3rd

ISCAMR 2023

International Students Conference on Academic Multidisciplinary Research

CONFERENCE PROCEEDINGS

April 26, 2023

College of Hospitality Industry Management
Suan Sunandha Rajabhat University

Edited by
College of Hospitality Industry Management,
Suan Sunandha Rajabhat University, Thailand
in collaboration with

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3rd International Students Conference on Academic Multidisciplinary Research 2023

Proceeding of International Students Conference

College of Hospitality Industry Management
Suan Sunandha Rajabhat University

April 26, 2023

Dear all delegates participating of the 3rd International Students Conference on Academic Multidisciplinary 2023. In the era of globalization, spreading of modern knowledge and forms of education, the embracing of disruptive technology and changing of social factors the COVID 19. The education has gone to online, mostly, rather than onsite. Whilst, the quality of the country's human capital production has to be kept in higher standard. The students' international conference is vital to develop student competence on both knowledge and skills systematically.

I would like to express my gratitude to co-organizers; the institution both internal and international institutions from Thailand, Russia, Korea, Pakistan, and India whose effort made the 2nd international students conference possible. And of course, I would like to thank all participants for joining the conference presentation for outstanding and interesting researches. I want to say that the College of Hospitality Industry Management; Suan Sunandha Rajabhat University- a leading Rajabhat University of the country- is very proud to be organizer of this marvelous conference for students.

To all delegates participating, I wish you success, finding new friends and colleagues, developing and advancement your Scientifics thoughts and research for your future endeavor.

Assoc. Prof. Dr. Chutikan Sriviboon
President of Suan Sunandha Rajabhat University
Bangkok Thailand

On behalf of Organizational Committee, I welcome you to the 3rd International Students Conference on Academic Multi-Disciplinary 2023. Our conference enhances students an excellent opportunity to share their research experiences, practice their presentation skills in international environment with colleagues from various institutions on their subject interest. The ISCAMR 2023 has established on international basis. The peer-review process was conducted all submissions where total of 68 papers were accepted for presentation in the conference. Accepted papers were scheduled for presentation in 8 sections online.

We would like to express our sincere gratitude to all reviewers, chairs, and various committee of ISCAMR 2023 for their precious time and expertise. Lastly, I would like to demonstrate our sincere appreciation to everyone involved in making the joint conference a success. Million thanks to go to the organizing committee, co-institutions, special welcome speaker, reviewers, and participants, and of course, to all professors, lecturers who advise students distributing valuable research. It is our great pleasure to have you with us at the ISCAMR 2023. I hope new ties will be made and existing ones renewed and strengthened.

Asst. Prof. Dr. Anat Thapinta
Dean of College of Hospitality Industry Management
Suan Sunandha Rajabhat University

Dear colleagues and students, this is the first international students is a meaningful crystallization of initiatives collaboration among institutions towards practical cooperation in interdisciplinary studies. This would contribute to the participants strengthening in research, presentation skills, and augmented educational system internationally.

The characteristic of the education in the era of disruptive change at the speed of light, which led us to learn and develop our new generation in diverse disciplines to meet and discuss the phenomena, and recommend solutions. We should teach our students to be able to explore deeper by discussing problems across different disciplines as much as possible, and thence, grasping more profound suggestions and solutions.

The motivation of this conference is to encourage students get through individual expertise and point of view based on their discipline. As we gather from multiple fields of studies. I believe that we should be able expand the scope of our efforts and aim more challenging global contributions. I hope all participants of this conference will enjoy and get opportunities to enhance relationships of knowledge exchange.

Assoc. Prof. Dr. Tatiana Podolskaya
Head of International Economic Relationships Department,
South Institute of Management, Russian Presidential Academy
of National Economy and Public Administration

It is my pleasure to welcome all the participants for The 3rd International Students Conference on Academic Multidisciplinary 2023 (ISCAMR). This is the third international students conference in the history of our College of Hospitality Industry Management in collaboration with Russian Presidential Academy of National Economy and Public Administration; Adamas University; ILMA University; Kuban State University; Yunnan Normal University; University of Hradec Kralove; Metropolitan University of Prague; Griffith University; Heilingjiang Quantum International Aviation Training Management Co.,Ltd.; Pacific International Hotel Management School; Woosong University; Kairos Institute; FTP University; Kasetsart University; Kasem Bundit University; and Rangsit University which is completely conducted on a digital platform in line with social distancing norms.

The theme of this interschool conference is the changing educational dynamics. There will be plenty of knowledge enhancing activities such as discussion, debates, public speaking for students and esteemed member of panelists will be the judges of these activities. The crux of this conference is to come up with the national and international knowledge for students and all delegates. I hope this conference would help students expand their mental horizon and adopt the best of knowledge sharing for their future education. Lastly, I request all students from across the country and international students to make use of the conference to the best of their abilities.

Asst. Prof. Dr. Kannapat Kankaew
Deputy Dean of Research and Academic Services
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DIGITAL EVOLUTION: A RESURRECTION OF INDIA'S POST-COVID HOTEL INDUSTRY

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ABSTRACT

The focus and fascination of the hospitality sector when it comes to digital marketing is shared by both the industry and the consumer. It has become increasingly important from a demand and supply perspective since the outbreak. Traditional and contemporary marketing have been outperformed by digital marketing. The pace of functioning of the digital marketing viewpoint has grown due to the rise in the consumption of web-based software, mobile applications, and real-time online payment solutions. A visitor or consumer may now buy hotels and related tourism services by observing them in virtual reality segments because to the global reach of digital marketing. Innovation in technology has opened the path for digitalized hospitality sector marketing. One can see how digital marketing for the hotel sector and other related industries operates methodically around-the-clock, guiding both customers and suppliers and assisting the supply side in maintaining competitiveness by offering standardized service.

In the concerned research we also observed that technological innovation and digital marketing has developed a new era of virtual market where we don’t have to be more attentive towards the physical place of marketing and our product and services. Digital marketing can be proved to be revolutionary for hospitality industry after pandemic if tools, latest trends and factors in sum utilized and optimized in the finest manner.

Industry specific concern have lots of work to be performed on regular basis that include analyze your promotional contents and material, short and long videos from social media presentation, testimonials of satisfied clients, timely designed digital marketing strategy, updation of hotel's website and "Google My Business" listing, Create an Outreach Plan based on customer requirements and continuously analyzing current data.

Key Words Covid -19 pandemic, Digital marketing application, Hospitality industry, Tourism, tourism industry, virtual reality.

INTRODUCTION

Hospitality industry has perceived drastic changes during and post Covid scenario. Hotels, eateries, café has clogged their operations that would have not been choked before. People around the globe seemed to be more vigilant to ruthless condition but all we know tourism never stops, In a journey to satiate the wanderlust in the new normal world, people would be moving out of their routine life, would follow major precautionary measures suggested by authorities.

They are willing to see the attractions that look safe and hospitable. Now the hospitality industry is ready to shoulder the responsibility to regenerate the tourist's confidence and respond to the changing tourism trends. Hospitality industry In India has resumed their services after pandemic. Central and State government both have issued guidelines regarding post Covid condition that can be witnessed at hotels, eateries and monument. The hotel security scan along with thermal screening and sanitization has become important protocol and the hotel lobbies are being sanitized time and again and staff is more attentive and cautious than before.

