSION

From the research findings, it can be concluded that the three most important key success factors for newly graduates were English skill, Communication skill & Personality, and Information technology skill. Moreover, from the research findings key success factors had three important characteristics. First, a key success factor is a casual relationship. It expresses a relationship between the special skill newly graduates have and the success in applying for a job in the ASEAN job market. Second, Key success factors are market specific, therefore, each market, each activity, or each project may not have the same key success factors. Third, key success factors should be small in number, therefore, three key success factors is appropriated (Wongleedee, 2012).

LIMITATION AND FUTURE STUDIES

The main limitation of this paper came from sampling of 400 respondents who are living in Thailand, not included the population who are living in other ASEAN nations. As a consequence, the findings may not be proper to generalize to represent the other ASEAN nations. Therefore, future research should use 400 respondents from 10 ASEAN nations with random sampling to gain more variety of representatives. Also, future studies should cover not only the level of importance but also the reasons behind each key success factors.

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TOURISM STRATEGY IN THE SUN TRIANGLE

Analysis with the theory based on resources and institutional theory

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ABSTRACT

The aim of this paper is to analyze the tourism strategy used in the Triángulo Del Sol (Sun Triangle), Guerrero, by the theories of resources and institutions to generate proposals for their improvement. The methodology used was descriptive and analytical statistical contrasting theories and empirical evidence. In this strategy has been earmarked him large amounts of public resources by the three levels of government, however the results have not been significant. Response is obtained to the research question: Is a failure the strategy used in the Triángulo Del Sol?

Keywords: Strategy, resources theory, theory of the institution, tourist decline, Sun Triangle.

JEL: H10, H53, D78

Resumen

El objetivo de este trabajo es analizar la estrategia turística utilizada en el Triángulo del Sol, Guerrero, mediante las teorías de los recursos y la institucionalidad para generar propuestas a su mejoramiento. La metodología utilizada fue descriptiva y analítica, contrastando las teorías con evidencia estadística y empírica. A la esta estrategia se le ha destinado grandes cantidades de recursos públicos por parte de los tres niveles de gobierno, sin embargo los resultados no han sido significativos. Se obtiene respuesta a la pregunta de investigación ¿es un fracaso la estrategia utilizada en el Triángulo del Sol?

Palabras clave: Estrategia, teoría de los recursos, teoría de la institución, declive turístico, Triángulo del Sol

1. Introduction

In recent years tourism has shown a marked growth trend internationally, becoming for many countries in one of the main economic activities due to the positive impact it has on the development and growth of any nation. The economic sector of tourism has become in recent years in the economic sector of major importance in terms of employment generation, export and stimulates investment and economic growth (Schulte, 200, p. 8).

This has allowed tourism to be studied by researchers, who emphasize the importance and the benefits it can generate. According to Santana (1967) the impacts generated by tourism can be considered three categories: Economic impact will be based on factors such as wealth creation and distribution, and in hand, costs and produced benefits, and employee work of local or foreign population. Physical or environmental

impact and consequences can be generated in the environment due to tourism activities. Finally, it is the cultural and social impact on the lifestyles of the population.

The World Tourism Organization has urged all countries in the world to support and promote the sector. Mexico has been one of the countries following these tips, becoming the ninth country that receives more tourists in the world and 17 in the income from this activity (DATATUR, 2016). The tourism sector is considered as a priority factor for national development because of its high productivity and the ability to create jobs (Meixueiro, 2008, p.1). The tourism share in GDP in México for 2014 was 8.6%, employing 39'541,248 and foreign exchange 16 000 257.9 million (INEGI, 2014).

The current federal government has also proposed the momentum of this sector as one of main objectives of the National Development Plan 2012-2018, having as a purpose the realization of 10 goals in this area, and the respective strategies to be used. The strategies used are ranging from the promotion of tourist destinations to make diagnoses by universities to identify the main problems of 44 destinations considered the most important in the country.

The Sun Triangle (Triángulo Del Sol) has been one of the tourist destinations where it has been carried out the implementation of these strategies, participating in the three levels of government. In the expenditure budget of the State of Guerrero of 2016 it was assigned 272 billion 240 million 400 pesos (272 mil 240 400 millions) for Secretary of Tourism for the promotion and development of tourism.

