

SPATIAL ANALYSIS OF WATER QUALITY USING INVERSE DISTANCE WEIGHTED INTERPOLATION IN AMPHAWA, SAMUTSONGKHAM, THAILAND.

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ABSTRACT

Amphawa district, Samut Songkram province has made use of most of the land area for agriculture. In present day, it was found that within Amphawa district, Samut Songkram province, the measurement of the land surface water is not of the needed standard quality. The main question behind this study is, to know the characteristics the surface water quality for consumption in Amphawa district, Samut Songkram province, and the spatial pattern of the surface water quality. The procedure of the the study is by measuring the surface water quality, the geographic coordinates, 50 different location of water sample collection. And measure 5 different qualities, such as dissolved oxygen level, BOD level, Coliform bacteria and Faecal Coliform Bacteria level, ammonia level, afterwards do approximation of the locational model to forecast the trend of change that has not happened yet. The study has found that the locational model of the surface water quality in Amphawa district, Samut Songkram province, the district that has the reservoir of surface water with 10 points, being the highest is Tha Ka district. This is because the area is for agricultural use, and there is a good division of the land area that the living areas are not overcrowded. For the area that has the best quality of water reservoir with the highest point at Bang Chang district. Even though the area is for agricultural use, but because the area is connected to river channels and has many tourist attractions such as Amphawa market, houses, and resorts. Also, because of the fact that these areas also houses many local communities and their houses, the quality of surface water is therefore worse than the other areas within Amphawa district, and this has been awarded little points from the study.

Keyword: Spatial Analysis, Water Quality, Inverse Distance Weighted Interpolation, Experience, Amphawa

INTRODUCTION

Amphawa district, Samut Songkram province, has a total land area of 170 square kilometers. About 40.84 percent of the total provincial area. It includes 12 districts and 96 villages. Most if the land area is for agricultural use. Amphawa district has has followed the strategic way of development of the Samut Songkram province, by developing the land into a place for relaxation and tourism in a way that conserves the river channel. This help creates social consciousness in the people in the conservation of natural environment and a good cultural tradition. With a strategy to manage the natural resources and environment to help promote tourism in the area and a strategy

to conserve the identity of being a city with 3-type water ecosystem. With a strategy to manage water resource systematically and the conservation and recreation of the 3-type river ecosystem.

In present day, it is found that the water reservoirs in Amphawa district in Samut Songkram province, that was used for daily consumption, is not of a right standard. Also, it is found that the water sources that was used for consumption has metals contents in them. The Ministry of Natural Resources and Environment in Samut Songkram province, has organized a conservation activity to clean up the river canals as to promote the locals, government agencies, other local elements to continuously have a part to play in conservation, recreation, and recondition the quality of the environment around the river canal areas to improve the quality of water and provoke a social consciousness within the local people. The topic was to set the water standard in the surface water reservoir. This limit the word “Surface water reservoir” to rivers, canals, swamps, lakes, water reservoir, and other water bodies close to the ocean to meaning as reservoir that is in the river or lake estuaries. That made this study emphasizes the Geo Informatics with a goal towards establishing a database for the surface water quality, being an integration of the Geo-informatics and the water quality index in order to study the locational model of the surface water quality.

Water quality index is a mathematical tool that points to the current situation of the water ecosystem. It is also a study that’s applies the integration of the parameters from the direct measurement and analysis. The 9 classification indexes use to determine the water quality is, pH measurement, dissolved oxygen, total solids, Fecal Coliform Bacteria, Nitrates, Phosphates, Turbidity, Temperature, Biological Oxygen Demand. The scores will be totaled up and modified the points to be in the range of 0-100. The results will be classified into, Excellent (91-100), Good (71-90), Average (61-70), Polluted (31-60) and Very Polluted (0-30).

Geo-Informatics is the study that relates to the Geographic Information System, Remote Sensing and Global Positioning System (GPS). All to create, manage, collect and analyze locational database for finding the answer to the locational information found in the study of location. It makes use of knowledge of the water quality index to create and study locational model of the surface water quality within the Amphawa district, Samut Songkram province.

From the above discoveries, there are 2 interesting points of the water quality of the Amphawa district in Samut Songkram province, being the surface water quality that was used for consumption and the locational model of the surface water quality. Following, 2 questions for the research is formed. The first question is, what are the characteristics of the locational model of the

surface water quality in Amphawa district, Samut Songkram province? The second question is, how does the locational model of the surface water quality in Amphawa district, Samut Songkram province look like? The main point behind this study is to prove that Tha Kha sub-district is a sub-district that has the best quality of surface water used for consumption and also the best quality of the reservoir within Amphawa district. While on the other hand, Ban Chang sub-district is a sub-district that has the poorest quality of surface water quality used for consumption and also the poorest quality of the reservoir within Amphawa district. The following details will describe the objective, steps to conduct research, and up until the detailed analysis of the findings.

OBJECTIVE

From the research questions stated above, question 1 and 2, the objective of the study has the following details.

1. To create a database for the quality of surface water used for consumption within Amphawa district, Samut Songkram province.
2. To study the locational model of the surface water quality within Amphawa district, Samut Songkram province.

METHODOLOGY

This study aims to create a database for the surface water quality used for consumption and to find out the locational model for the surface water quality within Amphawa district in Samut Songkram province. The data that was used for analysis is the primary data such as the data on the water quality measurement and the data on geographical location. The 50 locations used for water sample collection is Klong Phi Lok, Klong Wat Nang Wan, the river areas around Amphawa floating market in Amphawa district, Klong Suan Chang, Klong Suan Luang, Bang Khon Thi canal, Klong Sai Ban Nang Chen-Pak Nam, Wat Pummarn canal, Klong Praha Chom Chun, Klong Bang Nang Li, Klong Bang Li, Klong Wat Bang Na Li Yai, Klong Thong Khung, Klong Bang Kae, Klong Yoi Bang Kae, Klong Bang Kae Noi, Amphawa hospital canal, Klong Kaew Aom Wat Pak Nam, Klong Kaew Aom, 2nd DPT (Department of Public Works and Town Planing) canal, Klong Muang Mai, Klong Kra Ting, Klong Cha Nang, Klong Bang Kaew Aom, Wat Bang

Kae Noi canal, Klong Yai Chi, Klong Kang Ban Aa Yos Ni, Klong Ta Song, Klong Woa, Lum Pra Dong Ta Yu, Lum Pra Dong Ta Pun, Lum Pra Dong Pa Sa Ne, Lum Pra Dong Yai Tung, Lum Pra Dong Lung Leng, Wat Suan Luang Canal, Klong Pong Pang, Klong Pong Pang 2nd, Klong Peng, Klong Kra Pong, Lum Pra Dong Yai Ram, Klong Don Buk, Wat Sa Tu Cha Na Ram Lum Pra Dong, Lum Pra Dong Pu Cho, Lum Pra Dong Ta Yang, Klong Ta Pan, Lum Pra Dong Bun Nak, the quality of surface water reservoir used for consumption was collected and analysis for quality from December 2558 to 31 May 2559. The limit of data collection is only within Amphawa district Samut Songkram province and the procedures are as follows.

The creation of the surface water quality used for consumption database within Amphawa district in Samut Songkram province.

The procedures are all survey research-based within Amphawa district, Samut Songkram province. The steps are:

1. Discuss and plan the collection process.
2. Start the collection of the samples according to the 5 parameters.
3. Create the database for locational model for the surface water quality used for consumption within Amphawa district Samut Songkram province.

The water quality index is a mathematical tool that indicates the situation of the water ecosystem. It has an approximation value without excluding the variables or the parameters. It is also a study that integrates all the parameters measured from the samplings or from the analysis together as one, which can then be used to describe the water quality in Table 1.

The water quality index [1] - [3] is used for the indication of the water quality level, which are represented in numbers in the water quality analysis.

Table 1. Surface water quality evaluation criteria.

Index (Scores)	Quality	Surface Water Standard
0 – 30	Very polluted	5
31 – 60	Polluted	4
61 - 70	Average	3
71 – 90	Good	2
91 - 100	Excellent	1

Researcher has limited the accessing the water quality index to only 5 parameters given:

1. Dissolved Oxygen
2. BOD
3. Coliform Bacteria
4. Fecal Coliform Bacteria
5. Ammonia

The measurement of pollution is calculated from Equation 1 and Table 2

$$\text{Total score} = \text{Average score of the 5 parameters} - \text{Extra scores.} \text{—————(1)}$$

Table 2. Water quality evaluation criteria.

Quality	Total score	Standard Equivalent
Good	71 – 100	2
Average	61 - 70	3
Polluted	31 – 60	4
Very polluted	0 – 30	5

Spatial Interpolation is a method of forecasting the possible trend changes in the future [4]. This includes the approximation of the missing data (insufficient data). The approximation, aside from analyzing and locating the missing data, it also helps to stimulate the relationship between the collected datas, that is was found that there are various methods of approximating the values. The most used data for approximating the spatial interpolation are, meteorological data, terrain, snow accumulation, water level and population density. The types of spatial interpolation is typically Global Method, which is the approximation by using the input to limit the output data to create an equation or a model. The method of approximation are Trend Surface Analysis and Regression Model. For the Local method, it makes use of a sample value in the control location to calculate the value of the target location. Hence, the number of random sampling is crucial. The approximation of the values has 5 methods, Thiessen Polygon, Density Estimation Inverse Distance Weight, Thin-plate and Kriging. The approximation of the database for the surface water quality used for consumption in Amphawa district, Samut Songkram province, will make use of the Kriging method, because it is an excellent statical method for location analysis of the missing

datas by making use of the changes in the desired circumstances changes in order to predict the trend of changes and to create the value for the missing data.

$$\hat{Z}(S_0) = \sum_{i=1}^N \lambda_i (S_i) \quad (1)$$

- $Z(s_i)$ = Calculation of value for location i
- λ_i = unknown weight
- s_0 = location used for prediction
- N = value of the sample group

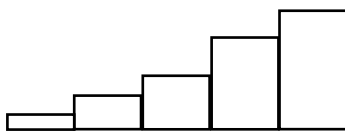
For the accuracy of the spatial interpolation of the same set of data, when make use of the method to approximate the value for different locations, will result in values being different, different in calculation value, different model. The methods of approximating by different locations does not tell that which method is more efficient than the other. The method to analyze the result of the approximation by the different local methods are Cross-Validation Analysis and another method to divide the value of known location into 2 sample groups (A group for value approximation and another for accuracy testing).

RESULTS

The following content will explain the result analysis after study has been conducted on the creation of the database for the surface water quality used for consumption in Amphawa district in Samut Songkram province from the collection of samples based on 5 parameters, dissolved oxygen, BOD, all Coliform Bacteria, Fecal Coliform Bacteria, and ammonia collected between December 2558 to May 2559 from 50 different locations which are the canals of Mae Klong River. The geographical locations were also recorded for the creation of the value database based on the locations that will be used for the calculation of the quality index of the surface water used for consumption in Amphawa district, Samut Songkram province. The analysis result according to the values in Table 3 has shown that the quality of the surface water used for consumption in Amphawa district, Samut Songkram province can be defined in to 3 categories, which are Average, Polluted, and Very polluted, which can be compared to the surface water reservoir standard of type 3, type 4 and type 5 according to the criteria set by the Department of Pollution Control. Of which the canals that has the quality equivalent to the Average category are Klong Suan Luang, Klong Ta

Sang and Wat Suan Luang nearby canal. The canals that has the quality equivalent to the Polluted category is Klong Phi Lok (restaurant), Mae Klong river nearby Amphawa floating market, Klong Amphawa (floating market), Klong Thoburi-Pak Tho, Klong Bang Chang, old sawmill factory canal, Klong Suan Chang, Bang Khon Thi district canal, Klong Sai Ban Bang Na Chen-Pak Nam, Mae Klong river nearby Wat Pummarin, Klong Pracha Chom Chun, Klong Bang Nang Li, Klong Bang Li, Klong Wat Bang Nang Li Yai, Klong Thong Kung, Klong Bang Kae, Klong Yoi Bang Kae, Klong Bang Kae Noi, Amphawa hospital canal, Kong Kaew Aom Wat Pak Nam, Klong Kaew Aom, 2nd DPT canal, Klong Muang Mai, Klong Kra Ting, Klong Cha Nang, Klong Bang Kaew Aom, Mae Klong river (Wat Bang Kae Noi), Klong Yai Chi, Klong Kang Bang Ara Yos Ni, Klong Woa, Lum Pra Dong Ta Yoo, Lum Pra Dong Ta Pun, Lum Pra Dong Pa Sa Nae, Lum Pra Dong Yai Tong, Lum Pra Dong Lung Leng, Klong Pong Pang, Klong Pong Pang 2, Klong Peng, Klong Kra Pong, Lum Pra Dong Yai Ram, Klong Don Bok, Lum Pra Dong Wat Sa Too Cha Na Ram, Lum Pra Dong Poo Choo, Lum Pra Dong Ta Yang, Klong Ta Pan and Lum Pra Dong Bun Nak. Lastly, the canals that is Very Polluted category is Klong Wat Nang Wang.

For the study of the locational model for the surface water quality in Amphawa district Samut Songkram province, the evidence for the quality index of the surface water used for consumption in Amphawa district Samut Songkram province, will be used to approximate the spatial interpolation by using the Kriging interpolation method that will determine the scores for the water quality index used for consumption in Amphawa district Samut Songkram province into 10 level of scores. Which will arrange from the highest water quality index to the lowest quality index and will be divided into equal intervals.



Low quality 1 point

High quality 10 points

The approximation of values using Kriging interpolation method and the determination of the scores for the surface water quality index has found that:

District that has the quality of 10 points is Tha Ka district

District that has the quality of 9 points is Bang Kae district

District that has the quality of 8 points is Suan Luang district

District that has the quality of 7 points is Muang Mai district

District that has the quality of 6 points is Suan Luang district

District that has the quality of 5 points is Bang Chang district

District that has the quality of 4 points is Bang Chang district

District that has the quality of 3 points is Yi Sarn district

District that has the quality of 2 points is Yi Sarn district

District that has the quality of 1 point is Bang Chang district

CONCLUSION AND FUTURE WORK

The discussion of the above results will take in consideration the study of locational model of the surface water quality within the Amphawa district Samut Songkram province, begin by describing the creation of the database from the surface water quality used for consumption in Amphawa district, Samut Songkram province. It was found that the quality of the water used for consumption can be divided into 3 categories, such as Average, Polluted, and Very polluted which can be compared to the water standard of type 3, type 4 and type 5 according to the criteria given by the DPC. With the majority of the water sources quality in the district being of type 4, which includes the waste waters form certain activities that can be made fro consumption by the process of disinfection and the special water treatment process.

For the study of locational model for the surface water quality within the district, it was found that the locational model for the surface water quality within the district has a source that is of the highest quality of 10 points being Tha Ka district, because that area is for agriculture use. Due to the fact that the district is close to the Mae Klong river and contains many tourist areas such as the Amphawa floating market and houses and resorts, also that the areas has packed up with the local houses, it therefore results in the water quality of the Bang Chang province to be more polluted and obtained the lowest scores than the other areas within the district.

Samut Songkram province is one of the province with high abundance of resources of Thailand. Also, it contains many tourist attractions, living places, industries, that if the Samut Songkram province is not able to efficiently manage its natural resources, it will result in the natural resources, which is an important source of manufacturing for the locals, to be affected.

With this, the recommendation is to increase the frequency of surveying the water quality within the district in order to give the best effort in monitoring the water quality in the area. Besides that, the detection factors should also be increased, up until the consideration of precipitation factors that will affect the soil absorption of chemicals and into the other natural water reservoirs within the area. That the area that has to be paid most attention to is the Amphawa district.