Amid, reviving of hospitality industry and bring them to earlier Covid situation is not as easy as seems. During the Covid time, most of hotels, café and eateries have shut down and switched to new business. In these conditions demand and supply of services have disturbed and perceive mismanagement in the industry. To fulfill the demand in hospitality industry, major corporate like The Taj group of hotel, The Lalit, The Merriot and some other small chain of hotels and cafés have chosen to digital marketing proactively.

Digital marketing have already made it place in the industry but after the Covid most of the booking of hotel rooms, payment for local transportation, flight reservation have realized the utmost importance of digital platform that outperforms the traditional marketing platform.

Digitalization of Marketing that we see in present scenarios has undergone various phases and come to era of when each and every marketing activity gyrates around the customer and their base. Marketing activities done by various firms or industry are designed keeping the various factors in mind.

Hospitality Industry in India.

Service industry that includes hospitality industry has widespread category of field that includes lodging, event planning, transportation, restaurants, cruise liner, theme parks within the tourism industry. Being a multi-billion dollar industry, hospitality depends on people having free time and money to spend. A wide variety of businesses providing lodging and food service make up the hospitality sector. A hospitality business, such a restaurant, is made up of several departments, including building maintenance, direct operations (servers, housekeepers, porters, cooks, bartenders, etc.), management, marketing, and human resources.

The hospitality industry needs people with skill-sets required for the work involved. This industry has to offer various services like accommodation, food and beverage, entertainment and recreation, tourism services, and visitor information as well.

The Hospitality (service) industry is one of the most burgeoning industries in India today. Hospitality industry is epitome of quality services to people. The travel and tourism sectors, hotel industries etc. have to face lack of qualified professional. The hospitality industry mainly focuses on the qualitative services that are provided to the tourists & travellers. However, candidates opting for the future Career in Hospitality Sector have to undergo an arduous training program to be able to sustain the ever growing demand of this industry.

The Indian hospitality industry has materialized as one of the key industries driving the growth of the services sector. It aims to provide across the board guide to all India performance trends for this industry. The survey's findings will provide stakeholders in the business with knowledge on the operational facets of the sector. Owners will also benefit from being able to compare the effectiveness of their operations to others in the industry.

Technology Innovation

Technology innovation has led to development of further new web portal, application, marketing tool etc. Web technology evolves with combination of multi-tier infrastructure stacks combining the data and content requested through various web sites. With the inception of internet, technology innovation has gained its pace with the time and it has given more importance to further development of different tools and techniques that bind the customers and organization together on single platform.

Technology innovation has provided new era of dot com facilities where business to business, business to customer interaction has become possible with wide data exchange, process, and procedures. Taking example of wireless technology in which transfer of information is possible without any physical connection of devices. WLAN links a collection of computers in the same way as wired networking does, with the key advantages being that it is typically simpler, quicker, and less expensive to set up. Wireless technology has become essential for the current digital era as it has helped in covering various types of fixed, mobile, portable application that provide great help to current marketing communication thorough various mobile phones, PDA, SMS, GPS, WI-FI, Bluetooth, satellite and broadcast television and many more.

Today's technological advancements have greatly aided marketing efforts to commercialize telecommunications networks, which is why this generation is also frequently referred to as the "Smartphone generation." Today physical marketing has narrowed in comparison to mobile marketing where most of the product and services (hospitality services) are advertised through social media, Facebook, Twitter, and other application. Today commercial marketing are done through mobile and internet that provide immense help to marketers and customer, it receives lot of advantages of easy to carry computing devices, location based promotion, personalization, multiple communication channels etc.

With the emerging idea of marketing applications, every brand can now attempt to establish a one-to-one connection with every customer to learn about their product preferences, interaction times, promotion likeability, instant feedback, and sharing recommendation with their social groups similar to word of mouth in the offline world. Additionally, the capabilities of wireless networks are being used to execute and integrate this mix of physical and online marketing in a way that has never been done before. As the wireless technology has become inevitable part of our daily life and with advancement in functional aspect and design, customers now make marketing communication process through their mobile phones and can receive and respond to their query instantly. Technology has enabled the customer to query regarding new product and services as per their requirement and can get the featured information about products and services of their choice on time. With the advancement of technology, earlier technology savvy mobile phones, web portal, search engines have upgraded to next generation process and their commercialization for customer point of view has emerged as an important source of market communication.

With the technology enhancement, digital marketing followed by social media, Facebook, twitter, Instagram has reshaped the interaction among B2B, B2C, C2C. These phrases have long been particularly useful for classifying certain groupings of sellers and buyers in order to understand their distinctive interactions and commercial dealings.

Digital marketing as an substantial virtual assets

The lodging sector requires particular digital marketing objectives that direct online promotional operations following a pandemic scenario in order to accomplish its business missions and aims. The hospitality sector may provide advertisements that are pertinent to your target market and in accordance with their marketing goals. Industry digital marketing goals should be SMART (Specific, Measurable, Achievable, Relevant, and Time-Related); you should also evaluate your performance against that of your rivals to make sure you are superior.

THE OBJECTIVES OF THIS RESEARCH ARE TO ASCERTAIN:

- Scope of digital marketing to revive the sluggish hospitality industry after pandemic.
- Factors causing to increase digital marketing practices in hospitality industry to generate revenue after pandemic.
- Striking Digital Trends in the Hospitality Industry to generate volume & value of businesses after pandemic.

LITERATURE REVIEW

COVID was clearly a catalyst for digital transformation in the hospitality industry. According to the information digitalization seems to continue, making the old habits more likely to die out than to return (Antonio, Nuno & Rita, Paulo (2021).

Digital marketing acting a crucial role in the hospitality industry to know the prospective customers and promotes the company value. Eventually, internet marketing processes are putting in right earnest to develop hospitality business and to be competitive in current market scenario after post Covid. A company's ability to prioritize marketing in the eyes of its target market, develop a marketing plan that addresses those demands, and expand consumer value in a market all contribute to its success. (A whole new notion of digital marketing has emerged as a result of the convergence of technologies and the proliferation of gadgets. This concept is user-centered, more quantifiable, pervasive, and interactive. There is a lot of potential for companies and organizations in the creation of digital marketing strategies.

To achieve marketing objectives, digital marketing, also known as online, e-marketing, or web marketing, is described as "the employment of the internet and digital technologies in combination with traditional communications" (Chaffey, 2012 as cited by Kaur, 2017, p. 73).

Digital marketing combines traditional marketing principles with electronic technologies. Customers' data is stored in digital databases, wireless media, and electronic channels (Farrel, 2017).

Digital marketing advocates for the use of resources like electronic billboards, movies, mobile phones, and the internet when marketing instead of utilizing printed media (Kariru, Kambona and Odhuno, 2017).

These technologies appeal to a broad audience while providing appealing visual presentations and quick communication rates (Khan and Nawaz, 2021).