2. Background of the problem

Sun Triangle (Triángulo Del Sol), is the most important in the state of Guerrero tourist area. This region consists of the municipalities of Acapulco, Taxco and the duo of Ixtapa-Zihuatanejo. The geographical location of each form what looked like a triangle. They are characterized most days there is sun, hence the nomenclature.

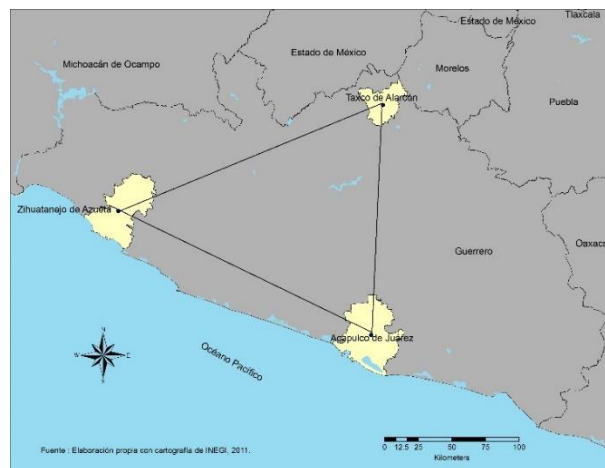


Figure 1: Geographical location of Sun Triangle.

Source: Prepared from mapping INEGI, 2011.

Taxco has been known since the years of viceroyalty, was known for his lofty silver production, and its main economic activity. In 2002 when it was decreed as magical town and tourism it became its second major activity. Ixtapa-Zihuatanejo has just over 40 years after its emergence as a tourist destination. It was created during the years 1970 to 1979 along with Cancun through loan made by the Inter-American Development Bank. Acapulco is the best known of the three tourist destination since the 50s and 70s when it saw a boom in this sector and during the following years was a favorite for tourists at national and international locations.

Triangle Sun reflects a decline in tourism in turn causing economic stagnation in the region. The decline has different explanations by experts on the subject, with some insecurity for the most important factor, since the state of Guerrero has been submerged for the last 10 years in violence following the war on drugs. However this decline came long before violence deepened since Acapulco showed signs of this problem since the late 80s. In addition to the influx of other municipalities was always a lesser extent with respect Acapulco. So the simply sharpens insecurity and made more noticeable the situation was living Triangle del Sol. The tourism decline has generated impacts on the economic impact, employment in the influx of tourists who visit the place, i.e. economic and social impacts.

Some possible factors that could explain this problem of the decline of this region are arising from other tourist destinations, environmental problems with these places, state economic instability and late attention of the authorities (Bringas, 1999). The documents speak together of these municipalities are very few, most focuses on Acapulco being the best known and long-time number one both nationally and internationally. Recently there have been theories that consider that tourism has a life cycle and to some extent explain how some tourist destinations come to decline. One of these theories exposed by Butler (1980) argues that a destination goes through different phases: Exploitation, involvement, development, consolidation, stagnation and decline.

A sharp differentiation between stagnation and tourism decline is that the latter is characterized by a significant reduction in attracting tourists, while stagnating average tourists is perceived, i.e. as if the flow of tourists were constant. In the phase of decline it is necessary some measures to become attractive destination to be taken. It is here that also it has to take up the idea of seeking other new attractions, renovation or any other means allowing rejuvenate this sector. This theory is widely criticized for its simplicity, but is most often used due to being the most explanatory in terms of destinations.

3. Delimitation of the problem

Despite strong cash injections by the government that has been made to the strategy for promoting these destinations and improvement of infrastructure in each of the municipalities, socio-economic indices have not been favorable.

This situation generates the research question,

Is it a failure tourism strategy used by the Sun Triangle?

Mainly because of the infinite amount of resources that have the three municipalities and that according to Peng (2012) the exploitation of these is the development of an effective strategy, while institutions are the "rules of the game" North (1990), where in this case who have carried out the implementation and execution of the strategy.