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EFFECTS OF TASK-BASED LEARNING ACTIVITIES ON PARAGRAPH WRITING SKILL

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ABSTRACT

This study is to explore the use of task-based activities in the environment of teaching English as a foreign language, particularly in Thai secondary classrooms. The research objectives designed to guide the study are a) to investigate Thai secondary school students' academic achievements after the use of task-based activities to develop paragraph writing skill in classrooms, and b) to explore the perceptions of the students on the effects of task-based activities to develop their paragraph writing skill. The research instruments included task-based lesson plans, pre/post-test, and semi structured interviews. 30 of the students in the second semester of academic year 2/2017 in Thai secondary school, were purposively selected, and grouped into advanced, intermediate, and beginner. The quantitative data was analyzed by descriptive statistics: mean scores, percentage, and standard deviation, and qualitative data by content analysis. The findings of the study were as follows:

1. Their academic achievements on writing skill show that the mean scores of the post-test were significantly higher than those of the pre-test.
2. The perceptions on TBL show students' willingness to adapt themselves due to the fact that the notion put students in the center of the classroom activities.

Keywords: TBL, EFL, Perception, Paragraph Writing Skill

INTRODUCTION

English teaching in Thailand is regarded as an English as a foreign language, EFL, context. English language is only used in the classroom. Meanwhile, the core curriculum of basic education of Thailand sets English as one of the major school subjects for Grade 1-12. However, Thai education seems to be ineffective in the last few years. According to the result of the Program for International Student Assessment (PISA, 2015) , Thailand was ranked in the 54th from 70 nations. Moreover, the result from the survey (EF EPI, 2016) shows that Thai people have a very low ability of using English.

Education is very important for the country development. There are some necessary educational skills in the 21st century, known as the 4Cs skills. (i. e. Critical thinking, Communication, Creativity, and Collaboration). One of the important skills is communication. To be well-communicated is to have 4 language modalities. However, among the 4 language modalities, writing is considered to be the most difficult.

Task-based Language Teaching focuses on the use of authentic language and on asking students to do meaningful tasks using the target language. It derives from Communicative Language Teaching. Attempting to implement tasks and design a task-based lesson, language educators have proposed a number of instructional frameworks. However, they all have in common three principal phases, pre-task, during-task and post-task (1) The first phase, pre-task,

involves activities that teachers and students undertake before they start the task. This aims to prepare readiness to perform tasks. (2) The second phase, during-task, centers on the task itself and affords various instructional options as the students perform the task. (3) The third phase, post-task, concerns procedures for following up on the task performance.

METHODOLOGY

The purposes of the study were to 1) investigate Thai secondary school students' academic achievements after the use of task-based activities to develop paragraph writing skill in classrooms, and 2) explore the perceptions of the students on the effects of task-based activities to develop their paragraph writing skill. To accomplish the objective of this study, 30 of the students in the second semester of academic year 2/ 2017 in Thai secondary school were purposively selected. They were studying in grade 10. When the semester began, the students were requested to take the pre-test in paragraph writing test. In addition, they were divided into (a) advance group, (b) intermediate group, and (c) beginner group. Furthermore, 2 students from each group were selected randomly to participate in semi-structured interviews to explore their perceptions. The research instruments used in this study were task-based lesson plans, pre-test/post-test, and semi-structured interviews. There were 6 task-based lesson plans in teaching paragraph writing. Pre-test/post-test was scoring due to the 5 aspects of the written text; content (30%), organization (20%), vocabulary (20%), language use (25%), and mechanics (5%). In addition, semi-structured interviews were designed by the researcher to collect the information on perception of the students regarding the task-based activities on developing their paragraph writing skill. The data of this study was analyzed both quantitatively and qualitatively. The quantitative data (pre-test/post-test scores) were analyzed by percentage, means and standard deviation. The qualitative data collected during the semi-structured interview were analyzed via content analysis.

FINDING

The findings of the study are presented according to the research objectives:

1. To study the students' academic achievements after the use of task-based activities to develop paragraph writing skill in classrooms. The results from using descriptive statistics to analyze the mean of the pre-tests and post-test scores was demonstrated by following Tables.

Table 1: The comparison of pre-test and post-test scores of advance group(n=10)

Tests of advance group	Mean	Mean Differences	Standard Deviation	Percentage
Pre-test	57.90	-17.80	7.04	57.90
Post-test	75.70		4.37	75.70

The result showed that it was a significant difference between the mean scores of Pre-test(M=57.90, SD=7.04) and those of the Post-test (M=75.70, SD=4.37). The mean of the Pre-

test total scores was 57.90, and it increased to be 75.70 for the Post-test. The gained mean scores between the two sets of tests were -17.80 which indicated a significant difference between them.

Table 2: The comparison of pre-test and post-test scores of intermediate group(n=10)

Tests of intermediate group	Mean	Mean Differences	Standard Deviation	Percentage
Pre-test	51.20	-13.10	7.69	51.20
Post-test	64.30		4.39	64.30

The result showed that it was a significant difference between the mean scores of Pre-test(M=51.20, SD=7.69) and those of the Post-test (M=64.30, SD=4.39). The mean of the Pre-test total scores was 51.20, and it increased to be 64.30 for the Post-test. The gained mean scores between the two sets of tests were -13.10 which indicated a significant difference between them.

Table 3: The comparison of pre-test and post-test scores of beginners group (n=10)

Tests of beginner group	Mean	Mean Differences	Standard Deviation	Percentage
Pre-test	36.60	-17.30	5.12	36.60
Post-test	53.90		3.60	53.90

The result showed that it was a significant difference between the mean scores of Pre-test(M=36.60, SD=5.12) and those of the Post-test (M=53.90, SD=3.60). The mean of the Pre-test total scores was 36.60, and it increased to be 53.90 for the Post-test. The gained mean scores between the two sets of tests were -17.30 which indicated a significant difference between them.

Table 4: The comparison of pre-test and post-test scores of all students (n=30)

Tests of beginner group	Mean	Mean Differences	Standard Deviation	Percentage
Pre-test	48.56	-16.07	11.12	48.56
Post-test	64.63		9.89	64.63

The result showed that it was a significant difference between the mean scores of Pre-test (M=48.56, SD=11.12) and those of the Post-test (M=64.63, SD=9.89). The mean of the Pre-test total scores was 48.56, and it increased to be 64.63 for the Post-test. The gained mean scores between the two sets of tests were -16.07 which indicated a significant difference between them.

2. The perceptions of the students on the effects of task-based activities to develop their paragraph writing skill were explored. The following were extracts from the interview:

Table 5: Perceptive of student 1 in advance group

Verbal accounts	Points of verbal accounts
“I learned the lesson by talking with my friends. That was what I like about the activities. I was also improved my writing, I think.”	<ul style="list-style-type: none"> - Learning by communicate with friends - The writing skill was improved during the activities

They thought that they become more confident in paragraph writing after the use of task-based activities to develop paragraph writing skill in classrooms. They learned the lesson by working as a team, then improving the writing skill during the task-based activities.

Table 6: Perceptive of student 2 in intermediategroup

Verbal accounts	Points of verbal accounts
“English is my favorite subject. I wanted to perform well on this subject. This class really help me practice my writing skill. However, it was sometimes hard for me to start writing. But after working with friends, it was easier and fun”	<ul style="list-style-type: none"> - English is the favorite subject - Want to perform well on academic achievements - Writing skill is hard - The writing skill was improved during the activities

They like English subject, so that, they wanted to improve their language skills. The task-based activities motivated them to learn and practice. Their writing skills were improving during the activities.

Table 7: Perceptive of student 1 in beginners group

Verbal accounts	Points of verbal accounts
“It is not that I don’t like English but it is because I was very much afraid of it. The activities made me felt less stressful. I liked working with my friends. It was better than working individually.”	<ul style="list-style-type: none"> - Afraid of English - The activities helped me felt less stressful - The writing skill was improved during the activities

they thought that learning through task-based activities was helpful. They found that they had more opportunities to shared their idea and practiced the paragraph writing during the task-based activities.

CONCLUSION

The research objectives designed to guide the study are a) to investigate Thai secondary schoolstudents' academic achievementsafter the use of task-based activities to develop paragraph writing skill in classrooms, and b) to explore the perceptions of the students on the effects of task-based activities to develop their paragraph writing skill.The result revealed as follows.

1. The overall comparison of pre-test and post-test scores showed that it was a significant difference between the mean scores of Pre-tests ($M=48.56$, $SD=11.12$) and those of the Post-test ($M= 54.63$, $SD=9.89$). The mean of the Pre-test total scores was 48.56, and it increased to be 64.63 for the Post-test. The gained mean scores between the two sets of tests were -16.07 which indicated a significant difference between them. In addition, the study was design to collect the pre-test/post-test in three different groups (Advance, Intermediate and Beginners), the result showed that the means of three group were significant differences between the mean scores of Pre-tests and those of the Post-test. It is likely that the task-based activities help improve their paragraph writing skill.

2. In addition, the results of perception study by semi-structure interview showed that the majority of the students enjoyed and willing to practicing their paragraph writing skill through task-based activities. Task-based learning activities accommodated them to acquire the language skills through authentic tasks. During the process of teaching, the students had opportunities to apply their knowledge gained from the process to discuss with other people. This help the student to feel less stress in the class and willing to participate the classroom activities.

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THE RELATIONSHIP BETWEEN CRIME PATTERNS AGAINST PEOPLE AND PROPERTIES AND THE SYNTAX OF SPACE IN DUSIT

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ABSTRACT

Crimes are social phenomenon conducted by a human happening in all countries around the world. Such actions are forbidden by laws and culprits shall be penalized. Dusit District is located inside of Bangkok province, comprising 42 communities in total. The research “Application of geospatial and geographic structure of the city to create a map point risk crime areas: a case study areas, Dusit” aims as follows; 1) To search for the space syntax of Dusit District and 2) To find the form of relationship between the space syntax and the crime risk areas regarding crimes against people and properties in Dusit District. The research methodology emphasizes on making a map specifying the risk crime areas in Dusit District based on analysis of relationship between traffic theory and morphological theory. The research uses geographic and geographic information tools to represent the risk crime areas. The map of risk crime areas will remind people in communities of the risk crime areas in Dusit District, making them take caution on the previously-existing crime risk areas and the new ones emerging in Dusit District.

Keyword: Geospatial, Geographic, Space Syntax, Dusit, Bangkok;

INTRODUCTION

All crimes usually be in high rate in downtown. Thailand also lack of real knowledge on crime as well as the solutions in other dimensions except the operation of officers. [1] Therefore, researcher interested to Application of Geospatial and Geographic Structure of the City to Create a Map Point Risk Crime Areas: A Case Study areas, Dusit District, Bangkok. The objectives are 1) To search for the space syntax of Dusit District and 2) To find the form of relationship between the space syntax and the risk crime areas regarding crimes against people and properties in Dusit District by using the geographical and GIS tools to present the partial criminal risk point. The criminal risk point map would be the tool to warn the people in community to aware the point which may be risk for the crime in Dusit District and to monitor the existing risk point and new risk point which going to occur in Dusit district.

OBJECTIVE

The objectives are 1) To search for the space syntax of Dusit District and 2) To find the form of relationship between the space syntax and the risk crime areas regarding crimes against people and properties in Dusit District by using the geographical and GIS tools to present the partial criminal risk point.

METHODOLOGY

The procedure used in this research is qualitative and quantitative. The quantitative research uses the data from survey, questionnaire and numerical statistic to find the relation to analyze as result. The qualitative research will obtain the data from note and interview of the related expert by using co-analysis between qualitative and quantitative research to achieve the result. This can be identified to be two parts;

First, Data collection, coordinating with Dusit police office and Sam Saen police office and do data collection by copying the data from criminal record on property crime, life crime and sexual crime in Dusit District consists of 4 Sub-districts including 1) Dusit 2) Vachira Payabarn 3) Suan Chitlada and 4) Nakhon Chaisri.

The tool used in research is ArcGIS10 to create the collect events and city morphology analysis by Space Syntax from the relation of city morphology and criminal patterns in Dusit district, Bangkok [2]

The samples in this research are the people who faced the crime about property crime. This research uses the amount of criminal case in Dusit District as the representatives of samples which recorded in daily report of Sam Saen police station and Dusit police station. The data of daily report including

- date, time and place of crime
- coordinates of crime place

Furthermore, there is the data collection from interview of Officer who work on daily criminal report of Sam Saen police station by asking about the general opinion influence on the evidence of criminal place

Second, Data analysis by using ArcGIS10, Microsoft Access, Space Syntax and SPSS to analyze the relation between property crime in Dusit District.

From the clause 1 of the objective to search for the space syntax of Dusit District. There is the data analysis as following

The analysis of morphology, shape and morphological network of Dusit District by geographical information system with Space Syntax us the study of relation of space based on axial line as road network as a sample to be studied and analyze the shape and morphological network of Dusit District when replace road system by route network via Axwoman which is the an extension on ArcView GIS with “draw” command to draw the straight line along the road to be longest with minimum number as the representative of system. “Do it” command will calculate based on the relation of line in system to determine that how many sequence of “Dept” it has averagely from other lines. The calculated relation will be represented into number and color of line. If one line extremely related to other line, the number will be higher, the number will illustrate as graduated color by temperature color on ArcView GIS. The higher one will be shown in red, the lines with lower relation will be shown in orange, yellow, green and until the lowest one in blue according to the shade of color. [3]

The main tools do as following; total debt used to measure the line relation that how many line connects to other lines in next sequence.

Connectivity is used to measure the line relation that how many line is connected by other lines directly.

Local integration is used to measure the average of a line which connect to other lines next to them directly (One-step) and the next line (Two-step), represent that whether which line or road trend to be a key line of sub-region [4]

Global Integration is used to measure that how many line connected to other lines in the system, result of finding the route or position where do as the center of such system because the distance or depth from any line at the center to other regions or other routes in the system which the shortest distance. [5]

From the clause 2 of the objective to find the form of relationship between the space syntax and the risk crime areas regarding crimes against people and properties in Dusit District. There is the data analysis as following;
Analysis procedures with AHP

- Set the alternatives in each issue with various solution. This procedure must set all related alternatives.
- Specify the threshold level which required in each alternative.
- Select the preliminary alternatives from the alternatives set in the first procedure by comparing with the minimal criteria, if which one lower it will be rejected.
- Specify the criteria or sub-criteria to use in making decision for the best alternative.
- Develop decision hierarchy from the alternative and defined criteria, at least three hierarchies including goal, criteria, and alternatives

- Do pair comparison for each pair and then compare each one with defined criteria one by one until complete all criteria. The comparison will be scored in quantitative or qualitative term.
- Calculate the priority of alternatives by using the weight of each alternatives as the criteria multiplied by weight of criteria and then sum up. If descend the result, the alternatives with highest score will be the best.
- Sensitivity analysis, before do a decision from 7), it is necessary to do the sensitivity analysis caused by uncertainty of data used in making decision. If the weight or criteria priority is changed, whether the best alternatives still be or not. If yes, the reliability will be occurred on such alternative under Simple Additive Weighting Methods: SAW

From the abovementioned data collection and data analysis, they can be used the position where each kind of crime occurred to be plotted into map of Dusit space syntax which has the color with different characteristic and shown in form of relation between space syntax and risk area of individual and property crimes.