Digital marketing may support the 4 Ps of marketing (Ryan and Jones, 2009; Chaengeheau, 2015). The product can be distributed, advertised, and sold online using displays and illustrations, the price can be communicated and purchases can be made using credit cards and debit cards, the distribution can be done using emails, websites, and central reservation systems, and the advertisement can be done using electronic tools like social media, the internet, websites, mobile phones, and video. Nearly 50% of people worldwide use the internet, including social media and mobile devices (Parlov, Per-kov and Sicaja, 2016). This shows that using internet marketing to reach a large customer base is possible. Consequently, it has grown in popularity among most users who utilize it for communication and information search (Stephen, 2015).

In the hotel sector, social media notably Twitter, Instagram, and Facebook/Meta, the internet, websites, mobile phones, and electronic billboard displays are common communication and information search methods (Leite and Azevedo, 2017).

In order to stay up with evolving marketing trends and technologies for increased competitiveness, modern businesses are embracing digital marketing (Parlov et al, 2016). These trends include the quick development of technology, demographic patterns and tastes that are always changing, and the high dependence and usage of digital tools like smartphones, computers, tablets, and iPads.

Due to its benefits, digital marketing is a growing area of investment for businesses. The internet provides quick, affordable, and high-quality communication that overcomes physical communication limitations like distance (Mulholland and Cachon, 2004). It provides 24/7 accessibility, privacy, and eye-catching visual effects. The internet and social media improve competitiveness for businesses by speeding up communication, removing geographic obstacles to it, and lowering administrative expenses.

The interaction of digital marketing is its main benefit (Parlov et al, 2016). Live conversations and the sharing of information via videos and chats are made possible by digital tools. Direct communication among tourism stakeholders, including companies and customers, is made easier by this interaction (Kaur, 2017). The pace at which important information is shared and transactions are completed is accelerated as a result.

Digital marketing can however, “be uncontrolled involving live conversations, time intensive, with imitators and with many updates and platforms that are difficult to keep up with” (Farrel, 2017, p. 14). Live chatting often place less restriction on the information being exchanged substance. To maintain track of and reply to online inquiries and transactions, time is required. Digital communication's broad reach, particularly when done through mobile, social media, and the internet, allows for a constant, round-the-clock exchange of information that can result in the accumulation of updates. It is challenging to identify internet users who could utilize fictitious names and identities. It may be challenging to keep track of all of the information that is delivered due to the broad variety of popular media that are accessible for usage.

To effectively manage online inquiries, leads, and sales, digital marketing necessitates significant financial investments in information technology and specialized sales teams. Mulholland and Cachon (2004) discovered that because it necessitates a significant expenditure of both time and money, digital marketing was the biggest expense for lodges when it came to their marketing budgets.

Mahmutovic (2021) found a link between a focus on digital marketing and poor hotel marketing results, arguing that it should be carefully considered before implementation. High costs can therefore deter the adoption of digital marketing coupled with challenges such as an unskilled workforce, fear, bureaucracy, ever-changing technology, obsolete technologies, cyber-crime, fraud, lack of management support and limited resources and infrastructure.

Cunha, Correia and Costa (2021) also found that three-star hotels paid less attention to digital platforms for promotions than four-star hotels thus showing that hospitality facilities have room to improve their digital marketing strategies.

RESEARCH METHODOLOGY

The research has been designed in accordance with the theme of the study which is a qualitative research. The main purpose of the study is to identify the scope of digital marketing and its role to revive the sluggish hospitality industry after covid-19. To conduct smooth research, researcher collected data through the Journals, published academic papers, government documents, statistical databases, and historical records. Researcher also worked upon ethnography that observed the behavior of people on digital platform, social media platform, website, news and mobile application, online portals being used extensively after pandemic situation. Some observations were based on the author’s knowledge and experiences.

DATA ANALYSIS & INTERPRETATION

Data Analysis is carried out so as to prove the research question correct and upkeep it with the data. The researchers examined the data composed from the secondary research in order to come to a conclusion and prove the research objectives accurate. The researcher acknowledged the spur demand for digital marketing and its scope in hospitality industry in India from all the observed data collected through secondary sources.

Post Pandemic scenario of digital marketing

Hospitality sector has been gaining their due importance since when the digital marketing has created limitless marketing activities and their integration with other platform that run through 24*7. The digital marketing has multiplied the revenue level for different hotels (small, budgeted & luxury segments). After pandemic, Hospitality industry with the help of booking and reservation by the mobile application, websites and online portals has produced sale maximization or profit maximization opportunity. Amidst, from March 2020 onwards the Pandemic appeared to be disastrous for hospitality industry, movement of tourists were stranded for couples of years, and industry hardly able to generate profit or sales targets.

The following ROI effects can be observed:

Hotel downscaling: Currently, more than 70% of hotels began out with full-time staff members. This kind of decrease was employed to protect cash flow during unsure times. Hotels may be more sensitive to the ROI implications of the balancing challenge of downsizing than other businesses. (2021; Schoening & Shapiro)

Drop out occupancy level: Many hotels were operating at less than 10%, occasionally even in the single digits, during the early stages of the pandemic, which had a significant impact on hotel ROI. The fiscal year 2020 had several widespread cancellations. Visitors may have four or five rooms each night at hotels with fewer than 200 rooms, even though the number of rooms provided by larger firms may not equal the number of hotels. 2020 (FLORIO) (Kirn, 2020)

Financial interest of Shareholders: Due to the COVID-19 disruption, CEOs, owners, and hotel management were suddenly forced to deal with serious shareholder issues. There was a critical need for concise messaging given setbacks and failures. (2021 Reitknecht)

Maintaining services: Even though fewer guests were served, hotels were still responsible for upholding their service standards due to the newly reduced personnel and shareholder concerns. Managers and senior hotel workers had to work double shifts like line laborers to survive with less operational workforce doing everyday tasks. (2021 Reitknecht)

Post Covid Demand and Supply Management in hospitality industry

Digital marketing is essential to the marketing strategy now and will remain so in the near future. The majority of hotels began spending money on digital marketing in 2019 in an effort to outperform the industry's fierce competition. In the future, augmented reality, block chain, and artificial intelligence will be the main topics. There are currently 5 main trends in digital marketing that will proactively work for drowning hospitality industry:

- **Content marketing and SEO**
- **Mobile-First Strategy**
- **Marketing Automation**
- **Artificial Intelligence and Machine Learning**
- **Big Data Analytics and Internet of Things**

The majority of tourists' today search for hotels and other services they can afford. Using hotel web marketing tactics, all of these potential clients may be recruited and converted into devoted patrons. Visitors find your property first on Meta search engines, social media platforms, and organic search engines like Google, Yahoo, and others. The hospitality industry has seen a range of digital marketing techniques that have worked well for the majority of industries involved with and related to hospitality enterprises. The following **characteristics** can be seen in them:

1. Content Marketing Strategy

Without outwardly marketing their goods, hospitality firms may generate interest in their products by producing content in the form of images, videos, articles, and social media postings. Customers are being politely reminded that services are offered together with products and should be taken into consideration.

2. Search Engine Optimization

One should advise search engine optimization, or SEO, to raise your position on search engine results pages. The majority of traffic on the internet is produced by search engines. If they are listed among the results in a search for an initial stage, a possible customer could click on some of them. Here, it may be assumed that your company's website will fall inside this area, bringing in visitors that could eventually turn into paying clients.