4. Justification

The importance of this sector in these municipalities is crucial and is the sector where the three levels of power are focusing. Not getting the expected results could hurt the population, then analyze this issue will avoid this kind of thing or at least propose something to improve the situation.

The relevance of this work allows a view from another perspective, applying theories that are essential when carrying out a strategy, and more of this kind of magnitude, which is not only involved the welfare of the population of the region but also of the national economy. The existing researches on these areas to know the situation in which diagnoses are mainly found in addition not individually address as a whole.

5. Conceptual framework

A. Tourism strategy

The strategy is defined as the alignment or direction given to internal resources of an organization to change, lead, adapt and in the worst cases survive the conditions of the environment (Vargas, Guerra, Bojorquez & B. 2014, p. 61). A tourism strategy to be efficient therefore must have the resilience to survive the constant changes, primarily to such a dynamic and competitive market is, and where tourism also tends to be part of them.

Some of the strategies that the government has tried to implement to revive tourism in the country and the state government of Guerrero leads likewise are:

- 1) To strengthen the institutional capacities of the tourism sector.
- 2) To promote intergovernmental coordination in tourism.
- 3) Strengthen mechanisms for cooperation with academia, the private sector and the social sector, for the benefit of tourism.
- 4) Generate information, research and knowledge about the destinations and product lines.
- 5) To promote innovation, diversification and consolidation of tourism by region and destination.
- 6) To promote high quality standards in tourist services.
- 7) To promote the professionalization of service providers.
- 8) Promote a comprehensive security policy
- 9) To facilitate financing and public investment - private

One analysis of the strategies of the National Program of Current Development with the other was performed and it was found that has not changed much strategies. They are still the same nothing different words, the changes are minimal, the only difference are agreements of professionalization that they have been made to see the current situation in which they find each of the destinations. As in the last 12 years of reports from Guerrero State Government, happened the same situation.

It is noteworthy that in recent years public investment to improve the infrastructure of these municipalities, as well as the promotion and dissemination media of the three destinations has been excessive. During 2013 the Ministry of Tourism destination 25 million pesos to promote tourism destination and during the years of 2012- 2014, 735 million pesos were invested in the state of infrastructure for the three municipalities and in 2016 was allocated 11 million (Universal, 2016).

B. Theory of resources

This theory emphasizes the use of internal resources and their management, as well as dynamic capabilities that may have (Penrose, 1959). Resources are defined as real or tangible and intangible assets that use a form to choose and implement their strategies. Tangible are those who can see and quantify easily while intangibles are those that are difficult to see quantify (Peng, 2012).

Tangible resources that account Acapulco and Ixtapa-Zihuatanejo municipalities are characterized by beautiful tourist beaches while Taxco by the architectural beauty and its silver production. And the three places have museums, theaters, plazas, bars, nightclubs and other places of social recreation. In the case of financial tangible resources, it can be mentioned the resources allocated by the federal and state government for the whole implication that requires the promotion of these places.

As for intangible assets is the warmth of people who live and serve. In terms of innovation would be the improved infrastructure, unfortunately its reputation for safety is not very good. This has seriously affected the human capital of the population each municipality.

Cancun was positioned as the favorite for vacationers. Resources with which account unlike Ixtapa - Zihuatanejo are more diversified, in addition to beaches and fun places, it has something that have little the triangle sun, areas so ancient archaeological besides as important as it was the Mayan culture.

Generic strategies in these municipalities have been applicable since although it has not been the price leader has tried used or reduced costs of room and have even signed agreements with airlines to offer cheaper flights. In fact, the prices are below similar destinations; however it has not worked at all this strategy. The differentiation that has tried to do is offer the destinations of Taxco, and Ixtapa Zihuatanejo as one of the ideal destinations for rest and with a natural beauty, but with the events of violence this has had little impact.

As for the approach, due to the re-education of foreign tourists has been promoted or focused on the domestic market, especially offering it mainly with neighboring states of Guerrero state, becoming a place most visited by nationals.

In this study SWOT analysis is no longer applied because the studies found already addressed and what is intended here is to develop something new. It is also analysis that applies in all government reports the state of Guerrero.