RESULTS

According to the clause 1 of objectives that is to search for the space syntax of Dusit District. There are the findings as following;

The key line in system of Dusit District found that global integration which is used to measure that how many line connected to other lines in the system, result of finding the route or position where do as the center of such system because the distance or depth from any line at the center to other regions or other routes in the system which the shortest distance. From Table 2 shown that Sam Saen Road is the most important road in whole system of Dusit District because such road passes through the sub-road within the area and do as the connection to the road in Phra Nakorn District and Bang Sue District, see Fig. 1 and Table 1.



Figure 1. Graduated color according to the score of key line in whole system of Dusit District.

Table 1. Key line in whole system of Dusit District.

Order	Street	Key line in whole system
1	Samsen Road	1.500707
2	Ruam Chit Road	1.469262
3	Ratchawithi Road	1.438529
4	Ratchawithi Road	1.410909
5	Phitsanulok Road	1.38845

The key lines in sub-region of Dusit District found that local integration which is used to measure the average of a line which connect to other lines next to them directly (One-step) and the next line (Two-step) represent that whether which line or road trend to be a key line of sub-region. From Table 1 found that Ratchawiti Road is the most important line in sub-region because it passes through sub-alley of many communities followed by Rama V Road and Sam Saen Road respectively. According to the information, found that the road where contains the many sub-alley will has the higher score of key line in sub-region, see Fig. 2 and Table 2.



Figure 2. Graduated color according to the score of key line in whole system of Dusit District.

Table 2. Key line in whole system of Dusit District.

Order	Street	Key line in whole system
1	Ratchawithi Road	6.169538
2	Rama V	5.501825
3	Samsen Road	5.272798
4	Sukhothai Road	4.487415
5	Ruam Chit Road	4.390345

According to the clause 2 of objectives that is to find the form of relationship between the space syntax and the risk crime areas regarding crimes against people and properties in Dusit District. There are the findings as following;

The data collection of crime based on GIS and camera in crime place are used to analyze the problem condition. The data analysis in this research uses ArcGIS10, Microsoft Access, and SPSS, see Fig. 3.

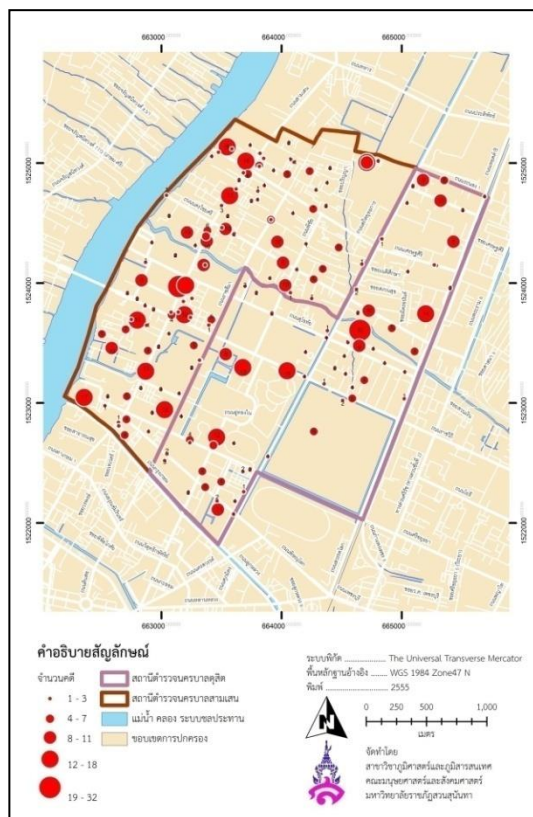


Figure 3. Distribution map of criminal case in Dusit District.

If determine Z-score of criminal place, it will represent how many standard deviations which beyond or below the arithmetic mean. The three highest Z-score beyond arithmetic mean are from the criminal place in Dusit District including Sukantharam Temple, Wachira Hospital and Samsen 13.

Table 3. Rank of criminal place in Dusit District.

Order	Street	Key line in whole system
1	Sukantharam Temple	5.77629000000
2	Wachira Hospital	4.97367000000
3	Samsen 13	2.21927000000
4	Soi Mit Anan	2.03960000000
5	Soi Wat Pracha Rabue Tham	2.00300000000

Table 4. Score summary of key line in system and sub-region and criminal place in Dusit District.

No. locale	key line in sub-region (LInteg)	key line in system (GInteg)
Sukantharam Temple	1.149287	1.058043
Wachira Hospital	5.272798	1.454522
Samsen 13	2.138299	1.259811
Soi Mit Anan	2.780706	1.138067
Soi Wat Pracha Rabue Tham	2.780706	1.138067

From GInteg of whole system, it can be divided into three intervals

0.42	-	0.63	+1 SD	Low
0.63	-	1.08		Medium
1.08	-	1.50	+1 SD	High

Found that score of key line in whole system in the sequence of all key criminal places are in high criteria that is more than 1.08. Shortly, the most crimes in Dusit District always occur in key line of whole system such as Rama V Road and Sam Saen Road.

From LInteg of whole system, it can be divided into three intervals

0.21	-	1.02	+1 SD	Low
1.02	-	2.78		Medium
2.78	-	6.43	+1 SD	High

Found that score of key line in sub-region in sequence of all key criminal places are in intermediate criteria that is between 1.02-2.78. Shortly the most crimes in Dusit District always occur in key line of sub-region in intermediate level except Wachira Hospital but such area not only influenced by physical condition but also from attractive condition of hospital where attracts the offenders.

CONCLUSION AND FUTURE WORK

Key lines in whole system influence on the occurring of crimes in Dusit District and key lines in sub-region found that influence on the making the crime in Dusit District slightly. Therefore, the riskiest area of criminal case in Dusit district which shown in criminal risk point map in this research found on the area of Sam Saen Road and Rama V Road.

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PERSONALITY DEVELOPMENT AND BUSINESS SUCCESS

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ABSTRACT

Personality development can be developed by the influences of biological factors, situational factors, and training factors. It is so vital because it has the effects on behavior, thought, and feelings. It is widely acceptable in the modern world of business that personality development is important to business success or business failure. Personality is not only better dress or good look but also self-confidence, creative thinking, and compassionate. Therefore, it is imperative to study this relationship of personality development and business success. The objectives of this study were to investigate the managers who had personality development training and their business performance before and after as well as to examine the characteristics or traits of personality development that directly benefit these managers. This study utilized quantitative research method. The focus of the study was on 15 managers who had completed personality development training class. An in-depth interview was conducted to elicit insight information of the difference before and after personality training to their business success.

The primary data and secondary data were analyzed with the assistance of the finding of literature review and many of previous studies related to the topic of personality development and business success. The results of this study combines from the findings of the in-depth interview of 15 managers and with theoretical framework collected from literature review resulted in the conclusion that there were positive relation between personality development and business success. In addition, most of managers express the level of satisfaction of the benefits of personality training to both of their daily life and working life. The most important quality of increase self-confidence had more impacts on business success than any other factors.

Keyword: Personality Development, Business Success, Self-Confidence, Business Performance

Introduction

Personality development is increasingly important for both business etiquette and social etiquette. We live in the world of modern globalization that pleasing personality is very important to the success in both business and social circle. In the past, people often think that personality is about being born good looking and being rich and glamorous, and there is nothing much people can do to change it. In fact, this is not true at all. Personality can change or it can be developed in a good way or improvement with the help of the experts, of course. The scope of personality development, in fact, is quite broad. It might include dress, personal grooming, speech, interpersonal skill, social skill, communication skill, and business meeting skill. What exactly is personality? The term of personality can be summed up to the pattern of characteristic thought, feelings, attitude, and behavior that distinguish one individual to another individual. Therefore, personality development is actually to improve and develop the proper pattern of characteristic thought, feelings, attitude, and behavior that distinguish one individual to another individual.

Personality development includes any activity that enhance an individual's awareness and identity, develop potential, build important human capital, increase confidence, and improve quality of life as well as contribute to the self-actualization and business success. The way to have personality development include important method, technique, and evaluation system to the development of individual personality and attitude.

In fact, it is acceptable among the experts in personality development that there are many significant benefits of individual who have been in the process of personality development. There are at least four important benefits of personality development. First and foremost is the increase of level of confidence. When someone has been in the process of personality development, the level of confidence often increase. In other words, personality development gives more and high level of confidence to people. For example, when you have appropriate dress that you are happy about this will make you happy to meet other people. Another example, when you know how to communicate or know how to say the right words, or how to conduct yourself in the business meeting, or in the party, this will help to increase your confidence. Second benefit is about the credibility. Your improve personality will help to increase your level of credibility at the same time. This is because we live in the real world of bias, good looking and good dressing person will have, a halo effect, been thought of as smart, intelligent, and honest at the same time. The cloth can change the man and many times in social and business association, you are judge by the cloth and personality you wear. Personality development does not means to wear expensive cloths all the time, but it means the knowledge of dressing and grooming to improve their personality in order to gain more confidence and credibility. Third benefit is about the interaction with other people will be more fun and happy. People are more interested in talking and associating openly with good personality individual. This is because good personality is more trustable, enjoyable, and comfortable to be around with. Fourth benefit is about positive relationship with other people and business partner. People will tend to think positively with you if you have a pleasant personality. They think positive about you, about your action, about what you say and do.

Research Methodology

The objectives of this study were to investigate the managers who had personality development training and their business performance before and after as well as to examine the characteristics or traits of personality development that directly benefit these managers. This study utilized quantitative research method. The focus of the study was on 15 managers who had completed personality development training class. An in-depth interview was conducted to elicit insight information of the difference before and after personality training to their business success.

The primary data and secondary data were analyzed with the assistance of the finding of literature review and many of previous studies related to the topic of personality development and business success. The results of this study combines from the findings of the in-depth interview of 15 managers and with theoretical framework collected from literature review resulted in the conclusion that there were positive relation between personality development and business success.

Findings

In order to obtain the important findings for this study, the primary data and secondary data were collected, processed, and analyzed with the assistance of the many conclusions and vital findings of various literature reviews and many of previous important studies directly related to the topic of personality development and business success. The results of this study came from the summary of the findings of the in-depth interview of 15 different managers in the areas of personality development and business success. Moreover, many important theoretical frameworks collected from variety of literature reviews resulted in the conclusion that there are many clear signs of positive direct relationship between personality development, business acumen, and business success in the long run. In addition, most of managers from the focus group expressed the level of satisfaction of the huge benefits of personality training and development to both of their daily life and their business working life. The most importance of quality of personality development is the increase of self-confidence which has more impacts on business success than any other factors. Better personality will increase not only self-confidence, but also self-worth, positive thinking, and be able to discover passion to increase level of happiness in world of business and personal life. In world of business practice, a highly self-confidence can create many success and fulfillment in the daily life. In addition, the majority of informants do agree that personality development training they received help to unleash many of their powers such as their power for success, their power to live their life with happiness, their power to create an extraordinary life, and their power to achieve goals in areas of business. Two key words from the focus group that all fifteen informants share are be honest and be happy. Be honest means be honest be yourself and friends in every situation. Whereas be happy means always look at the bright side of every situation. In other words, Honesty and positive thinking are part of good personality and, in turn, can make you happy to be you as well as lead to life with business success.

Suggestions

From the in-depth interview and focus group discussion, there are six vital ways that can help to improve personality and be success in the world of business. First is to be a better listener. There are nothing appealing to customers, business partner, employees than that having someone listen to them attentively. Second is to search for more knowledge and expand your interests in personality development. It is important to cultivate your interests with other and share your knowledge of personality development. Third is to be a good conversation partner in every business meeting. Practice to speak up and express your opinion. Fourth is have a positive opinion. There is no time for negative and nagging comments or opinions. Fifth is to meet new business friends, partners, and associates. It is important to make an effort to meet new people in the world of business. Sixth is to have integrity and always treat people with respect. Be honest and grace in your personality will bring the admiration, respect, and gratitude of others. Winning the trust from business community is one of the most important rewards.

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I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

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INFORMATION TECHNOLOGY TRAININGS AND STUDENTS' LEVEL OF SATISFACTION

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ABSTRACT

Information technology trainings are offered to students regularly. Active learning is the method required for this kind of trainings to be effective. The success of the training programs depends on students' level of satisfaction. Therefore, it is to be objectively measure the students' level of satisfaction in five different areas: trainers' skill in teaching, the method of teaching, the quality of computer labs and facilities, the quality of software program, and time & schedule. The objective of this research was to investigate and examine the level of students' satisfaction in five important areas: trainers' skill in teaching, the method of teaching, the quality of computer labs and facilities, the quality of software program, and time and schedule as well as to provide suggestions to improve the quality of training program and how to enhance the students' level of satisfaction.

This was a mixed research of both a qualitative research method of ten informants and a survey quantitative research study which was conducted by interviewing with 100 students who were joining the information technology training programs. Data collection was conducted by using questionnaire for survey research and in-depth interview questions for qualitative research. Statistical analysis was performed by utilizing Excel program and SPSS program. Percentage, mean, and standard deviation were used for data analysis and generated findings. The result of this investigation revealed that the majority of students had a very high level of satisfaction on information technology programs in three areas of trainers' skill in teaching, the method of teaching, the quality of computer labs and facilities and had a high level in two areas of the quality of software programs and time & schedule. The suggestions from this study included more comfortable seats for students sit down while waiting for training, there should be more channels to distribute information about the trainings and its sessions, and there should be more off-campus training sessions.

Keyword: Training Programs, Information Technology, Satisfaction, Students

Introduction

In order to full appreciate the training of Information technology trainings which are offered to students regularly, it is necessary to understand their roles and responsibilities. Active learning is one of the best methods required for effective trainings. The major success of the training programs and making delivery of quality training a constant objective and predominant priority depends on students' level of satisfaction. Therefore, in order to be objectively measure the students' level of satisfaction, there are five different areas: trainers' skill in teaching, the method of teaching, the quality of computer labs and facilities, the quality of software program, and time & schedule. The objective of this research was to investigate and examine the level of students' satisfaction in five important areas: trainers' skill in teaching, the method of teaching, the quality of computer labs and facilities, the quality of software program, and time and schedule as well as to provide some suggestions for computer labs to develop the quality of training program as well as to increase the students' level of satisfaction and happiness.

Research Methodology

The purposes of this research was to investigate and examine the level of students' satisfaction in five important areas: trainers' skill in teaching, the method of teaching, the quality of computer labs and facilities, the quality of software program, and time and schedule as well as to provide suggestions to improve the quality of training program and how to enhance the students' level of satisfaction. The population of quantitative research method included all students in the campus of Suan Sunandha Rajabhat Univeristy about 28,000 students currently. By utilizing small sample group, a total of 100 samples was determined. Moreover, the sample size should be enough to be able to generalization. Since the predetermined variables was 15 variables, the 20 times of 15 variables was about 300 samples. However, due to limited time and budget constraints, the 100 samples should sufficient in this research. In addition, 10 informants was chosen from students from various departments to provide in-sight data and information as a qualitative research method. The purposive sampling method was utilized for data collection. For the research tool, the questionnaire was designed and developed by using the Likert Five Scales for the important process of data collection. Test of content validity and reliability was conducted to make certain that it passed the basic requirements of IOC and Cronbach Alpha. In terms of practicality, there was a try out to test the quality of the questionnaire. Statistical analysis was conducted to test the path relationship and SPSS Program was utilized to obtain the level of relationship of each variables. For qualitative research method, the researcher focused on documentary review and analysis as well as an in-depth interview with key informants and integrate the findings with the finding from the quantitative research method. For quantitative method, data collection was conducted by using questionnaire for survey research and in-depth interview questions for qualitative research. Statistical analysis was performed by utilizing Excel program and SPSS program. Percentage, mean, and standard deviation were used for data analysis and generated findings.