3. Search Engine Advertising

The majority of businesses who use search engine advertising aim to appear at the top of search results pages, which can be a long and tiresome process. One may almost quickly obtain these benefits thanks to it. We receive organic results as well as paid results through every search results. A paid search shows the name of organization, its services & products information on top when someone searches for a certain keyword.

4. Scale up Social Media Presence

Most people turn to social media as their main resource both during and after the outbreak. Most people browse social networks for about 30% of their online time. Therefore, it is the perfect place to promote your Hospitality Company as well as connected cutting-edge services. A company in the hospitality industry has to take use of its social media presence to talk about and share enjoyable vacation and tour memories.

5. Using Emails as a Marketing Channel

Email Marketing has proved to be ever fittest medium of marketing despite its age. It has long lasting impact and able to retain the customer in the business. You may often update your clients on new and improved goods and services by emailing them. Include information about future occasions, neighborhood tours, and exclusive deals for your business.

6. The User Experience

All digital marketing techniques revolve around getting people to visit your company's website. In the end, whether a visitor makes a purchase or even returns to your website depends on their experience with it. Customer’s testimonials regarding their stay at hotel premise, services will affect the buying behavior of potential customer. Existing user experience will increase or decrease the business for hospitality industry.

7. Hire an expertise

Future marketing efforts will heavily rely on the Internet, particularly in the hotel sector. Consumers are using the Internet to research a variety of services, including lodging, dining, spas, and other leisure options. Through digital marketing, you can quickly connect with all of these potential clients for your firm and build a strong clientele. Pay-per-click marketing techniques, for example, have been shown to be successful in boosting traffic and generating leads.

Factors Causing Digital Marketing Practices to rise.

Digital marketing is affected by several factors that enhance the requirement of specific kind of platform for promotion & advertising activities. Digital Marketing implementations need a detailed understanding of multiple factors. You need to know what are the factors affecting Digital Marketing. Your audience / experts in domain will help you to analyze the same and following factor will guide to organize your practices concerning marketing at digital platform.

- Target Audience
- Budget for Advertising
- Appropriate platform
- Quality of contents
- Seasonality & Timing

All these factors might seem very basic, but each factor affects Digital Marketing practices. Every factor has to be looked after carefully with proper procedure. A client is hard to get today owing to high competition. So, you need to stay ahead and perform required task as per standard required. Your content should be so much effective and efficient that can attract customers to your business.

Digital Trends used in Hospitality Industry

In the digital age, with information freely available and customers having the ability to compare hotels easily, those in the hospitality industry need to keep up to date with the latest digital trends. Not only can this help you to keep pace with hotel industry rivals, it can also improve processes and enhance the customer experience you deliver. Here one will find few latest digital trends that might help the hospitality industry to nurture after pandemic.

- **Internet of Things (IoT)**

  The term "Internet of Things" describes commonplace objects that have internet connectivity and can transmit and receive data. This technology is crucial for the hospitality sector since it enables hotels to reduce their energy expenses while also improving their rooms without the need for human intervention.

- **Robots**

  Until recently, production lines were the main areas of employment for robots in the workplace. However, one of the newest digital developments in the hospitality industry is AI-driven robots that more closely resemble people and are capable of carrying out a variety of difficult, "intelligent" activities.

- **Recognition Technology**

  Recognition technology is another digital development in hotel management. Recognition technology, which encompasses anything from finger print or retina scanning to facial recognition, is becoming more and more common. It has several applications in the hotel sector, but they mostly include accelerating payment procedures and minimizing the necessity for interaction with human workers.

- **Virtual Reality (VR)**

  Virtual reality is one of the hippest technology developments in the hotel sector. Virtual reality holds a lot of promise for the hospitality sector since it can successfully transport users to a newly constructed digital environment. Several hotels are already utilizing 360-degree video and other virtual reality technology during the booking process and beyond.

- **Augmented Reality (AR)**

  In contrast to virtual reality, which completely alters the user's surroundings, augmented reality (AR) enhances the user's real-world surroundings, typically with graphical or informative overlays. This may be utilized by people working in the hotel business to provide clients with a variety of benefits.

- **Chatbots & Artificial Intelligence (AI)**

  One of the most favorable digital developments in the hotel business right now is the use of Chatbots, which provide artificially intelligent replies to consumer concerns and requests. After all, it means straightforward inquiries can be handled without a human agent, speeding increasing response times and freeing up human representatives to handle more challenging problems.

- **Mobile Integration**

  The majority of consumers own smartphones, and they are used to being able to use them for anything from buying meals to getting an Uber. The hospitality sector needs to account for this, and a specialized hotel app may help by enabling customers to make restaurant reservations, request room service, and schedule massage or spa appointments.

- **Reputation Management**

Lastly, reputation management has become one of the most significant digital trends of all, especially in an era where 65 percent of clients would read internet reviews before making a hotel reservation. There are several ways for individuals working in the hotel sector to handle reviews, but it takes a long-term strategy.

- **Digital Trends Hospitality: Exploring the Metaverse**

In addition to the aforementioned digital trends that hospitality firms must follow, it is also becoming more crucial for enterprises to plan for and invest in metaverse technologies. This explains 3D metaverse virtual worlds, which frequently integrate VR, AR, block chain technology, and digital avatars to enable social interaction between users.

Organizations may maintain their competitiveness in the hospitality sector and perhaps get an advantage over some of their rivals by comprehending and adopting digital developments. All of the aforementioned trends can help you increase revenue creation, enhance customer satisfaction, and/or improve the customer experience.

CONCLUSION & RECOMMENDATIONS

Digital marketing in its virtual form transform the behavior of each and every industry in the economy. Technology innovation and digital marketing has developed a new era of virtual market where we don't have to be more attentive towards the physical place of marketing and our product and services. Digital marketing can be proved to be revolutionary for hospitality industry after pandemic if tools, latest trends and factors in sum utilized and optimized in the finest manner. This research has delved into **8 highly proactive** digital marketing strategies keeping in mind latest trends and factors to uplift the slackened hospitality industry:

1. Test your promotional materials

While you wait for the season to get up, there are many things you may do. Testing the content you share on social media can help you improve your marketing performance because the majority of businesses have quickly moved their operations online. Now is the moment to update any content assets you may have, including pictures, videos, reviews, and testimonials. Start by going over each room inside and out. Next, make sure your photographs are of a good standard so they may be utilized on other platforms. If you have a website, start using the blog session to highlight user tales and significant changes to encourage social shares.

2. Record video for social media purposes.

While everyone is aware that videos are an essential component of digital marketing. But we always seem to run into problems with the lighting, editing, etc. So go ahead and plan and record your videos right away. They are fantastic for search engine optimization, or SEO, in addition to being amusing. One of the most often used forms of material is video. The COVID-19 epidemic has caused a significant shift in the video marketing environment. A professionally produced, visually appealing video is no longer necessary. Video may be utilized by both marketers and consumers to establish trust, according to 93% of marketers.

3. Enhance Your Online Review Approach

It's time to make a plan or template if you don't already have one for reacting to internet reviews. If you've been successful in providing excellent customer service, internet reviews will be all over your website. Spend some time each day responding to these comments and suggestions. Even if you don't have to go back and address every concern, make sure the most current reviews receive considerate responses. Training your workers on how to manage consumer comments will also be a smart idea.