C. Institutional theory

To Schutter (1981) an institution is in charge of social behavior that is socially accepted, which in turn creates both internally and external policies. In this theory, also the state of the States plays an important role as they try to reduce uncertainty, in different ways, politically, economically, contracts, transactions, etc.

Doing the analysis with the triangle of the sun it can be seen that the State failed to reduce uncertainty, because politically in the past has been full of tension, first by drug violence and second events in Ayotzinapan, which apart from demonstrate the inefficiency of institutions at all three levels they finished damaging the reputation of the state, considering the most violent in the country. Financially, transaction costs for companies that wanted to invest have not been reduced, which negotiations with that State comes very costly, leading to better not want to invest. It should be mentioned that is estimated to have closed approximately 1,500 companies by the low profitability in the region, affecting the economy.

The institutions have participated together from all three levels of governments, but apparently there has not been enough to be able to coordinate the linkage, which also affects the implementation of the strategy and therefore dependence that can be successful.

On the other hand a strategic role as mentioned Vargas et al. (2014) is ethics, which unfortunately institutions have failed to deliver, because there have been many irregularities regarding the declaration of the expenditure incurred in the event they do to promote ports as well as the busy nepotism. So little is the ethic that the current manager of the Ministry of Tourism of the state of Guerrero is a layperson, leaving him out of having the experience, but especially the human capital required to have someone in such an important position as he presides. Far from contributing ethics, corruption here is that there is much of the second and the first does not exist.

6. Results of the tourism strategy

The economic impact on the Sun Triangle (Triángulo del Sol) in the last years presented an irregular behavior, but above all the notorious descent has had in the last two years, very few recoveries had, in fact if it is looked closely at the graph it can be noted that in the years 2005, 2006 and 2007 it seemed that the spill was increasing but from mid-2007 began its decline and acting more deep in 2015.

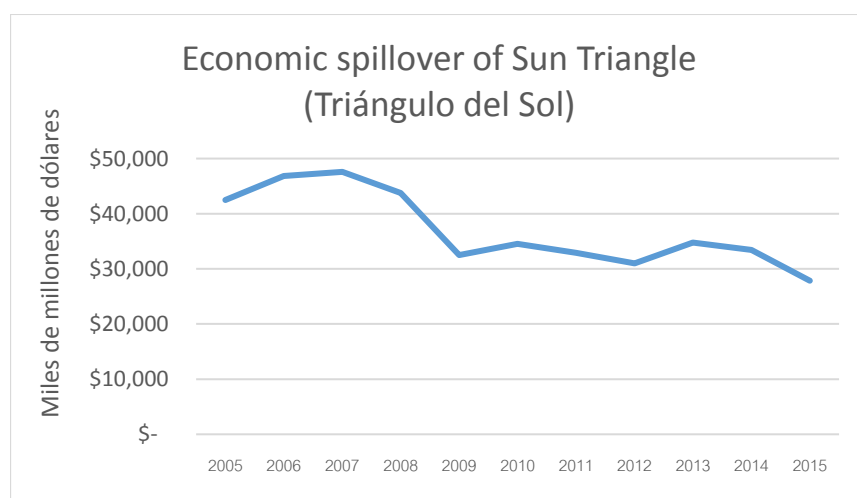


Figure 2: Economic Spillover of Triangle Sun 2000-2015

Source: Own elaboration with reports Guerrero State Government, 2005-2015

On the other hand, the visits have presented different variations. On the one hand recover the other falls again and for 2013 presented its strongest fall recovering already in 2014. It shows that in the period 2007 as the economic benefit it begins to decay, and perhaps the reason why the demand in the last years does not fall as much as tourism is because spending generated by the few tourists generate much spending and this impacts on economic spills.

It is noteworthy that the spill has been offset by events made by the government, as during the holiday season hotel occupancy has not been 100%, just until this year it has recovered; this is said from experience as having the opportunity to visit these places. With economic principles know that by not much tourism, no work will be generated and therefore consumption will also decrease.