Findings

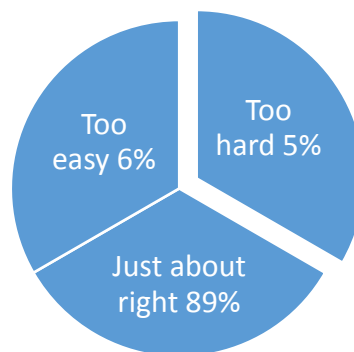
From table 1, the findings revealed from 100 respondents about their feedback in five categories with agree, neutral, and disagree. For the factor of "Instructor's presentation clearly", it was rated by the respondents with 64% agree, 30% neutral, and 6% disagree. For the factor of "Proper amount of knowledge received", it was rated by the respondents with 61% agree, 34% neutral, and 7% disagree. For the factor of "Usefulness of knowledge", it was rated by the respondents with 56% agree, 36% neutral, and 8% disagree. For the factor of "Proper time of training", it was rated by the respondents with 67% agree, 27% neutral, and 6% disagree. For the factor of "Effective training method", it was rated by the respondents with 67% agree, 28% neutral, and 6% disagree. Moreover, the training programs were rated by the respondents that only 5% of the respondents thought that the training was too hard, about 6% of the respondents thought that the training was too east, and about 89% of the respondents thought that the training level of difficulty was just about right. In addition, the result of this investigation and survey revealed that the majority of students or respondents had a very high level of satisfaction on information technology programs in three areas of trainers' skill in teaching, the method of teaching, the quality

of computer labs and facilities and had a high level in two areas of the quality of software programs and time & schedule.

TABLE I
PARTICIPANT FEEDBACK

	<i>Agree</i>	<i>Neutral</i>	<i>disagree</i>
<i>Factors</i>			
1. Instructor's presentation clearly	64%	30%	6%
2. Proper amount of Knowledge received	61%	34%	7%
3. Usefulness of knowledge	56%	36%	8%
4. Proper Time of Training	67%	27%	6%
5. Effective training method	67%	28%	6%

Fig 1. Training Level of Difficulty



Suggestions

The suggestions from this study included there should be a better design in the computer labs and training locations about more comfortable seats for students sit down while waiting for training, and during the training sessions. In addition, there should be more channels to distribute information about the trainings and its sessions in campus of Suan Sunandha Rajabhat University. And there should be more off-campus training sessions to be convenient for students who are off campus.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

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HIGH PERFORMANCE ORGANIZATIONS: THAILAND 4.0

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ABSTRACT

Thailand 4.0 is the national policy in the digital era that also promote the high performance organizations to be highly competitive and to have the edges in the modern globalization. The focus of this study was about a high performance organization, a case study of Suan Sunandha Rajabhat University, which is a higher education organization that must be able to achieve both financial results and non-financial results that are exceedingly better than that of other organizations. A high performance organization can be referred to group, team, or organization that highly focus on important goals and achieve superior results. The purposes of this study were to investigate if Suan Sunandha Rajabhat University was by definition a high performance organization or not as well as to provide a guidelines to recommend some criteria to measure the high performance organizations in the higher education areas.

This research study employed both quantitative and qualitative with a literature review technique which was conducted by utilizing an in-depth interviewing with 15 university managers and office leaders who were regular employees and were also affected by the management policy of the office. About 100 sample groups was chosen with most experience working with the university in the areas of high performance and high productivity for questionnaire survey as well as a small focus group of 15 for an in-depth interviewed in order to gain more insightful information. Both primary and secondary data information were review by using many findings from other researches, and government policy of high performance organization. The result of this investigation revealed that the majority of university managers and team leaders believed that Suan Sunandha Rajabhat University was in the path of being high performance organization in both financial and non-financial results. Being number one in world university ranking was the concrete evidence of non-financial performance that exceeding that of other universities in the same categories. To have the highest student in-take was also the absolute evidence of financial performance that also exceeding that of other universities in the same categories. In order to have a long term and sustainable high performance organizations, the recommendation from this study was to create a high performance culture which is a set of behaviors and norms that everybody in the organizations aims to achieve superior results by having a clear goals and visions.

Keyword: High Performance Organization, Productivity, University, Culture

Introduction

During this decade, the Thai government has promoted Thailand 4.0 as the national policy in the digital era which aims to promote both the high productivity and performance in order to create competitive edges in the fluctuating and changing paces of globalization. The aim of investigation was about a high productivity and performance, a case study of the modern organization of Suan Sunandha Rajabhat University, which must be able to be successful both financial results and non-financial results that are exceedingly better than that of other organizations. A high-performance organization can be referred to group, team, or organization that highly focus on important goals and achieve superior results than other universities.

In order to be one of the improved performance organizations in the modern globalization and have a successful profitability in the long run, the organization has to be able the best on the competitive areas. It is important not only to have the best strategic management, but also to have the best way to execute strategic management more effectively. In efforts to improve performance, most organization goes right to structural problems and allow many important concrete changes in the organizations. Such step it helpful and most of the time, it can reap only the short-term benefits, the problems arise again. Why? This is because it addresses only symptoms of dysfunction, but it did not address the root of the causes of the problems. In fact, Neilson, Martin, Power (2010) showed that it is important to tackle decision rights and Information flow first, and then the next step is to alter organization structure and realign incentives to support those important moves. In order to be a high performance organization in the modern world of business, it is necessary to have a brilliant strategic management plan on the competitive map. It is sad that many organizations struggle with the poor step of implementation of strategic management. This is because most of them rely heavily on organization structure changes to execute their strategy. Many of organizations, who had used the reorganizations or reengineering in the past, have reported short-term gains from this method. Many times, the implementation of the new strategic management come up with the very disappointment results. The suggestions to replace the reorganization changes is to have two methods: clarifying decision rights and ensuring information flows where it is needed. Instead of focus on cutting cost across the board, the focus should be on improving execution of strategic management. It is important to search for the true reasons for the performance shortfalls.

In this study, however, the focus is on the strategic management of Suan Sunandha Rajabhat University which is the number one ranking of Rajabhat University of Thailand. In order to find the level of performance, the seventeen fundamental traits of organization effectiveness (Neilson, Martin, Power, 2010) was adapted for five fundamental traits of organization effectiveness for this study.

Research Methodology

There are five steps of doing this study. These important steps include statement of problems, research questions and objectives, data collection and data analyzing, discussion and findings, and conclusion and presentation. This study employed a mixed research of both quantitative and qualitative as well as a literature review technique. The qualitative method was conducted by utilizing an in-depth interviewing with 15 university managers and office leaders who were regular employees and were also affected by the management policy of the office. About 100 sample groups was chosen with most experience working with the university in the areas of high performance and high productivity for questionnaire survey. Whereas a small focus group of 15 for an in-depth interviewed in order to gain more insightful information. Both primary and secondary data information were reviewed by using many findings from other researches, and government policy that promote new technique of high-performance organization.

Fig. 1 the Process of Research



Findings

From table 1, the findings of organization traits and ranking of level of importance from 100 employees. The respondents had rated factor “Besides pay, many other things motivate individual to do good jobs” as number one of importance with a mean of 4.87 and standard deviation of 0.9851. The respondents had rated factor “Fast track employees can expect promotion more frequency” as number two of importance with a mean of 4.73 and standard deviation of 0.7291. The respondents had rated factor “Corporate culture is persuade and cajole” as number three of importance with a mean of 4.59 and standard deviation of 0.6995. The respondents had rated factor “Information flows freely across department” as number four of importance with a mean of 4.36 and standard deviation of 0.8683. The respondents had rated factor “Everyone knows about their decision and responsibility” as number five of importance with a mean of 4.15 and standard deviation of 0.7531. Moreover, the overall importance was rated with a mean of 4.54 and standard deviation of 0.7531.

TABLE I
MEAN OF AGREE AND RANKING OF IMPORTANCE

Organization Trait	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
<i>Factors</i>			
1. Besides pay, many other things motivate individual to do good jobs.	4.87	.9851	1
2. Fast track employees can expect promotion more frequency.	4.73	.7291	2
3. Corporate culture is “persuade and cajole”.	4.59	.6995	3
4. Information flows freely across department.	4.36	.8683	4
5. Everyone knows about their decision and responsibility.	4.15	.7531	5
Overall	4.54	.8086	

However, the findings from the focus group and discussion revealed that the high productivity and high performance can be done with better working relationship in the organization. First, it is important to have openness where both top management level and employees communicate honestly. Second, it is important to have fact-based communication where there is a need to be total truth in all exchange both parties. Third, it is important to have effective teamwork that all members need to work together and be willing to do whatever it takes for the long-term benefits of the organization. Fourth, it is important to have harmony which means there should be no tension, mistrust, no negative feeling between management and employees. Finally, it is important to have a constant training and opportunity for career advancement.

Suggestions

The suggestions from this study implies that it is vital to focus on making the business units and organization to be operation effective as possible. It is important to define performance loss and set proper strategic management to reduce the performance loss of the organization. Make sure the strategic management is about to make your team contribute to the overall organization’s success. In order to maximize the team’s contribution, it is important to align their work with the organization overall strategy. Do the right thing for the organization is an important motto for

leadership in the past and in the future. When most employees see that they have leader do the right thing and can truly drive change, their confidence in the leadership and commitment will be deepen with the organization.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript

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SATISFACTION OF MANAGEMENT OF MASTER PROGRAMS

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ABSTRACT

It is important to have a substantial monitoring of graduates' view of their learning experiences in order to ensure the master degree program standard and future improvement of Suan Sunandha Rajabhat University. Therefore, it is imperative to evaluate both graduates' level of satisfaction of the master program and their attitudes towards the master program of Suan Sunandha Rajabhat University. The objective of this research were to investigate the motivation factors of choosing graduates of master degree from Suan Sunandhar Rajabhat University as well as to offer some suggestions to improve the level of satisfaction. This was a qualitative research study which was conducted by using an in-depth interviewing with 12 graduate students who were recently completed the master degrees at Suan Sunandha Rajabhat University. Participants were asked to provide information on demographics, satisfaction of programs and process of learning, and attitudes towards the master program management. Contextual analysis and data from focus group were used for data analysis and generated findings. The result of this investigation revealed that the majority of informants reported that they had high level of satisfaction both of the management of the master program and the process of the master program. The master program had met but not exceeded their expectation. Their main motivation for taking and completing this program included progress in career path, the direct knowledge, connection of academic friends, and improve of employment prospect. Finally, there was a positive attitude of graduates of master degree towards the management of the program as well as towards the university itself.

Keyword: Satisfaction, Management, Master Degree, Graduates

Introduction

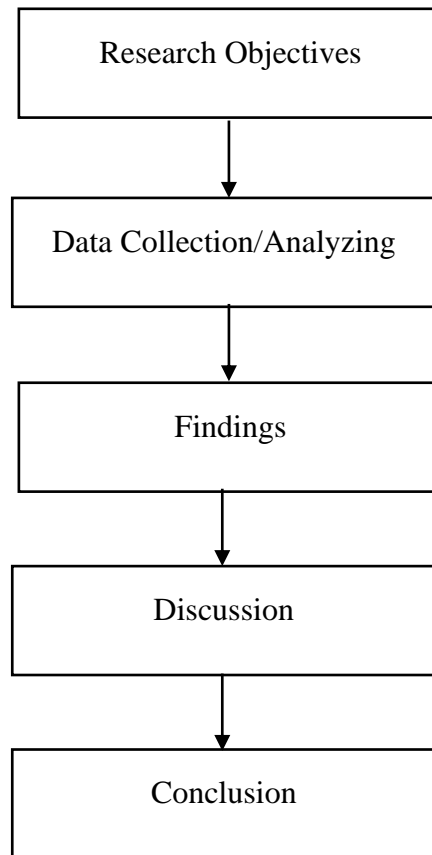
Nowadays, we live in the very competitive and dynamic market and having better knowledge, better training, and better skills so that people can use it as the leverages to gain competitive advantages that may extend into the long-term advantages. The dynamic and competitive market implies a fast change of technology and knowledge. Therefore, it is imperative for most people to have more knowledge, skills, and experiences in order to be able to be successful in the environment of changes. One of the best ways of improving human capitals is to have enrolled in the master programs. The program can help students to have better knowledge, competency, and skill that can be efficiently harnessed. However, many students, who want to enroll the master program, often see the master degree program as an investment that they have to spend a lot of time and money and expect the better future and income. However, it is not easy to prove the return on investment of the higher education, but it is generally a belief that better education means better future. However, the success of master degree program can be measured in many ways, but one of the best ways is to measure the success of students by having a better job and higher income upon graduation and the near future. Therefore, it is important to study and investigate the real motivation factors of choosing to enroll the master degree programs in order to find the way to enhance the standard quality of the master degree programs. In fact, the demand of the master degree programs is generated from the students. Whereas, the supply of the master

degree programs is generated by the management of university and faculty members. Both demand and supply have to be at an equilibrium point or stable point. It is necessary and vital to have substantial ways of monitoring of graduates' view of their learning experiences in order to ensure the master degree program standard quality and future improvement of Suan Sunandha Rajabhat University. Therefore, it is imperative to evaluate both graduates' level of satisfaction of the master program and their attitudes towards the master program of Suan Sunandha Rajabhat University.

Research Methodology

In order to find the results of this research, there are five steps of the process of this research. The first step is to set up research objectives and research questions in order to have the focus of the research. The second step is to design the research tools for data collection and choose statistical program for data analysis. The third step is to conduct the table and generate the findings of the research. The fourth step is to perform the discussion or compare the findings with other findings of other research. The final step is to make a conclusion and to present the research paper to the research community. The major purposes of this research were to study and to investigate the motivation factors for choosing of graduates of master degree from Suan Sunandhar Rajabhat University as well as to offer some suggestions to improve the level of satisfaction to improve the program in the future. This study employed a qualitative research study which was conducted by using mainly an in-depth interviewing with 12 graduate students who were recently completed the master degrees at Suan Sunandha Rajabhat University. Participants were asked to provide information on demographics, satisfaction of programs and process of learning, and attitudes towards the master program management. Contextual analysis and data collection from the focus group were used for data analysis and generated important findings.

Fig. 1 the Process of Research



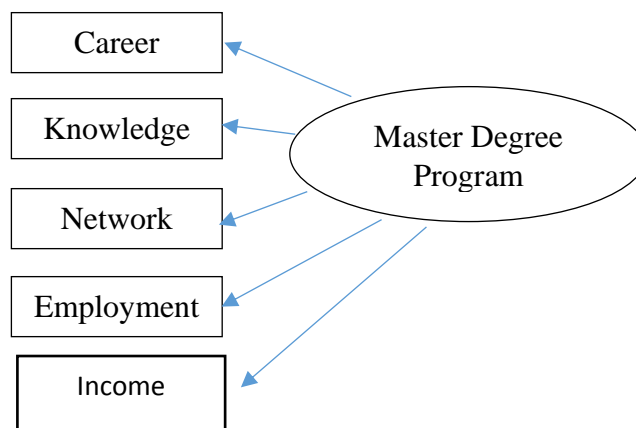
Findings

The result of this study and its investigation revealed that the majority of informants reported that they had high level of satisfaction both of the management of the master program and the process of the master program. The master program had actually met but not exceeded their expectation. Their main motivation for new students taking and completing this program included progress in career path, the direct knowledge, connection of academic friends, and improve of employment prospect. Finally, there was a positive attitude of graduates of master degree towards the management of the program as well as towards the university itself. Table 1 is the summary of how the 12 informants provided the discussion about the motivation factors of choosing the master degree program of Suan Sunandha Rajabhat University. The informants assigned their votes to the factor of “Progress in career path” as the most important factor or rank as number one. The informants assigned their votes to the factor of “Gain more academic knowledge” as the second most important factor or rank as number two. The informants assigned their votes to the factor of “Connection and Network” as the third most important factor or rank as number three. The informants assigned their votes to the factor of “Improvement of employment prospect” as the fourth most important factor or rank as number fourth. Finally, the informants assigned their votes to the factor of “Higher future income” as the fifth most important factor or rank as number five.