4. Review and enhance your digital marketing strategy

The success of your company depends on having a substantial digital presence as part of your marketing plan. Digital marketing is crucial in this day and age, especially in the wake of COVID-19. Compared to conventional marketing strategies, digital marketing is quicker, less expensive, and more efficient. When compared to a TV commercial or print campaign, an email or social media campaign may reach a focus group of targeted customers for a fraction of the price. Based on your objectives, it is critical to segment your audience. Think about reading up on developments and discovering resources that will help you use digital media as a sales channel.

6. To draw visitors, update your hotel's website and "Google My Business" listing.

Inform your visitors if you are working after hours or taking extra steps to stop the spread of COVID19. Including these updates in Google My Business can help you establish credibility with prospective customers. Make sure your contact information is up to date in case customers wish to get in touch with you. Update your company hours and description. Share relevant precautions and rules. Spend some time updating and/or fixing your website as well.

7. Create an Outreach Plan

During the epidemic, getting in touch with your previous visitors might be a terrific way to strengthen your relationship. Make a casual check on your visitors to ensure their wellbeing. This is a fantastic approach to demonstrate your concern for your clients. Additionally, you may examine if your subscribers are getting and responding to your material on social media and email. Try to keep the connection going, but stay away from crisis-related ads. During COVID19, get inventive and come up with methods to reassure, interact with, or offer assistance.

8. Analyze Your Current Data

The data you already have can be insightfully analyzed. Review your sales or lead statistics and internet analytics. Identify your potential consumers by asking them questions. Find out what you can repair today that you never had time to accomplish by comparing offline and online trends. Consider the information and chances you've missed in the past. Identify the errors and issues with your website. Take the initiative to contact previous visitors for their evaluations rather than passively waiting for anything to happen and wondering what went wrong. Avoid letting a crisis at your hotel or resort lead to a decline in business.

Along with above strategies, Virtual marketing is biggest emerging technology trends and it provides various opportunities to the business world to develop the virtual reflection of the physical attraction. Virtual reality has particular appeal for those who are willing to enjoy vacations or holidays because it can digitally transport potential customers to a hotel lobby or travel destination.

In the nutshell, digital marketing has been gaining its pace in fastest manner. People and industry has also experience the role of digital marketing along with virtual marketing that can be proved to be need of the hour after covid-19. Apart various factors concerning with digital marketing practices and latest trends appearing in field of technology associating hospitality industry have improvised targeting customer on certain benchmarks as well.

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SMART INCLUSIVE CITIES: TRANSFORMATIVE WORLDVIEW BASED ON CONTENT ANALYSIS TECHNIQUE

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ABSTRACT

The purpose of the study is to underline the preeminent strategies and smart applications, promoting the development of inclusive cities – the development argues world recognizes initiatives and transformation processes towards the inclusion of urban inhabitants.

Qualitatively the concept of transformative worldview applied with content analysis technique. The content available in diverse formats, bibliographic search was conducted related with contiguous characteristics towards the topic. Within the modern context, smart applications using IoT, AI and ICT and smart strategies such as; the New Leipzig Charter, U.S model of Mixed-income housing, the 4-dimensional model, the resilient conversational approach, the slum redevelopment strategy and revitalizing the Belt and Road Initiative perform a remarkable job in the transformation and renovation of urban cities into smart inclusive cities. The data analysis enables us to wrap up the purpose of the study. The transformation emphasizes the openness of the state, which is linked to inclusiveness of the people - carries a broad meaning related better quality of life and adequate living conditions for their citizens with the equally contributions and evenly balanced representative voice in all dimensions of governance. The process also carries a number of challenges, the nexus policy and planning – installation of technology and innovation is deemed a critical lens to sustain a smart inclusive city within urbanized or sub-urbanized regions. The regions are potentially sound – considered winner of the future.
Keywords: Inclusive Cities; Transformation; Development; initiative

INTRODUCTION

The smart inclusive City is an emerging topic, by means via Hi-Inclusiveness between end user's - to improve the quality of life of city dwellers. The term baptized for juggle interaction, linking multiple stake holders to carry [**1**]. Social inclusion guaranteed the right to be accepted and considered equal in all social aspects. The aspects cater to the rights and needs of such group of people – who are habitually excluded from the fundamental socio-economic privileges [**2**]. The Smart Inclusive City (SIC) has placed particular prominence on its social aspects including secure accessibility [**3**], who is working poor, affordable housing [**4**], and ensuring basic services such as; electricity supply, pure drinking water and sanitation facility and providing healthy environment [**5**].

The United Nations Educational, Scientific and Cultural Organization (**UNESCO**) defined three dimensions to be focused to develop an inclusive city – Structure refers geographical distance and functions lead financial support and Norms guide obligations towards other family members. The main emphasis remains on the value of all the residents their needs and priorities, allotting equally importance in all decisions of the governance, that basically linked the feeling of belonging to a city – because residents involvement is an essential factor to combating urban inequality [6, 7]. Urban disparity reflects severe differences between poverty, education and wealth [8]. The number of researchers from the world has long been attended to inquire urban inequality and reached at spatial point of local demographic change, neighborhood development and residential segregation.

The purpose of the study is to highlight the unsurpassed strategies and smart applications, promoting the development of inclusive cities – the development argues world recognizes initiatives and transformation processes towards the inclusion of urban inhabitants. The initiatives not only concerned with strategically contribution but validation of smart applications - innovation and technology integration and installation in the region have given an important focus in this paper. An inclusive strategically contribution is a true tactic of collective rights-based approach [9], create a shared economical [10], and political culture [11], on an equal footing related to certain city or region. The qualitative methodology is applied with content analysis technique to demonstrate the strategies and applications that can validate an inclusive city.

This paper providing diverse strategies and well-turned-out smart applications that tends to congenial living conditions and standards. These stratagems help to stimulate the informal control of the place and offer sense of inclusiveness. The institutional structures and local government intervention is core driven in development of inclusive city **[12**]. The government mediation suggests the emphasis in enabling environment – reduce dependency on single individual – encompasses society as a whole.

BACKGROUND

The world population continues to accelerate at rapid rate [**13**]. Economical sluggish is continued - urban population counted more complicated in environmental settings as compare the rural population [**14**]. The United Nations Population Fund [**15**], pointed out a rapidly increase in population, capacities of cities becoming more and more convoluted, the number of basic necessities raised that demands exigency of “Urbanization” consequently, it shaped more demarcation between rich and poor and widened the gap in access of resources with participation of decision making in governance [**16**]. In order to address convoluted challenges and improve cities’ safety, advancement, inclusiveness and recognition as sustainable smart inclusive city a number of researchers have painstaking several holistic models and approaches – that guide the route in search of the most appropriate and applicable operational measures to sustain inclusive city.

Use of Information Technology – electronic surveillance using CCTV cameras, maintenance of local streets [**17**], and linked of Local Street to main National Street [**18**], smart infrastructure to facilitate disable and senior citizens – the footsteps in contributing of development of smart inclusive city [**1, 19**]. Indeed, Sustainable Inclusive Cities (SIC) commencing with broad concept of “sustainable development” that reduces the gap of rich and poor, offering equal share for all [20]. Apropos of Inclusive city is easier instigating than the only smart city that seems merely applicable for developed regions [21].