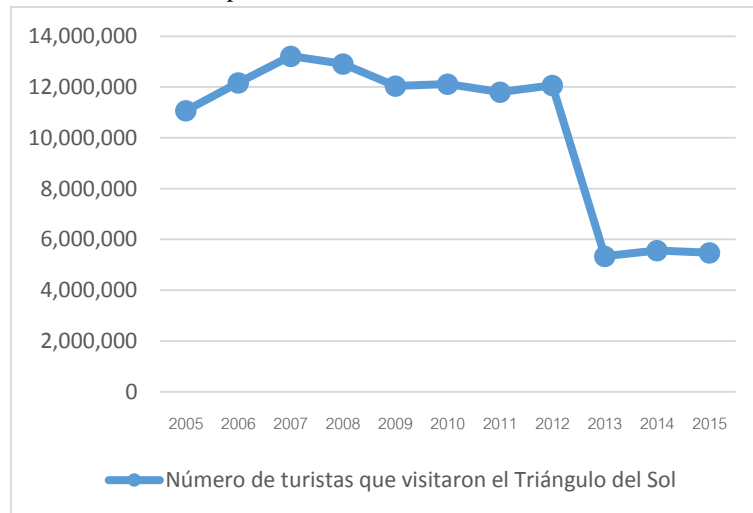


Figure 3: Tourists who visited the Triangle del Sol

Source: Own elaboration with reports from Guerrero State Government, 2005-2015

While the graph type of visitors can shows the big gap between domestic and foreign tourists visiting the Sun Triangle, also presenting a very sharp drop in tourists received in the last two years.



Figure 4: Type of visitors who received the Sun Triangle 2005-2015
 Source: Own elaboration with reports from Guerrero State Government, 2005-2015

Concerning the work is worth mentioning that many people were left unemployed by the little tourist demand, and in some hotels conditioned workers who were not fired, more nevertheless determined lower their salary that would have to go down because there was not direct income from which to pay them. Achieve employees not to be fired they could do because most hotels located in Acapulco and Ixtapa are hotel chains distributed throughout the republic and have income from other destinations that could allow them to take this measure.

As for socio-economic indices some data that reflect the situation is presented. It must be precise to say that these data are based on 2010 because it is the latest official statistical information:

Table 1: Socio-economic indicators Sun Triangle, 2010

	Acapulco	Ixtapa- Zihuatanejo	Taxco
Poverty	51.6 %	53.6 %	59.2 %
Educational backwardness	19.2 %	23.2 %	25 %
Health services	39.3 %	31.3 %	36.4 %
Employed population with income up to 2 minimum wages	42.68 %	34.85 %	54.30 %

Source: Own elaboration with data from CONAPO, 2010.

As it can be seen, the results in these areas are not encouraging, indicating the economic situation it is found these three municipalities, product of the tourism decline and its impact on the state economy. For Matthews (1986) institutions affect people in their economic lives, because they are who have both rights and obligations, which ultimately involve them. In this case it can be seen that has economic and social consequences. And state strategy has been little successful. However the conditions are worse, probably here are not looking at other sectors that could be more functional than this. As Barney (2008) says, it is sometimes necessary to seek value chains, something like different activities to those already made in Guerrero.

7. Conclusions

Analyzing the situation and the results, it can be concluded that the tourism strategy used by the Guerrero State Government has really been a failure because it has not produced the desired results. Besides, the population is seriously affected by not being successful. The investment it is making is not balanced neither on economic performance nor much more social.

Although diagnoses have been made to address this problem, the truth is that a diagnosis looks over the issue as it is not hard to dig deeper and find what the real reason that causes this situation is. It is true that insecurity has a very important role for the failure, but more must be acknowledged that the decline appeared much earlier and that the authorities wanted to make decisions when the situation was very serious. Sometimes social problems are health and disease, and when you have a terminal illness very little can be done.

The proposals suggested made are:

- A. Make a thorough analysis of possible factors for this situation.
- B. Find new sectors or economic activities where each of these municipalities could be better.

- C. To participate with several experts not only in economy, tourism, but in other social sciences, sociology, geographers, etc. to allow a broader stage.
- D. Able to carry out tourism as an economic activity is necessary to note that it should allow development (OMT, 2016).

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