TABLE I
IMPORTANCE OF MOTIVATION FACTORS

<i>Factors</i>	<i>% Male students</i>	<i>% Female students</i>	<i>Rank</i>
1. Progress in career path	100	100	1
2. Gain more academic knowledge	83	100	2
3. Connection and Networks	83	83	3
4. Improvement of employment prospects	67	67	4
5. Higher future income	50	50	5

Fig. 1. Master Degree Program



Suggestions

There are five suggestions of this study. The motivation factors of choosing the master degree programs of Suan Sunandha Rajabhat University include progress in career path, gain more academic knowledge, connection and networks, improvement of employment prospects, and higher future income. The first suggestion is to promote and support the career path of the students and have a counselling and advisor to help students to have a proper plan for the future career. The second suggestion is to provide academic knowledge that should be useful for students to use it in the real world. The third suggestion is to set up proper connection and network of all master degree students to help each other in many platforms. The fourth suggestion is to provide more useful information about employment related to the master degree provided by the university. Finally, the fifth suggestion is to provide the high quality of master degree that graduate students can perform their future work with high quality, high performance, and high productivity that results in high income.

Acknowledgement

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SATISFACTION OF ENGLISH TRAINING PROGRAM: A CASE STUDY OF STAFF MEMBERS

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ABSTRACT

English training program is one of the most important trainings of university. Not only for the students and faculty members, but also for the staff members. The English training program provides staff members with many kinds of English communication skills, ability to present in English, and ability to fill the forms in English. Successful in English training programs often reflects the level of satisfaction of staff members. The objective of this research was to investigate the level of satisfaction of English training programs as well as the importance of management factors and policies that affected the high level of satisfaction from the staff's perspectives. This study used both quantitative and qualitative research method. The quantitative method was conducted by interviewing 200 staff while qualitative method aimed to obtain the results of an in-depth interview from two different perspectives namely: male and female staff. Each group would consist of 10 persons and each group would be asked to participate in a small focus group to explain their opinion about the English training programs and provide their insight information together with valuable comments of how to improve the English training programs. Contextual description analysis was also utilized to combine the findings of other researches and the findings of this study. Therefore, both primary and secondary data are significant for the conclusion of this study. The finding of the study revealed that the majority of informants expressed the high level of satisfaction of the English training program and most of them had a highly positive comments of the opportunity to be in the training programs. However, there were some suggestions such as there should be a different level of training programs for each English communication skills, the class should be smaller to get attention from trainers, the technique of active learning and problem-based learning should be implement more effectively. Finally, there should be integrated training with modern technology such as social media to help the English training programs becomes more effectively.

Keyword: English Training, Satisfaction, Management, English Programs

Introduction

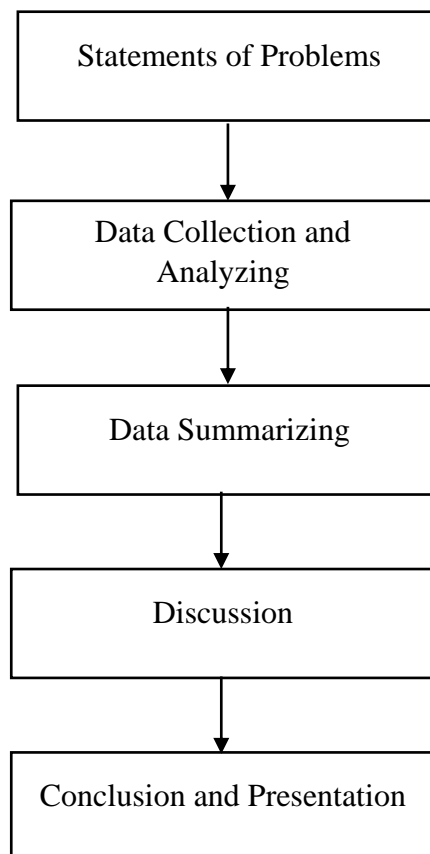
In Thailand, English is considered as the official second language of Thai people and Thai students. English communication is so important that many companies using it as one the major criteria for applying for a job. In fact, in the open economy of globalization, English gains more momentum as the official language of the world. Ministry of Education has a long policy of teaching English as the second language to both primary students, secondary students, high-school students, and up to university students. In fact, on the average Thai students spend at least twelve years studying English in primary and secondary schools. However, the result is often questionable by many academics, government policymakers, and politicians. Moreover, when compared to ASEAN neighbor nations, Thai students often have relatively low in English proficiency. For example, the 2010 test of English as a foreign language (TOEFL) reported that Thailand ranked 116th out of 163 countries from all over the world. However, when examining the English class,

many researches pointed out many problems and many factors why there are poor results of English class which are unqualified teachers, extremely large class, heavy teaching load, poor payment, poor learning environment, and unmotivated students. Many times, the level of satisfaction of students to the methods of teaching or learning are very low. However, many researches pointed out that the most important factor in success of learning process is the teacher himself or herself. Many times, the teachers are not qualified and not proper trained which results in low level of satisfaction from students and trainees. Therefore, the researcher is interested in investigating the level of satisfaction from English training programs: a case study of staff members in the campus of Suan Sunandha Rajabhat University, Bangkok, Thailand.

Research Methodology

In order to find the answers for the findings, the five steps of research process was conducted: Statements of problems, data collection and data analyzing, data summarizing, discussion, and conclusion and presentation of the findings.

Fig. 1 Five Steps of Research



The main purposes of this research were to investigate the level of satisfaction of English training programs as well as to examine the importance of management factors and policies that affected the high level of satisfaction from the staff's perspectives. This research study utilized both quantitative and qualitative research method. The quantitative method was conducted by surveying 200 staff by using questionnaire while qualitative method was designed for gain the insight information from the small but important samples. The study aimed to obtain the results of an in-depth interview from two different perspectives namely: male and female staff of Suan Sunandha Rajabhat University. Each group of the sample would consist of 10 staff and each group would be asked to participate in a small focus group to explain their view points, their experiences, and their opinion about the English training programs and provide their insight knowledge and information together with many valuable comments of how to enhance the quality of English training programs. Contextual description analysis was also utilized to combine the results of other researches and the major results of this study.

Findings

The findings from the quantitative method revealed in table 1. Level of satisfaction. From the table, the overall level of satisfaction was reported to be high with the mean of 4.21 and standard deviation of .8049. The factor of "Qualification of the teachers of English training program" was rated as number one with the mean of 4.79 and standard deviation of .9211. The factor of "Knowledge gained from English training program" was rated as number two with the mean of 4.56 and standard deviation of .8994. The factor of "of English training program" was rated as number three with the mean of 4.22 and standard deviation of .7256. The factor of "Interaction of students of English training program" was rated as number four with the mean of 3.61 and standard deviation of .6889. Finally, the factor of "Learning model of English training program" was rated as number five with the mean of 3.89 and standard deviation of .7899.

The findings of the study from the qualitative method revealed that the majority of informants expressed the high level of satisfaction of the English training program and most of them had a highly positive and happy comments of the great opportunity to be in the training programs. However, there were some suggestions such as there should be a different level of training programs for each English communication skills, the class should be smaller to gain more detailed knowledge and attention from trainers, the technique of active learning and problem-based learning should be implemented more effectively. Finally, there should be integrated training with modern technology such as social media to help the English training programs becomes more effectively.

TABLE I
LEVEL OF SATISFACTION

	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
<i>Factors</i>			
1. Learning model of English training programs	3.89	.7899	5
2. Activities of English training programs	4.22	.7256	3
3. Interaction of students of English training programs	3.61	.6889	4
4. Qualifications of teachers of the English training programs	4.79	.9211	1
5. Knowledge gained from the English training programs	4.56	.8994	2
All categories	4.21	.8049	

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

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EFFECTIVENESS OF MANAGEMENT OF OUTSOURCING IN THAILAND

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ABSTRACT

For the last two-three decades, the concept of outsourcing is gaining economic momentum and phenomenon. This is because outsourcing has become increasing popular to Thai investors and government policy makers. It is also considered as the excellent source of competitive advantages. Certainly, there is a risk associated with outsourcing management. Therefore, it is imperative to improve the better understanding about the importance of outsourcing, impacts of outsourcing, and the management of outsourcing. The research objectives were to investigate the comparison of risks and benefits of using outsourcing management in Thailand and to use management activities and collaborations to improve the effectiveness of management outsourcing.

This was a mixed research of both qualitative and quantitative research techniques. The quantitative research technique which was conducted by interviewing with 100 staff, customers, and managers who were the main users of outsourcing and who were affected by the outsourcing management, business involvement, and impacts of outsourcing policy. The structure questionnaire was designed and developed for the purposes of data collection. Moreover, about 10 informants was selected from high level of managers that supervised the management of outsourcing for at least 10 years to be in small focus groups and provided an insight information. Statistical analysis was performed by using SPSS program. Percentage, mean, and standard deviation were used for data analysis and generated findings. The result of this investigation revealed that the majority of respondents agreed that the total benefits of outsourcing management exceeded the costs and the risks of outsourcing management. However, outsourcing management was not a simple task, rather it was a complex and sophisticated kinds of network and contracts. The high investment of modern communication and information technology were required for the success of outsourcing.

Keyword: Outsourcing Management, Effectiveness, Networks, Contracts

Introduction

The globalization implies that there are intense competitions. It is vital for any company to use new ways or new methods of doing business that can reduce the cost and time effectively. Outsourcing is considered as a new way of strategic management in globalization to utilize a networks and connections. It is a new ways of adopting modern management in responding business units' requirement of enhancing competitiveness and considered the most powerful manpower management that can be implement faster than to produce the same products or services by its own factory or company. Therefore, the decision is like to make or to buy, this means outsourcing is one of the major decisions that many modern organizations have to pay heed on this vital decision.

Nowadays one of the best method to reduce cost and increase effectiveness of the organization is to use outsourcing. In fact, outsourcing is an increasing important technique for modern company to cut costs and time. In other words, outsourcing was created when a company purchases products or services from an outside supplies rather than choosing to perform the same tasks, duties, or works within its facilities or company, hence, the idea or the reason is wisely to

cut cost and time as well as to increase standard of quality. Outsourcing is considered as a very successful technique for cutting cost and time and becomes very popular worldwide. However, the researcher is interesting in surveying and examining the important positive and negative impacts of outsourcing in businesses in the areas of Bangkok, Thailand. In general, many researchers have pointed out that outsourcing has a high value and there are many benefits, or many advantages, or many positive impacts of outsourcing included low cost of production, cutting the production time, low investment in building the facilities, no need for training and legal problems with labor forces, and have more time to focus on other things. On the other hand, there are also many costs, or many disadvantages, or many negative impacts of outsourcing included risk of losing technology and many company confidential data, many other hidden cost from outsourcing. Widely accepted that outsourcing is the way to have an operation of shifting a production of goods and services to external suppliers by utilizing the benefits of a long term contract. Outsourcing originated in America, then the benefits of outsourcing outweigh the costs of outsourcing, therefore, this form of outsourcing innovation spread to all over the world very quickly in a few decades.

Research Methodology

Because of many benefits of understanding the concept and the idea of outsourcing, it is important to conduct a research study on this topic. The research aims were to survey and to investigate the comparison of risks and benefits of using outsourcing management in Thailand and to use management activities and collaborations to enhance the effectiveness of management outsourcing. This research study employed a mixed research of both qualitative and quantitative research techniques. The quantitative research technique which was conducted by interviewing with 100 staff, customers, and managers who were the main users of outsourcing in Thailand and who were affected by the outsourcing management, business involvement, and impacts of outsourcing policy in Thailand. The structure questionnaire was designed and developed for the purposes of data collection and data analyzing. Moreover, about 10 informants was selected from high level of managers that supervised the management of outsourcing for at least 10 years to be in small focus groups and provided an insight information. Statistical analysis was performed by using SPSS program. Percentage, mean, and standard deviation were used for data analysis and generated findings. The test of reliability was performed to the level of satisfaction.

Findings

From table 1, Cost reduction was a major benefit impacts to many organizations who used outsourcing. Whenever the technique offer a low cost of production or services to customers, it is considered as good technique and should be used more often. The second impact was risk reduction. This is important to share the risk of investment a huge money on something to the outsourcing who were presumably had more expertise in the area than our company. The third benefit impact was to have work reduction of the company and allowed the company to concentrate on customers and how to satisfy their customers. The fourth benefit impact was time saving which related with the third impact which means the company will have more time to concentrate on customer and other essential things. The last impact was good image and the ability to deliver the

product or service to customer on time, if not the outsourcing will bear costs and the responsibility to customers.

TABLE I
IMPORTANCE OF OUTSOURCING IMPACTS

	<i>Percentage</i>	<i>Rank</i>
<i>Factors</i>		
1. Cost Reduction	78.00	1
2. Risk Reduction	72.50	2
3. Work Reduction	63.50	3
4. Time Savings	62.75	4
5. Better Image	60.25	5

Limitations and Future Study

In this research, only same size of hotels in Bangkok in Thailand was surveyed, both outsourcing and production companies, were selected as the sample group by using random sampling method. Similar research may be conducted with hotels of other business sizes, as well as in other locations. Further studies for development of the negative and positive impacts of other outsourcing models can also be carried out to give different contributions to business competitiveness of companies in Thai hotel and service industry.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

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SATISFACTION OF ENGLISH TRAINING PROGRAMS

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ABSTRACT

Nowadays English training programs are not only for students and faculty members to improve their ability to communicate in English but also for staff members to have a chance to improve their English skills. There are many policies and many rules and regulations which aimed to promote the ability of university staff members to be able to work proficiently in the globalization. This English training program was 90 hours of the complete ten lessons. It is important for staff members to complete the 90 hours to gain certificate. The research study examined English training programs available staff members in Suan Sunandha Rajabhat University as well as to investigate their level of satisfaction of English training programs. The population of the study included all 1,200 staff members of Suan Sunandha Rajabhat University. However, the sample size would be taken mainly 100 staff members who had been in the English training programs during the first quarter of the year of 2017. Also, only the staff members who passed the minimum 80 percent of the 90 hours would be chosen as the sample group. Statistical analysis was conducted with the use of SPSS program to generate the findings of this study. The dependent variable was the respondents' satisfaction. The independent variables, however, were quality of teaching, material of learning, rooms and location of learning, time and schedule, usefulness of training, and the level of difficulty of English. Mean and standard deviation as well as t-test were utilized as the key analysis and generate the table. The finding revealed that there was a high level of overall satisfaction. Moreover, the five independent variables were directly and positively affected the level of English training program of the staff members.

Keyword: Satisfaction, English Training Programs, Staff Members, Improvement

Introduction

English training programs have always been areas of interest for students, faculty, and staff in universities. Nevertheless, there are many theories and methods to improve the learning of English to be more success for many Thai students, faculty members, and staff members. There is a growing interest in the issues related to knowledge improvement in the short courses or short training programs. Due to the globalization business are becoming more and more important and more competitive, the ability to communicate in English become a must for students and managers in the future. It is obvious that some students have a higher ability in communicating in English in which Thai business society considers as one of the keys of business success now and future.