Cities in developing countries are struggling to deliver adequate housing and healthy environment – conventionally failed to address the challenges of speedy urbanization [22], informality [23], slums and poverty [24]. The Asia and Pacific region have highest proportion of urban population living in slums [25]. In North East Asia and South East Asia the corresponding proportion is about 33.3% and 34.4% urban population lived in slums, whereas South West Asia carries 38% - however some countries, Bangladesh, the Lao People’s Democratic Republic, Mongolia, Cambodia and Nepal holds more than 50%. UN-HABITAT estimated a total of 227.2 million people in the developing countries moved to slums settings

[26]. Asian slum dwellers are often not appeared to upgrade slums or obtain higher quality of their livings [27]. The government intervention in obtain financing – we have a good example of Singapore, redevelopment program of low income urban areas to urban inclusive cities. Similarly, study strained experience from India – Karnataka and West Bengal that the state intention has a positive role in development of inclusive city.

In addition, the Asian Development Bank (ADB) offered tool kit in 2014, for the development of urban inclusive cities by providing its operational plan with inclusive urban development strategies and integral modules. Basically, the tool kit provides the methods to fold the important question what? Why? and how to grasp an inclusive development - transform rustic surroundings into urban inclusive cities [**22**]. Further, the tool kit offers multi-strategies to address multi-faceted challenges concerned to infrastructure, shelter, transport, disaster risk management and climate change in response the urban inclusive development.

Research Material and Methods:

A content analysis technique used to study a broader subject of sustainable inclusive cities. Documentary compilation is based on the available data sources include literature available, books and book chapters, suggested applications given by different researchers and scientists in the appropriate field. All are considered essential in understanding the research problem.

The bibliographic search was managed on Google Scholar, Science direct, SCILIT databases and B-ON databases. The keywords search traced the expressions in the title and abstract: “Inclusive City”, “Smart City”, “Sustainability”, “Inclusive Development”, “Inclusive Strategies”, “Smart Applications”, “Technology” and “Urbanization”. Further defined in table 1 the number of documents collected and analyzed and the year of publication.

Table 1. Papers analyzed and year of publications:							
Document’s category				**Year of Publications**			
Report	Theoretical	Opinion/ View point	Experiment/ Empirical	2020-22	2019-15	2014-05	Prior to 2005
04	16	08	23	15	18	14	04
Total Publications = 51							
Sources: author’s own collection and compilation							

All selected documents are fully read to covey the research objective.

DATA ANALYSIS AND DISCUSSION:

The World Bank president Robert McNamara in 1975 avowed that "If cities are not able to deal more productively with poverty – poverty may begin to deal more destructively with cities". The exceptional growth of urban population required smart strategies and approaches to convert cities into smart inclusive cities.

Smart Strategies and Inclusive Cities:

The scientific literature indicated that the Inclusive City's main intend is to provide better life conditions for the citizens. In context of sustainable inclusive cities; peri-urbanization and urban growth usually purports the process of transformational, whereby city's existing setting progressively acquired balanced shared from its all stake holders in all (social, economical and political) perspectives. The world recognized strategies are:

The New Leipzig Charter (NLC):

The NLC endows a key document framework, used a successful sustainable urban developments' across the Europe [**28**]. The role of charter is to enabling the nations to build and align their national urban policies to serve equity, humanity and quality of life of the residents. The NLC's key emphasis to ensures 'the sustainability of European city' via receptive and multi level governance and monitoring approach that integrates - marginalize communities with local authorities and align co-production methods with all livelihood activities with central supervision [**29**]. The activities are - energy supply, availability of water and food, green and blue infrastructure, local and regional food supply chain, material flows and cooperative and inclusive policies that explain the charter's vision of transformation and comprising the socio-economic stability and plays a part in broader concept of sustainable inclusive cities. Indeed, coproduction methods carry; mutual problem formulation and solution, responsive trans-local learning, symmetrical leadership and comparative trans-disciplinary coproduction around the SDGs and NUA. At the end, the mission is to achieve the goal of sustainable inclusive city.

The U.S model of mixed income housing (MIH):

Existing definitions of mixed income housing (MIH), does not convey single meaning – undeniably depends on location and the housing market. The U.S urban development department best defines MIH as a development encompassed of housing units as per the level of standards and affordability of the citizens [30]. The citizens from diversify culture live happily altogether is considered city's political and economic stability [31]. The United States model of mixed income housing addresses current direction of US housing policy that entertains urban transformation over the past decades. Transformation predicted by the strict segregation and embodied characteristics – economically, US citizens live diversify cultures and neighborhood [32].

In 1992, the HOPE VI program initiated by the U.S department of Housing and Urban Development – attempted to invigorate intensifying distressed communities' housing and street development plan. In various area of the U.S, accommodations of the poor was stereotyped – MIH is appears one end solution to combat concentrated segregation and a single central state provides same benefits for the community as a whole. The strategy is well recognized step to enlargement of inclusive city.

The 4-dimensional model:

This model of inclusive city is based on modern urban planning "people, place and technology". The 4 dimensional incorporates four different components including, human (who are the end users? Their needs, interests and priorities), spatial (a place or space, how are they planned, designed and governed), technological (Existence of digital tools and technical features) and relational (relationship of users and space, users and technology and society as a whole) [33]. The initial three components addressing the citizens' basic needs and interests, whereas the last relational component is mainly concern with societal confront. The 4-dimensional model addresses a simple-structured model intended to empower relevant end users to a multifaceted challenges in order to inclusiveness characteristics of their city [**34**]. The proposed 4 dimensional model explored modern concept of inclusive city. Experimentally, it was tested in different small and medium sized European regions and lucratively validated.

The Resilient Conversations Approach:

The term Resilience conversation is progressively popular approach used in development of inclusive city's planning and policy. This approach is a good example of a cooperative strategy, in which the city government contributes the productive process with marginalized citizens of the communities that are conventionally barred from any city's development decision process or public engagement [**35**]. Canada's most populous city Toronto adapted first resilience strategy to step the inclusive city; the most important aspect identified by the citizens and stake holders was public consultation. Public consultation offered a unique focus on equity; through a dialogue-centre process marginalized residents of the city engaged in open discussion and contributed in future decisions. Resultantly, the centering the voice, negotiation and power; this approach considered an important instrument to step the inclusive city.

Slum Re-Development Strategy:

A slum is a colonized urban area, carrying of closely packed housings with deteriorated living quality [**36**]. Urban areas are becoming exceedingly intricate in terms of health and well-being of the people. Developing nations carries 60 percent of world slum population, under pressure to uplift life's basic necessities [**37**]. The UN Economic and Social Commission for Asia and the Pacific (ESCAP) is a regional hub sponsoring cooperation in achieving sustainable inclusive development. UN ESCAP (**2018**) highlighted urban environment issues and demonstrated the need of inclusive approaches in updating and re-shapes slums areas and population. Re-shapes rural areas require right intervention of state and right-structure of infrastructure that could reduce poverty at bottom level. Three well known strategies used to undertake slums problem. Punitive strategy concerns relocation the population of slums within city. Curative strategy or adaptive approach involve up-gradation or improvement in existing infrastructures such as; drainage and sewage, maintenance of streets, footpaths, street lights at night, availability of clean drinking water, cleanliness environment, provision of education and health facilities and recreation of communities [**38**]. These all services take positive impact on well-being of slums dwellers. This strategy is well managed in some middle and low income countries including, Indonesia, Brazil, South Africa, Colombia, Philippines and Sri Lanka whereas, India, Pakistan and Bangladesh is still on a way behind.