Nowadays English training programs are not developed and designed only for students and faculty members to improve their ability to communicate in English but also for staff members to have a chance to improve their English skills in order to improve their quality of work. In campus of Suan Sunandha Rajabhat University, there are many new and undated policies and many rules and regulations which aimed to promote the ability of university staff members to be able to work proficiently in the competitive globalization. This English training program was 90 hours of the completed ten lessons. It is important for staff members to complete the 90 hours to gain certificate. If not, there will put in the special remedial course to have completed basic English knowledge.

Research Methodology

In order to find the results of this study, the seven steps of research method were conducted: statement of the problem, data collection, data analyzed, data interpreting, discussion, conclusion, and presentation. The research study was aimed to examine English training programs available staff members in Suan Suandha Rajabhat University, Bangkok, Thailand, as well as to survey and to investigate their level of satisfaction of English training programs. The population of the study included all 1,200 staff members of Suan Sunandha Rajabhat University. However, due to time limited and budget constraints, the sample size would be taken mainly 100 staff members who had been in the English training programs during the first quarter of the year of 2017. Also, only the staff members who passed the minimum 80 percent of the 90 hours would be chosen as the sample group. Statistical analysis was conducted with the use of SPSS program to generate the findings of this study to understand their learning process and success. While the dependent variables was the respondents' satisfaction, the independent variables, however, were about quality of teaching, material of learning, rooms and location of learning, time and schedule, usefulness of training, and the level of difficulty of English. Mean and standard deviation as well as t-test were utilized as the key analysis and generate the table 1 as following.

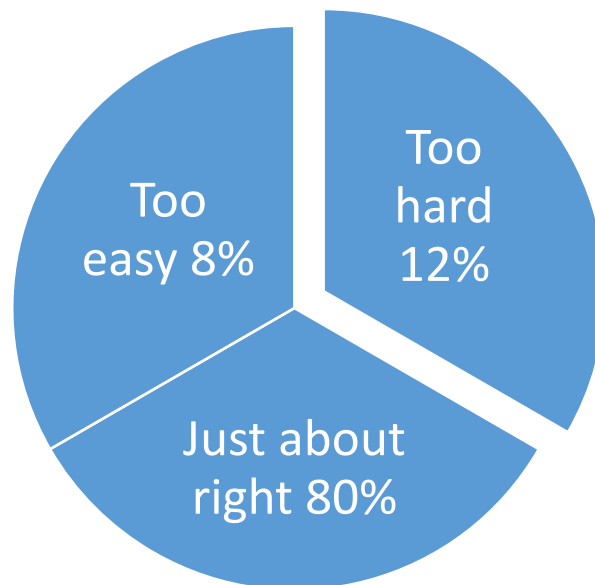
Findings

From table 1, the factors of quality of teaching, material of learning, rooms and location of learning, time and schedule, and the usefulness of training was in the questionnaire to elicit the opinion of the respondents. The findings from table 1 can be reported and ranked according to the high percentage of satisfaction to low percentage of satisfaction. The factor of "Usefulness of the training" was rated with the highest level of satisfaction or about 77%. The factor of "Time and schedule of the training" was rated with the second highest level of satisfaction or about 70%. The factor of "Material of learning" was rated with the third highest level of satisfaction or about 64%. The factor of "Quality of teaching" was rated with the fourth highest level of satisfaction or about 61%. Finally, the factor of "Room and location of learning" was rated with the highest level of satisfaction or about 56%. From this study, the dependent variable was the respondents' satisfaction, whereas, the independent variables, however, were quality of teaching, material of learning, rooms and location of learning, time and schedule, usefulness of training, and the level of difficulty of English. The finding revealed that there was a high level of overall satisfaction. Moreover, the five independent variables were directly and positively affected the level of English training program of the staff members. As a percentage, the level of dissatisfaction is only small percentage or less than 10 percent in all categories. Finally, in terms of the level of difficulty of English training program, about 80 percent of the respondents reported that the level of difficulty is just about right, about 12 percent of the respondents reported that the level of difficulty is just too hard. Finally, about 8 percent of the respondents reported that the level of difficulty is just too easy. From this information, we can conclude that the level of difficulty is just about right due to the majority of the respondents or about 80 percent had reported this way.

TABLE I
PARTICIPANT FEEDBACK

	<i>Satisfaction</i>	<i>Neutral</i>	<i>Dissatisfaction</i>
<i>Factors</i>			
1. Quality of teaching	61%	33%	6%
2. Materials of learning	64%	34%	2%
3. Rooms and location of learning	56%	35%	9%
4. Time and schedule of training	70%	27%	3%
5. Usefulness of the training	77%	18%	6%

Fig 1. English Training Level of Difficulty



Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

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PROJECT ASSESSMENT OF STUDENTS' ENGLISH POTENTIAL DEVELOPMENT: A CASE STUDY OF SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

The flow of social changing nowadays showed that it is vital to improve human capitals to be more effectiveness and high value. Since we are moving towards learning organization and learning society. The higher education organizations needs to improve the human capitals of students who will be the important future labor forces. Therefore, it is imperative to develop and improve students' potential in English communication skills. The purposes of this was to study the projects assessment of students' English potential development to be more effective. This was a case study of Suan Sunandha Rajabht University. The population of this study included 1,015 students of Suan Sunandha Rajabhat University. However, a total of 7 students was selected to be in the project of study for Students' English potential development. Research tool was a designed structure questionnaire. Statistics included means, percentage, frequency, and contextual analysis of impacts.

The findings of the study revealed that the overall assessment of the projected was rated as a medium level. The context was rated with a mean of 3.41 and about 37 percent, or at a medium level. The input factor was rated with a mean of 3.41 and about 38 percent, or at a medium level. The process factor was rated with a mean of 3.41 and about 38 percent, or at a medium level. Finally, the output factor was rated with a mean of 3.41 and about 37 percent, or at a medium level. The assessment of project for students' English potential development showed that there was a need to plan to implement policy strictly to match with the context of the students who attended the project, there was a need for public relations to cover all process of training as well as to respond to the needs of the participants as much as possible.

Keyword: Project Assessment, English, Potential Development, Students

Introduction

The flow of social and economic changes forces the higher education to be changed. The education system is one of the key success of human resources development in order to create the high quality of human resources and labor forces. It is imperative to set up modern education of Thailand to catch up with international standard of education, especially the system of education from the west to respond to modern globalization and the flow of changing in information technology system and many other important changes such as the ASEAN Economic Community which may affect the ten member nations and the world at large.

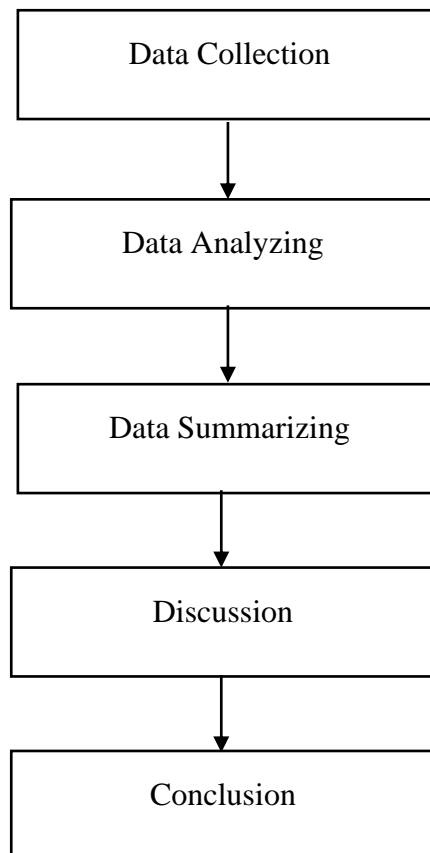
Since English development is significant for the development of students and their future, Suan Sunandha Rajabhat University put the focus on English communication and English skills improvement for all students in the campus to prepare these students to be ready for entering the job market both in ASEAN level and international level. Without proper credential and knowledge in English communication, Thai students will be in a disadvantage situation compared with other international students. English is now the official language business language of the world. The

problems of communication should not be the hinder or great obstacle for Thai students who have joined the program for English enhancement. In order for the Suan Sunandha Rajabhat University to pass the English requirement, there is a need to pass the SSRU-Test of English Proficiency at the minimal of 60 percent. If the student has a score less than 60 percent, student is required to take the English enhancement program for at least 30 hours. Moreover, students will get the help of self-learning program of SPEXXX which is an English program designed for students to learn by using their phone, tablet, and computer. The idea is easy to learn at any place and any times.

Research Methodology

The flow of social and economic in the globalization have been changed every day the fact is the change nowadays affects the education system and how we prepare our students is the key of success. Therefore, it is vital to improve and develop human capitals to be more effectiveness and high values in the future. Since our society are moving towards learning organizations, knowledge management, and learning society. The new policy from Ministry of Education and many policy of universities and higher education organizations must focus on the improvement the human capitals of students, staff, and faculty who will be the important future labor forces. Therefore, it is vital to develop and improve students' potential in English communication skills by new ways of training methods. The purposes of this research was to study the projects assessment of students' English potential development to be more effective.

Fig. 1 the Process of Research



This study focused on the case study of Suan Sunandha Rajabht University. The population of this study included 1,015 students of Suan Sunandha Rajabhat University, Bangkok, Thailand. However, only 7 students was selected to be in the project of study for Students' English potential development. Research tool was a designed structure questionnaire. Statistics included means, percentage, frequency, and contextual analysis of impacts. There are five steps of this research: data collection, data analyzing, data summarizing, discussion, and conclusion.

Findings

TABLE I
PROJECT EVALUATION

	<i>Frequency</i>	<i>Percentage</i>	<i>Mean</i>
<i>Factors</i>			
1. The context evaluation	103	37%	3.41
2. The input factor evaluation	108	38%	3.42
3. The process factor evaluation	107	38%	3.42
4. The output factor evaluation	101	36%	3.23
All categories	105	37%	3.37

From table 1, the project evaluation, the findings of the study revealed that the overall assessment of the projected was rated as a medium level from the 105 frequency, 37 percentage, and 3.37 of mean. The context factor evaluation was rated with a mean of 3.41 and about 37 percent, or at a medium level. The input factor evaluation was rated with a mean of 3.41 and about 38 percent, or at a medium level. The process factor evaluation was rated with a mean of 3.41 and about 38 percent, or at a medium level. Finally, the output factor evaluation was rated with a mean of 3.41 and about 37 percent, or at a medium level. Moreover, the assessment of project for students' English potential development revealed that there was a need to plan to implement policy strictly to match with the context of the students who attended the project, there was a need for public relations to cover all process of training as well as to respond to the needs of the participants as much as possible. Overall, the students need to be improved their English communication skills, it is up to the higher education to provide them with the necessary trainings.

Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

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ANTECEDENTS OF SERVICE QUALITY FOR HOTEL MANAGEMENT

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ABSTRACT

Antecedent of service quality for hotel management and improvement is necessary and required for hotel staff level and management level in order to competitive advantages and provide high standard of service to customers. The five dimension of measuring service quality have become a significant part of service industry, especially hotel business. The antecedents of service quality model in this paper focuses on five dimensions of service quality which are tangibles, reliability, responsiveness, assurance, and empathy. The aims of this research were to survey of hotels staff and managers about what kinds of antecedents of services that needed to be improved and what would be a necessary to be guidelines for service quality enhancement. The population of this study included all staff and managers who were providing the services in various hotels, Bangkok, Thailand. In order to prevent the gender effect, the sample size included 200 staff which were one hundred male staff and 100 female staff. Data collection was conducted by using a five Likert questionnaire which was designed and developed to measure the five antecedents of services. A survey quantitative research was utilized which aimed to search for which proper antecedents of services that needed to be improved. The findings of this research revealed that overall the majority of staff agreed that these five antecedents of services would affected customers' level of satisfaction with a mean of 4.72 and standard deviation of 1.009. However, there were three antecedents of services that needed to be improved which were responsiveness or prompt services. It is a fact that all antecedents of services are important for customers but some are more important than other. The finds found that reliability and responsiveness are more important to customers than that of assurance, empathy, and tangibles. Therefore, the focus should be antecedents that are most important. In general, the service demand would be up and down but in the service quality need to be perfect in both period. Overall the staff were very happy with the training about the services improvement. Therefore, the hotels staff must have more staff standby during the peak period to ensure quality provided and high level of satisfaction from customers.

Keywords: Antecedents, Service Quality, Management, Satisfaction

Introduction

A number of theoretical and researches approaches have been tried to explain the service quality of hotel, service, and tourism industry of Thailand between its antecedents and level of satisfaction of customers. Many theories have been used to understand from the perspectives of international customers by trying to make a clear distinguish between the gap of customer's expectation and customer's real experiences received from the services. It is often use the SERVQUAL model. According to the model, service quality can be measured by identifying the gaps between customer's expectation of the services and their perception of the actual performance of service and the model is based on five dimensions of services. The first dimension of service is tangibility. This dimension refers to the physical characteristics associated with the service encounter. The example includes interior design, lobby room decoration, and appearance of employees. The second dimension of service is reliability. This dimension refers to service provider's ability to provide accurate and dependable services. The third dimension of service is

responsiveness. This dimension of service refers to the willingness of the organization to assist its customers by providing fast and efficient service performance. The fourth dimension of service is assurance. This dimension of service refers to the service provider can provide a confident service to customers with knowledge, expert, and trustworthy. The fifth dimension of service is empathy. This dimension of service is the service provider's readiness to provide each customer with detail attention and personal service.

It is vital for this paper to identify important factor to enhance airline service quality. The research finding of this study can be implemented to create airline marketing strategy to improve service quality in a sustainable manner. When one is talking about service quality, one has to start by talking about SERVQUAL. This is because this the original research on quality and has been accepted from many researchers all over the world. The research study of service quality generally was based on the theory of SERVQUAL which was developed many papers in the past. The gist of this theory is based on the gap between the service quality that customers hope to get and the real experience of service received by customers. The larger the gap implies the lower level of customer satisfaction. The smaller the gap implies the higher customer satisfaction. In other words, the service quality can be defined as the measurement of the difference of expectation and perception from the perspective of customers. In fact, many items that can be measured and the original measurement designed to measure 22 important service items in five dimensions which included assurance, empathy, reliability, responsiveness, and tangibility.

Research Methodology

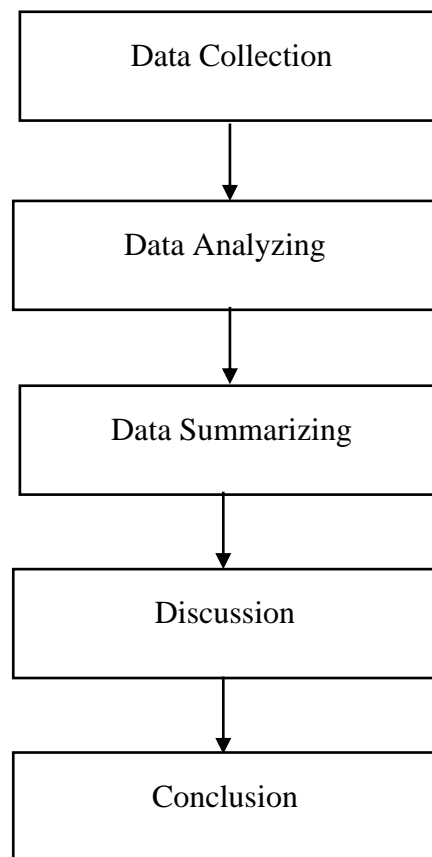
The purposes of this research were to investigate of hotels staff and managers about what kinds of antecedents of services that needed to be improved and what would be a necessary to be guidelines for service quality enhancement. In fact, the population of this research included all staff and managers who were providing the services in various hotels, Bangkok, Thailand. In order to prevent the gender effect, the sample size included 200 staff which were one hundred male staff and 100 female staff. Data collection and data analyzing were conducted by using a five Likert questionnaire which was designed and developed to measure the five antecedents of services. A survey English quantitative research was utilized which aimed to search for which proper antecedents of services that needed to be improved and developed.

Findings

It is important to use the method and the measurement that is appropriate with service quality. The results of this research study can be reported that the overall of the majority of staff agreed that these five antecedents of services would affected customers' level of satisfaction with a mean of 4.72 and standard deviation of 1.009. This means there is a positive relationship between the five antecedents of services and its level of satisfaction. However, there were three major antecedents of services that needed to be improved and enhanced which were responsiveness or prompt services. It is a fact that all antecedents of services are important for customers but some are more important than other. The finds found that reliability and responsiveness are more important to customers than that of assurance, empathy, and tangibles. Therefore, the focus should

be antecedents that are most important. In general, the service demand would be up and down but in the service quality need to be perfect in both period. Overall the staff were very happy with the training about the services improvement. Therefore, the hotels staff must have more staff standby during the peak period to ensure quality provided and high level of satisfaction from customers. The antecedents of service quality model in this study focuses on five dimensions of service quality which are tangibles, reliability, responsiveness, assurance, and empathy. In fact, it is worldwide from many academics and researchers that antecedent of service quality for hotel management and improvement are a must to understand and it is necessary for hotel staff and both high and low level and management. In order to beat competitors head on and win the customers in the long run, it is vital to improve all the service quality. The modern competitive advantages are significant to the success of the organization and be able to provide high standard of service to customers. Also, the five dimension of measuring service quality have become a significant part of service industry, especially hotel and tourism business.

Fig. 1 the Process of Research



Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

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STUDENT INVOLVEMENT AND SATISFACTION

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ABSTRACT

In the campus, most of students have been involved in campus in various activities and has been considered very good level of participations. However, the involvement also has been linked with students' satisfaction. Student activities, in fact, cover many topics and issues such as academic work, schedule, facilities, cleanliness, games, entertainment, social responsibility works, and volunteering works. However, different background of the students may have different preferences and different opinions of the campus activities. The objectives of this research were to investigate the different background and demographic information would have different level of satisfaction of the campus activities or not and to provide some suggestions to improve the involvement of campus activities that may benefits the majority of students

To find the answers for the research objectives, a quantitative research study was utilized and the methodology was to have data collection and data analysis. This study which was conducted by interviewing with 200 students who were the main participants of campus activities and who were affected by the management and policy of the university. Statistical description and analysis were conducted by using SPSS program. Mean and standard deviation were used for data analysis. T-test and ANOVA analysis were used for data analysis and generated findings. The result of this investigation revealed that the majority of university had a very high level of satisfaction on campus activities with a mean of 4.69 and SD of 0.9003. It is significant to report that different in demographic background had no different in their preference of campus activities. The list of high level of participation such as social responsibility works and volunteering works was associated positively and directly with high level of satisfaction.

Keyword: Campus Activities, Satisfaction, Participations, Involvement

Introduction

Nowadays we live in the modern globalization, therefore, it is vital to evaluate students in campus as important valued customers and focus to provide service with a high standard of quality to them. One of the trainings from provided, Suan Sunandha Rajabhat University is about the level of participation in training programs. The training is about basic computer using and necessary software using such as Microsoft programs namely Excel, Words, and PowerPoint Presentation. Students needs to have full participation in order to use for the academic assignments and class projects. In fact, training in campus is associated with several benefits for students including ability to perform most academic assignments and class projects. Full participation in training plays a prominent role in the students' improvement in their ability to use information in academic work and in their future career work. However, full participation in training might be time consuming for students and struggle with undertaking given. But many studies revealed that the long hours of training will benefits most of students in the future. More importantly, proper training assessment is required. Training assessment is an essential evaluation for students to ensure they have certain ability of information technology knowledge, skill, and attitude for performance accurately. The assessment is one best way to guarantee high standard of quality of training of the computer labs

of Suan Sunandha Rajabhat University. In the campus, most of students have been involved in campus in various activities and has been considered very good level of full participations. The high participation means high level of satisfaction on the process. Certainly, the involvement also has been linked with students' satisfaction. Student activities, in fact, cover many topics and issues such as academic work, schedule, facilities, cleanliness, games, entertainment, social responsibility works, and volunteering works. However, different background of the students may have different preferences and different opinions of the campus activities.

Research Methodology

In order to provide results for research questions and research objectives, it is important to obtain the feedback from students who were in the training programs at the computer labs, Suan Sunandha Rajabht University. The objectives of this research were to investigate the different background and demographic information would have different level of satisfaction of the campus activities or not and to provide some suggestions to improve the involvement of campus activities that may benefits the majority of students. To find the answers for the research objectives, a quantitative research study was utilized and the methodology was to have data collection and data analysis. This study which was conducted by interviewing with 200 students who were the main participants of campus activities and who were affected by the management and policy of the university. Statistical description and analysis were conducted by using SPSS program. Mean and standard deviation were used for data analysis. T-test and ANOVA analysis were used for data analysis and generated findings.

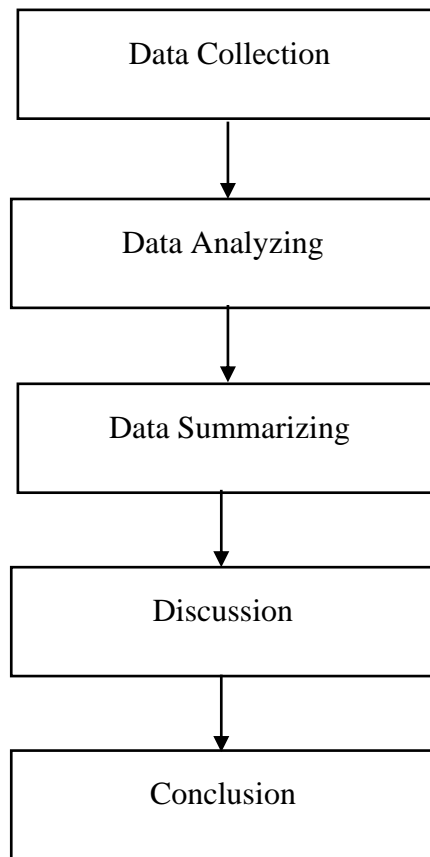
Findings

The findings of this investigation revealed that the majority of student in university had a very high level of satisfaction on campus activities and participation with a mean of 4.69 and SD of 0.9003. It is significant to report that different in demographic background had no different in their preference of campus activities. The important list of high level of full participation included these important activities: social responsibility works and volunteering works was associated positively and directly with high level of satisfaction.

In addition, the results of this study revealed that there were four important factors that had impacts on satisfaction of students who participated activities. These factors included the time of activities, quality of materials of using in activities, quality of equipment, and the method of measurements. The time of training is often important because students need time for studying for examination. The quality of material of activities was always new, modern, and up-to-date. The university spent a large amount of budget to provide the new computer set for its students. Finally, the method of measurement and assessment is fair and without bias. Therefore, the overall level of satisfaction of students who participated in activities at Suan Sunandha Rajabhat University was rated with high level of satisfaction. Gender of students had no effects on their satisfaction. In other words, no gender bias. From the information of focus group, the students reported high level

of satisfaction in the overall service quality of campus activities and high standard of knowledge received from campus activities. One of the best way to maintain high level of satisfaction from students is to have an online monitor that should be served continuously. If there is any problem, it should be corrected immediately. The main focus is that high level of satisfaction comes from the high level of participation.

Fig. 1 the Process of Research



Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

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JOB SATISFACTION OF CAMPUS EMPLOYEES

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ABSTRACT

Job satisfaction of campus employees is vital to the success of the university. The effects of highly job satisfaction can be positively related to employees' high productivity, and high morale. However, the diversity background or demographic of employees, such as gender, age, education level, income, religion, and national origins, can also be the factors to have different job satisfaction. This study has been conducted with a view of ascertaining the level of job satisfaction of Suan Sunandha Rajabhat University employees, Bangkok, Thailand.

The objective of this study were to probe how much satisfaction were the university employees by looking at their different demographic information such as gender, age, education level, income, religion, and national origins. This study had been conducted by using the developed questionnaire survey. The questionnaires were distributed to all campus employees on the basis of convenience sampling. About 120 respondents were returned with proper answers and format. Analysis and evaluation were done with SPSS. Major findings from with study revealed that male respondents were more satisfied than female respondent. More importantly, as the age increases, the level of job satisfaction increased. In other words, the older the employees became, the more job satisfaction they were. Also, the higher education level implies higher income, the more employees would have higher job satisfaction. Finally, religion and national origins had no effects on the level of job satisfaction at all.

Keyword: Job Satisfaction, Demographic, Level of Satisfaction, Productivity

Introduction

Job satisfaction of campus employees can be considered as one of the most important factors that vital to the success of the university now and in the near future. This is because the university is running properly by the employees on the everyday works. The tremendous impacts of highly job satisfaction can be positively related to employees' high productivity, and high morale. In fact, the diversity background or demographic of employees of Suan Sunandha Rajabhat University, such as gender, age, education level, income, religion, and national origins and so forth, can also be the factors to have different level of job satisfaction. This focus of this study has been conducted with a view of ascertaining the level of job satisfaction of Suan Sunandha Rajabhat University employees, Bangkok, Thailand. Job satisfaction of campus employees is one of the most necessary and vital factors for employees of higher education such as Suan Sunandha Rajabhat University. The high level of satisfaction in working conditions will certainly contribute to high morale of work, high productivity, and high ability to provide services to customers and shareholders. Satisfaction of working conditions is similar to customer satisfaction. The term of satisfaction itself can be the gap of the expectation and real-life experiences. If the positive feedback from real-life experience is higher than the expectation, then the level of satisfaction should be high. However, if the positive feedback from real-life experience is lower than the expectation, then the level of satisfaction may be low, which, in fact, it is the time to improve the process and facility of working conditions. If most of employees have a high level of satisfaction

in working conditions, it is good news to the organization. However, the organization to create positive value which is the key to establish and maintain long run success of satisfaction of employees. By using proper measuring and tracking employee satisfaction level, organization can put new process in places to enhance the overall job satisfaction and working conditions at the same time. In general, most of higher education organization often view that facility and equipment of high standard as a very important factor to increase employee level of satisfaction of working conditions. This view is only half true. The fact is the employee level of satisfaction depends on many different factors such as management policy, facility and equipment, relationship with peer and management, and so forth.

Research Methodology

The main purposes of this study were to investigate and to probe how much satisfaction were the university employees by evaluating them at their different demographic information such as gender, age, education level, income, religion, and national origins. This study had been conducted by using the developed five scales of questionnaire survey. The questionnaires were distributed to all campus employees on the basis of convenience sampling. About 120 respondents were returned with proper answers and format. Analysis and evaluation were done with SPSS. The objective of this study were to probe how much satisfaction were the university employees by looking at their different demographic information such as gender, age, education level, income, religion, and national origins. This study had been conducted by using the developed questionnaire survey. The questionnaires were distributed to all campus employees on the basis of convenience sampling. About 120 respondents were returned with proper answers and format. Analysis and evaluation were done with SPSS. The study aimed to understand the level of satisfaction of Suan Sunandha Rajabhat University staff on everyday working life in campus. Specifically, the study sought to identify staff's level of satisfaction and determine the problems encountered by staff regardless of working conditions provided by the university and then be able to use the information to propose the university plan to enhance the job satisfaction in the near future.

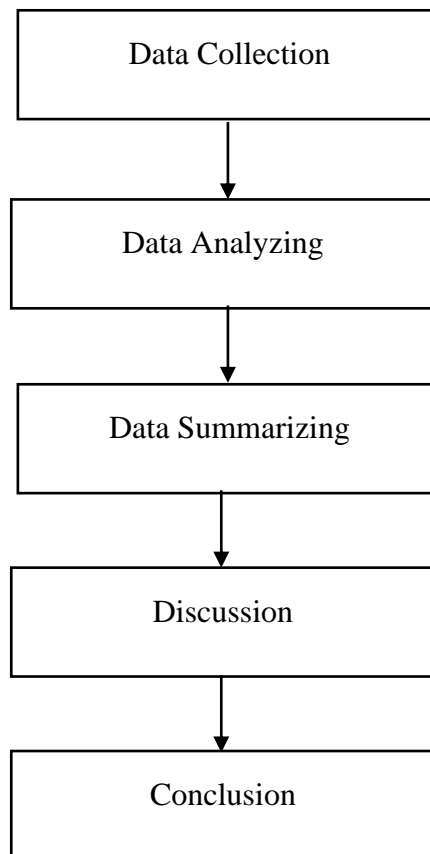
Findings

The major findings from with study can be reported that that male respondents were more satisfied than female respondent. In fact, male is the dominate gender in the management position of the university. More male management level than that of female counter part. Male seems to enjoy more power and more authority than female counter part. More importantly, as the age increases, the level of job satisfaction increased. In other words, the older the employees became, the more job satisfaction they were. Also, the higher education level implies higher income, the more employees would have higher job satisfaction. Finally, religion and national origins had no effects on the level of job satisfaction at all which was the good news. Moreover, there was no complaint of discrimination in any kinds of issues in the campus of Suan Sunandha Rajabhat University which was considered as good news.

There are five suggestions from this study. It is important to emphasize the strong teamwork and productivity improvement of the employees, however, it is not easy to tell them how to be good teamwork in campus and how to increase productivity after they have high satisfaction of job and working conditions. It is imperative that strong teamwork and productivity improvement become a serious issue for the university to compete in the ASEAN and in Globalization. First, it is vital that the university management team are willing to proclaim that something needs to be done as soon as possible to improve the quality of services to students and faculty members. Second, it is vital that both managers and staff level accept personal responsibility to be good teamwork and have productivity enhancement on the daily basis. Third, it is vital that both managers and staff make positive choices or decision to act together as a strong team both in domestic issues and international issues. Fourth, it is vital that both managers and staff join each other in enhancing the decision makings. Finally, it is vital that both managers and staff set high standard of service quality and try to maintain this high standard of service quality in the long run in a sustainable ways.

Research Methodology

Fig. 1 the Process of Research



Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

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FOOD SAFETY FOR INTERNATIONAL TOURISTS IN THAILAND

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ABSTRACT

There are many different food safety standards for international tourists in Thailand. The majority of hotels and restaurants offer a very acceptable food safety standards. However, at the street level, there is a big question for food safety standard. In every step of food preparation, there are eight important steps that will lead to food safety standard which include wash hand, clean the food, separation of food to avoid cross contamination, cooking and proper temperature, set-up on the table, chill or refrigerate promptly, and storage properly. The study of food safety for international tourists in Thailand was aimed to investigate the opinions of international tourists who had been the customers of street food vendors and street restaurants about the insight information of food safety in six important steps.