The China's Belt and Road Initiative:

The China's "Belt and Road Initiative" (BRI) considered an openness call for a sustainable inclusive city's development. It carried mutually assistance model in terms of accommodating social, economical and globalization (cultural exchange) perspectives. In recent years, China's BRI is familiar with the name of One Belt, One Road (OBOR). The BRI project concealed a series of prudently shaped infrastructure and ambassadorial measures, objective is to represent and spur growth China's most intensifying disparity attended in under developed surroundings, hinterland and rustbelt areas [**17**]. The China's government foremost aim is to utilize BRI to address country's most chronic side and make a sustainable inclusive region.

At a broader strategic point, BRI considered as an apparatus to counter US dispensation to Asia. This aspect of BRI is to bring other nations – Pakistan, Iran, Turkey, Afghanistan and Arab Gulf states – smitten to Eurasian channels enduring logistical network and digital connectivity, consequently shaping en route for new world order [**39**]. The call 'Eurasia' raises integration of physical landscape between two continents (Europe – Asia). To do this, China will capture the higher end of the global value chain that will ultimately reduce low labor availability and will take influence on poverty from the bottom end.

Smart Applications - Validation and Inclusive Cities:

The ongoing growth in population and urbanization is asking a factual integration of new technologies into the operations of city services. Information and Technologies (IT) is a wider form advanced channels, relates all software, social networking, cell phones, computers and several other services and media applications that allow users to retrieve, manipulate and transmit information into digital appearance [**40**]. An unending wave of urbanization offers to the policy makers and leaders of 21st century, to be more proactive and take far sighted actions to fully utilize the opportunities.

The Internet of Things (IoT):

In modern time, Internet of Thing (IoT) offers direction to information technology and automation to develop a green house technology in agriculture field. The chip CC3530 as the nucleus, manipulate the design and implementation based on ZigBee technology in green house agriculture that helps cities to expand agri-productions within urban settings. The control nodes and wireless sensor takes environment monitoring system (CC3530F256) on remote monitoring based and reduce human resources investment and save energy [**41**]. Generally Asia region has high crop intensity ratio 1.16 as compared to 0.71 in Americas and Europe. However, Asian Productivity Organization (APO) member countries disclose in number of its reports the differences in people and place is a big obstacle to achieve sustainability in city's development. Smart Agriculture System (AgriSys) is ubiquitous and smart controlled agrofoods production in controlled environment. AgriSys directs benefits advanced lifestyles and easier agriculture procedures. Additionally, IoT applications enable stakeholders to remotely manage, control and monitor the devices, which are essential components of Smart and Inclusive City and Smart Life. [**42**], authors pointed out the number two Pareto optimal points scheduling were solved problems in polynomial time. Hence results showed algorithms offered were efficient in this paper. [**43**], authors demonstrated detection of citizens through computer vision (security cameras) to improve security of inclusive homes, towns and cities. In this paper authors are able to use picture as sensor to detect person.

Artificial Intelligence (AI):

Artificial Intelligence algorithm offers to process large set of data using traditional approaches. The advancement of Inclusive City is depends upon the AI applications. Infrastructures equipped with wireless sensor networks that robotically collect, analyze and transfer data into useful formats. The [**44**], described smart infrastructure is an essential component of sustainable inclusive cities, considered as a backbone to survive.

SunFarmer, Nepal - substitution of electricity to solar system. Solar is greatly reduces the need of fuel. SunFarmer induct durable and affordable solar-powered water pumps to farmers on the period of 3 years duration on rent. It allows farmers to pay small amount as a monthly or annually installment. SunFarmer enable farmers enhance their productivity, minimize environmental consequences and be a proactive inclusive dwellers[**45**].

Amar Desh Amar Gram (ADAG) – Bangladesh aim to empower farmers with new market possibilities, that takes computers and web access to the small rural farmers they can access and verify market rates on their finger touches. Generally farmers struggle to get premium market for their high value crop by this end – boost local agri-productions is to empower farmers strong stake holders of inclusive city. ADAG accumulate orders from local, national and internationally markets and cumulative production from farmers to fulfill both sides' requirements [**46**]. This innovation integrates urban market demand into rural production capacity; additionally ensure a higher price to farmers.

Tule: A technology that senses evapo-transpiration to run automatic irrigation timing decision. Fruition sciences: It helps to sense plant sap flows and soil mixture and helps to sustain productivity of high value crop.

Ceres Imaging and Terravion: A technique uses imagery captured via light aircraft for manage temperature and multispectral need of farmers. Digital Agriculture Integration: Enable producers to respond quickly on new trends and modern requirements. Enable producers to match their production with market demands - enable producers to respond climate change with a smart, rational capacity. Improve and raise quality and quantity of harvested crops and high value crops. Increase exports and decrease imports, where enviable.

Information Communication and Technology (ICT):

In this context, ICTs enable stakeholders (government agencies) to convene public data in improving life of citizens, by taking care of their health, money and time. Previous studies proposed, public participation and intelligent governance is an essential parameter of smart inclusive city that can be explained as computable cities [**47**]. They described "the whole thing around us will be some form of computer intelligence in 2050". The use of information and communication technologies (ICTs) enables government stakeholders to scale up larger data in essence of transportation, crime sourcing, energy system, health efficiency and emergency responses [**48**, **49**]. The applications heavily rely on sensors and parameter such as traffic condition, allergens, and humidity, temperature and power grid stations. The adoption of these technologies helps stakeholders to transform traditional cities into smart cities. Existing studies suggested in Malaysia, central government is an important factor for ICTs implementation in local areas, whereas society, culture and ethnicity having great importance to implement ICTs application in India, Pakistan and Bangladesh country [**49**, **50**]. From the APO's member countries Japan is the more developed and used in ICTs applications in development of Inclusive Cities. Japan gets start up of official policy in 2010, after proper evaluation four cities, Yokohama, Toyota, Keihanna and Kitakyushu selected as an pilot test for the next generation [**51**]. The cabinet office Japan given a concept of Society 5.0 in 2016, leveraging ICTs to its fullest, and successfully institute an ideal form of future society named "Inclusive Cities" (**Government of Japan, 2016 p.73**).

CONCLUSION

The aim of this paper is to underlie the best strategies and applications to make people's life easier. Using content analysis approach, this short study focused on the transformational worldview in the direction of development of smart inclusive cities. The development of smart inclusive city carries different effective strategies including Road and Belt Initiative (smart manufacturing), New Leipzig Charter (the sustainability of European city), Slum redevelopment strategy, the 4-dimensional model, resilient conversation approach and U.S model of mixed-income housing. In this connection, this paper also highlights some transformative smart applications -as smart agriculture applications - relying on amalgamations of Internet of Things (IoT) and Artificial Intelligence (AI) and Information of Communication Technology (ICT).Development in ICTs, IoT and AI favors the innovations that ultimately convert an inclusive city into a smart inclusive city. With the use of smart application an inclusive city – taking a positive impact on climate friendly, ecologically sustainability, and efficient use of resources and nourishing places for all the dwellers. The main theme of Smart inclusive City's emphasis on providing better life conditions for the citizens. The country is potential in validating dyed strategies and applications - considered winner of the future.