In order to find the answers for research questions and research objectives, the mixed research method of both quantitative and qualitative technique was utilized. An English questionnaire was designed and developed for data collection to elicit information from international tourists. A total of 400 international tourists who had first hand experiences with street foods was selected for the quantitative method. Moreover, ten international tourists were also selected for an in-depth interview for the qualitative method. Data analysis was conducted by using SPSS program. The findings of the study revealed that there was medium overall level of satisfaction from international tourists in all eight steps of food preparation. In order to reduce the risk of food borne illness, it is important for people who were working and cooking foods on streets to understand how their behavior and activities contribute to the food safety standards. There should be a regular training for street food vendors and street restaurants. The eight steps of food safety are essentials to prevent foodborne illness, therefore, needs to be practiced by street food vendors and street restaurants

Keyword: Food Safety, International Tourists, Contamination, Street Foods

Introduction

Thai tourism is one of the most lucrative business and industry that bring a lot of foreign exchange and create momentum for employments and stimulus the economy. Whenever international tourists visit Thailand, one of the most concerned topics is food safety. In fact, there are two levels of tourists: high end tourists who often stay in four or five star hotel, and low end tourists who often backpack and prefer to stay at cheap homestay. For instance one of the famous home-stay places on Khao San Road are usually occupied by a number of backpack tourists from all over the world. This small narrow street is but full of low cost guesthouses and lodgings, travel agencies, pubs, and different kinds of restaurants. The place is crowded with for international tourists from various nationalities who come to Thailand with different purposes. However, the possibility of being sick from the consumption of unsafe food and drink is higher than international tourists who are staying in four or five star hotels and restaurants. In general, Thai food service providers often do a good job in terms of service and try to meet the expectation of customers' satisfaction with low price. Nevertheless, with a number of international tourists are at high risk of food safety because of poor hygienic in the process of food preparation. The matter of physical

health risk is important to international tourists since health problem from unsafe food can lead to an inability to pursue their planned activities.

Methodology

In order to search for the answers for the vital research questions and research objectives, the mixed research method of both quantitative and qualitative technique was utilized. An English questionnaire was designed and developed for data collection to elicit important information from international tourists. A total of 400 international tourists who had first hand experiences with street foods was selected for the quantitative method. Moreover, ten international tourists were also selected for an in-depth interview for the qualitative method. Data analysis was conducted by using SPSS program. The population for this study was international senior tourists who were visiting Bangkok, Thailand via Suvannabhumi international airport during January 1- May 30, 2018. Suvannabhumi international airport was chosen as the main areas of study because it was a gate way to Thailand and international tourist destinations. The sample size of 400 was calculated by using Yamane (1967) table with 5 percent of sampling errors. A random sampling technique was utilized to ensure that each member of the population had an equal chance of being selected. The research tool was a self-administrated English questionnaire, which was divided into 3 main parts: first, the respondents' demographic and general travelling information, second, the level of perceived risk towards food safety based on 8 hygiene variables, and third, the comments from the direct experiences of respondents. On one hand, the independent variables of this study included gender, age, level of education, occupation, and income, and on the other hand, the independent variables included safety factors. Descriptive statistics used in this research: percentage, mean, and standard deviation. The samples was tested to achieve a Cronbach alpha more than the acceptance level of 0.70 to ensure that the reliability and validity of the questionnaire are not compromised.

Findings

Table 1. Sample Characteristics.

	<i>Frequency</i>	<i>Percent</i>	<i>N</i>
<i>Group</i>			400
Senior	111		
Non-senior	289		
<i>Gender</i>			400
Male	240	60	
Female	160	40	
<i>Age</i>			400
21-60 years old	289	72.25	
61-70 years old	105	26.25	
More than 70 years old	6	1.50	
<i>Income</i>			400
Less than €10,000	0	0	
€10,001 – €20,000	45	11.25	
€20,001 – €50,000	212	53	
More than €50,000	143	35.75	
<i>Education</i>			400
High school/GED	190	47.50	
College/University	210	52.50	

From table 1, the aims of the section in this research paper were to report demographic or profile of the respondents. The target group was 400 European Tourists which were senior tourists both male and female in the same proportion. These European tourists made a decision to visit Thailand and shared their experience about food safety. Table 1 revealed the details of frequency and percentage of the senior tourist sample characteristics. In terms of the age group, 21-60 years old made up 72.25 percent of the sample population and the rest is the age group of 61-70 years old and over. The majority of the sample population, 11.25 percent, had an income in the bracket of €10,001 – €20,000 and about 35.75 percent of them had an income in the bracket of more than €50,000. However, for the level of education, up to 52.50 percent of the respondents had an undergraduate degree and 47.50 percent obtained a minimum education of at least a high school diploma or General Education Development (GED).

Table 2: Level of Food Safety Concern.

	<i>Mean</i>	<i>S.D.</i>	<i>Rank</i>
<i>Level of food safety concern</i>			
1. Unclean physical cooking facility	4.75	1.201	1
2. Toxic chemical handling	4.64	1.054	2
3. Use of preservatives.	4.55	0.867	3
4. Unclean water	4.42	0.775	4
5. Use of Growth Hormones	4.33	1.001	5
6. Use of Artificial coloring	4.14	1.002	6
7. Bacterial contamination	3.89	0.982	7
8. Deposition of Chemical residues	3.70	0.974	8

From Table 2, the findings revealed the level of food safety concern. In other words, the level of concern of food safety from the senior tourists' perspective can be ranked in decreasing order according to the mean as follows: 1) "Unclean physical cooking facility," was rated as number one with a mean of 4.75 and 1.201 SD 2) "Toxic chemical handling" was rated as number two with a mean of 4.64 and 1.054 SD. 3) "Use of preservatives" was rated as number three with a mean of 4.55 and 0.867 SD. 4) "Unclean water" was rated as number four with a mean of 4.42 and 0.775 SD. 5) "Use of growth hormones" was rated as number five with a mean of 4.33 and 1.002 SD. 6) "use of artificial colouring" was rated as number six with a mean of 4.14 and 1.002 SD. 7) "Bacterial contamination" was rated as number seven with a mean of 3.89 and 0.982 SD. Finally, 8) "Deposition of chemical residues" was rated as number eight with a mean of 3.70 and 0.974 SD.

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I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

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VITALITY OF TOURISM IMAGE: A CASE STUDY OF PATTAYA BEACH, THAILAND

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ABSTRACT

Tourism destination images are currently seeking to become more positive and distinctive in the global competitive tourism industry. In the perspective of international tourism, tourism image can be a decisive element in tourist's destination selection now and in the near future. The objectives of this research aims to seek to understand the overall image of Pattaya beach as well as to investigate the vitality of tourism image that can ascertain the level of satisfaction from international tourists, this was a case study of Pattaya beach in Thailand. In order to find the answers for research objectives, this study utilized both quantitative method and qualitative method to generate the answers for research questions and research objectives. About 200 international tourists were selected from many hotels in Pattaya beach, Chonburi Province to be sample group for quantitative method. Data was collected was by using English questionnaire. About 10 managers of the hotels in Pattaya was selected to be key informants for providing insight information for qualitative method. Data collection was conducted via in-depth interview. Statistical analysis was performed by using Excel program and SPSS program. Frequency, percentage, tabulation, mean, and standard deviation were used for data analysis and generated conclusion. The result of this investigation revealed that the majority of international tourists had a high level of satisfaction on Pattaya beach image as the beautiful beach, many kinds of entertainment, medium price hotels, and high quality and selection of foods. More importantly the satisfaction of the image of Pattaya beach can be linked with the intention to revisit Pattaya beach in the near future and the intention to recommend others to visit Pattaya beach. It is statistically significant that the overall level of satisfaction of Pattaya image influenced the international tourists' loyalty.

Keyword: Pattaya Beach, Satisfaction, Destination Image, International tourists

Introduction

Tourism image is the most popular way of choosing tourist destinations due to its fastness, convenient, and save. Tourism business in Thailand is a fast growing industry both for domestic and international tourists. The busyness of Thai international airports are the positive sign of economic, social, and political development of Thailand. In 2007, Suvarnabhumi international airport was opening as a commercial international airport since then, it is becoming one of the busiest international airports of Thailand and ASEAN nations due to an increasing tourism industry and the image of good quality and low price of tourism of Thailand draw the international tourists from all over the world. The average international flights at Suvarnabhumi international airports are about 247,584 flight per year and serves about 44,218,785 passengers per year. Thailand has the strategic geographical location advantages of tourism when compared with other ASEAN nations. Moreover, Thai tourism image has a high potential to draw more international tourists. The good image of Thai tourism allows Thailand to fully growth in tourism industry and service industry. However, in terms of quality and satisfaction from real experience of travel in Thailand

still needs a lot of improvement. Therefore, it is important that Thai tourism image needed to move up to the top ten best tourist destinations of the world to be able to compete with other tourist destinations in the areas of low prices, convenience, high quality services, and impression. Therefore, the researcher is interested in studying and examining the model of tourism image that affecting international tourists, and to study factors affecting resources, management, effectiveness, and service quality that affecting tourism industry in order to use the findings and important information to determine strategic plan to improve the sustainable tourism image to enhance Thai tourism to be one of the top ten best tourism industry in the world.

Research Methodology

The research questions of this study was focused on the model of tourist image that affected the international tourists as well as the factors influenced the tourism industry. This research was a mixed method of both quantitative and qualitative method. In terms of qualitative method, the secondary data was studies and analyzed the model of tourism image as well as problems and obstacle of the improvement and development of tourism image, and to study the strategic development of government policy to manage positive modern tourism image. In addition, an in-depth interview and participative observation was conducted in order to gain an in-sight information to support the findings of quantitative method. In term of quantitative method, a questionnaire was developed according to the research framework and tested to check its validity, reliability, and practicality of the research measurement before bringing the data collection process into data analysis and data interpretation. A total of 10 informants was selected for qualitative method from management, high officials, policy makers, and experts in tourism image

In order to find the answers for research objectives, this study utilized both quantitative method and qualitative method to generate the answers for research questions and research objectives. About 200 international tourists were selected from many different hotels in Pattaya beach, Chonburi Province to be sample group for quantitative method. Data was collected was by using English questionnaire. About 10 managers of the hotels in Pattaya was selected to be key informants for providing insight information for qualitative method. Data collection was conducted via in-depth interview. Statistical analysis was performed by using Excel program and SPSS program. Frequency, percentage, tabulation, mean, and standard deviation were used for data analysis and generated conclusion.

Findings

From the quantitative method, there are at least seven basic ways to lead to positive tourism image. First, the ability to good public relation both direct and indirect. Good public relation is the factor of supporting but poor management is the factor of hinder of success of image. Second, good service providers need to have academic knowledge and industry specific knowledge in many different backgrounds to be able to offer better services, better advising, and better ways of management to increase customers' level of satisfaction which would lead to good image. Third, service providers must have a unique way of providing service as their own signature that customers can identify and happy to receive services and tell their friends about the good service and good image. Fourth, service providers should care for both customers and their own staff the

increase both job satisfaction and allow their own staff to make customer happy and satisfied. Fifth, service providers should have good health both mentally and physically health which would results in effective work and high quality of services. This included the first impression that customers can see the healthy, smile, and willing to serve staff. Sixth, service providers need to take care of the environment and atmosphere of the working place to be more relaxed, neat, and clean. High standard of quality of the environment implies the better care of management from the service providers and create good image. Finally, service providers need to have service mind and be ready to serve with knowledge and skills to increase the level of confidence and trusts of customers, which in turn, create good image.

The result of this quantitative method revealed that the majority of international tourists had a high level of satisfaction on Pattaya beach image as the beautiful beach, many kinds of entertainment, medium price hotels, and high quality and selection of foods. More importantly the satisfaction of the image of Pattaya beach can be linked with the intention to revisit Pattaya beach in the near future and the intention to recommend others to visit Pattaya beach. It is statistically significant that the overall level of satisfaction of Pattaya image influenced the international tourists' loyalty.

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ABSTRACT

English skills development is very important for them to be competitive in the globalization and in ASEAN market. Suan Sunandha Rajabhat University aims to provide English training programs in various forms of English camp every year. The success rate of English depends on the level of participations with a variety of activities from English camp. The high level of participation rate, the better results of English improvement of students. The objectives of this research were to do the survey investigation of level of participations from English camp provided by Suan Sunandha Rajabhat University during the last quarter of year 2017 and to offer some valuable suggestions to improve the level of participation in various activities. In order to find the results of research objectives, this study utilized both quantitative method and qualitative method to offer the answers. About 100 students were selected from English camps to be sample group for quantitative method. Data collection was done by interview questionnaire. About 10 students were selected from English camp to be key informants for qualitative method. Data collection for insight information was conducted via in-depth interview. Statistical analysis was performed by using SPSS program. Mean, and standard deviation were mainly used for data analysis and generated results. The result of this investigation revealed that the majority of students had a high level of participation on various activities of English camp of the University. Entertainment activities had higher rate of participation as well as higher rate of satisfaction than academic activities. The suggestions from this study included find to offer more entertainment activities to motivate students to have high level of participation such as music activities, outdoor activities, games activities, and fitness activities as well as to use other motivational tools, for example, to have an extra academic credit for those students who had high rate of participation in activities in English camp.

Keyword: Level of Participation, English Development, Students, Activities

Introduction

In order to improve the English communication skills in higher education organizations. The first group that must be trained is students in all levels. This is because students are important human capital that must be trained to take full advantage of in the future. In fact, Thailand has to compete with top universities of ASEAN such as Singapore and Malaysia. The sad fact is some of Thai students' ability in English and academic still lack behind many ASEAN nations. For instance, many researches revealed that in terms of ability to use proper English for communication, Thailand was ranked number 53 among the Asia countries which indicated that Thailand has a serious problem in low proficiency in English, whereas, the top ASEAN countries such as Singapore and Malaysia were ranked number 12 and 13 of the Asia countries. Thai government needs to improve their national education plan in order to catch up with Singapore and Malaysia. The aim of this study was to investigate the level of participation of students from participating in the English camp which designed to improve their English skills and knowledge and help them to gain more confidence.

Research Methodology

In order to find the results of research questions, this study utilized both quantitative method and qualitative method to offer the answers. About 100 students was selected from English camps to be sample group for quantitative method. Data collection was done by interview questionnaire. About 10 students was selected from English camp to be key informants for qualitative method. Data collection for insight information was conducts via in-depth interview. Statistical analysis was performed by using SPSS program. Mean, and standard deviation were mainly used for data analysis and generated results. The In fact, the sample size of 400 respondents was determined by Taro Yamane table with a 0.05 level of significance. However, only 100 respondents were available. The data collation was conducted by using an English questionnaire to elicit respondents' answer about their level of satisfaction in participating in all activities at the camp. There are three parts to the questionnaire. Part one was aimed to ask them about their demographic information. Part two was aimed to ask them about their level of satisfaction in each activity and part three was aimed to provide a space to allowed respondents to provide comments and suggestions freely. The reliability and validity of each question was important and, therefore, was tested by using Item-Objective Congruency or IOC index. Also, 20 respondents from the previous camp were used as a pilot study in order to find ways to improve each question and to get a Cronbach Alpha Coefficient of more than 0.70 to be accepted.

Findings

The findings from the sample group were 100 respondents who were students signed up to join the camp and really participating in the camp until the end. A demographic profile indicated that more female than male respondents were sampled with a ratio of 60:40. The mean score can be used to rank the highest to the lowest level of participation as follows: 1) Helpful knowledge of English was provided at the training camp, 2) The understandable of the knowledge was provided at the training camp, 3) The proper material of teaching and learning was provided at the training camp, 4) The suitable knowledge was provided at the training camp, 5) The proper schedule and time of activities was provided at the training camp, and 6) The job performance and service of the staff was provided at the training camp. Also, the mean score of all categories is 4.53 with standard deviation of 0.9983 which indicated that the average level of participation is high and the English camp can be considered a success.

Limitation and Future Studies

One of the main limitations of this paper came from sampling only students who participated only in one English camp which may not represent all the other participants in the other English camps. As a consequence, the findings may not be generalized. Therefore, future research should use random sampling with more variety of people from many camps. Also, future studies should cover not only the level of participation but also the reasons that participants were concerned or were not satisfied with any other topics in each category. Moreover, an in-depth interview should be used to get the qualitative information to compare with the quantitative information.

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