Public Policy Relevance:

Despite the increasing alertness on global warming and environment protection – smart development required with smart validation. The explosive growth of population and urbanization creates numerous scientific and engineering challenges that are asking efforts from academia, industry to governments for transformation traditional city into smart inclusive city. This document sparse some global smart strategies and smart applications - Intelligent Technology and Intelligent Governance that enables to produce new possibilities to face any challenge of 21st century like Covid-19. Evaluation is a powerful tool for determining an appropriate policy for public betterment. All gathered data is useful (actionable) and inform improvement in public policies especially in connection with Smart Development.

Strengths and Limitations:

The present study provides different strategies and applications carried a smart frameworks related to inclusive development throughout the city – the smart frameworks are validated and validating across developed and under-developed regions. Limitations embrace - applications or approaches may not match with all the situations (place and people) – this triggers the more research and proper analysis before the installation and validation process

Conflict of Interest:

The authors assert, there is no any conflict of interest.

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ECOTOURISM AS A DRIVING FORCE OF SUSTAINABLE DEVELOPMENT

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ABSTRACT

The article analyses the impact of ecotourism on human society and its role in sustainable development. The author identifies the criteria for the sustainability of tourism and investigates the importance of green infrastructure for the sustainability of tourist destinations. The article highlights a set of characteristics that an ecotourist should meet and explores the role of ecotourism in promoting sustainable behaviour. It is emphasized that ecotourism allows for solving problems with both physical and mental health and contributes to the socialization of young people. The author also provides recommendations for maximizing the positive impact of ecotourism. The results of the study show that ecological tourism can ensure the achievement of SDG and hence be considered a driving force of sustainable development.
Keywords: Ecotourism, Sustainable development, ESG, Green certification

INTRODUCTION

Tourism as a form of international economic relations has undergone a serious transformation in recent years. The COVID-19 pandemic has significantly accelerated the digitalization of this sector, and together with the current geopolitical uncertainty has attracted attention to the problems of tourism security. This means both safety for tourists, associated with the favourable epidemiological situation, and safety for the local community and the environment of a tourist destination.

This article’s main objective is to analyse how ecotourism contributes to sustainable development. To achieve this goal, the author sets three research questions:

1. What are the criteria for sustainability of tourism in general and ecotourism in particular?
2. Can ecotourism influence a tourist's awareness of the importance of sustainable development?
3. What are the ways to maximize the positive effects of ecotourism?

METHODOLOGY

One of the first definitions of ecotourism was proposed by The International Ecotourism Society in 1990: “responsible travel to natural areas that conserves the environment and improves the well-being of local people” [10]. The World Tourism Organization further defined the following criteria that ecotourism must meet [11]:

1. all nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas;
2. it contains educational and interpretation features;
3. it is generally, but not exclusively organised by specialised tour operators for small groups. Service provider partners at the destinations tend to be small, locally owned businesses;
4. it minimises negative impacts upon the natural and socio-cultural environment;

it supports the maintenance of natural areas which are used as ecotourism attractions by: Generating economic benefits for host communities, organisations and authorities managing natural areas with conservation purposes; Providing alternative employment and income opportunities for local communities; Increasing awareness towards the conservation of natural and cultural assets, both among locals and tourists.

There are three main cluster forms of ecotourism: cognitive and educational types; recreational and cognitive types; scientific types of ecotourism [8]. The types of ecotourism can include rural, ethnocultural, adventure, educational tourism etc.

Meanwhile, sustainable development covers three interrelated dimensions – economic, social and environmental, and is aimed at creating favourable conditions for future generations. As we can see from the definitions above, ecological tourism meets the ideas of sustainability. However, it would not be right to see ecotourism and sustainable tourism as the same phenomenon as sustainable tourism does not refer to a specific type of tourism, it is an aspiration for the impacts of all forms of tourism [5]. So, considering all of the above, it is possible to define ecotourism as one of the forms of sustainable tourism, characterized by its focus on nature. This article does not consider “sustainability of tourism” from the perspective of sustainability of an industry, but from that of sustainable development.

In order to answer the questions raised in the introduction, various methods of economic research were used, including the method of statistical analysis, ascent from the abstract to the concrete, comparative descriptive analysis.

RESULTS

The global ecotourism market size reached US$ 172.4 Billion in 2022 and is estimated to reach US$ 374.2 Billion by 2028, exhibiting a CAGR of 13.9% during 2023-2028 [6]. The main directions of sustainable and ecological tourism development include the protection of the environment and the local population's cultural heritage and the creation of eco-friendly routes and conditions for the tourists' accommodation. By creating jobs, ecotourism contributes to poverty reduction in tourist destinations.

Measures that can mitigate the negative effects of recreational exposure include rationing of recreational loads, which considers the seasonal characteristics of the ecosystem and the nature of the movement of visitors [12], functional zoning of the tourist area, modelling of possible risks and social project planning [2]. The greening of tourism activity requires mandatory ESG reporting and ensuring transparency.

Increasing attention to the sustainability of tourism is manifested in the ESG (environmental, social and corporate governance) transformation of the industry. Tourism business' compliance with the requirements of sustainable development can be confirmed by getting a “green” certificate. For example, Russian hotels Radisson and Park Inn “Rosa Khutor” became the owners of the environmental certificate Green Key. Meanwhile, Green Key is based on the minimum sustainability standard criteria developed by the Global Sustainable Tourism Council. There are two sets of criteria – for tourist destination and for hotels and tour operators, they are arranged in four pillars: sustainable management, socioeconomic impacts, cultural impacts, environmental impacts [4]. These criteria are used for many purposes, including, in addition to certification as such, marketing, obtaining data on the sustainability of destinations for subsequent analysis, identification and resolution of problems.

The tourist infrastructure covers accommodation facilities and utilities, telecommunications, roads and transport, catering, trade and services. Such infrastructure is essential for a destination as it increases the resilience of the regional economy to crises and expands its potential. Real estate development and construction are also subject to green certification. The international green standards in these areas include BREEAM (Building Research Establishment Environmental Assessment Method was established in 1990 and it evaluates the quality of construction, materials and infrastructure; a total of 9 categories) and LEED (Leadership in Energy and Environmental Design programme began in 1998, it evaluates energy efficiency, innovation and social aspects; a total of 7 categories). There are also such green building certifications across the globe as DGNB (Germany, 2009), GOST R 70346-2022 (Russia, 2022) etc. “Green” real estate development will allow the creation of eco-friendly real estate for locals and tourists. The use of non-toxic materials and efficient energy-saving engineering systems will create a healthy ecological environment and ensure a careful approach to the resources of the destination [1].

It is important to remember that changes in people's minds precede changes in society. An ecotourist differs from a regular visitor in a set of features. Firstly, ecotourists behave carefully, not as consumers, concerning the environment and sometimes even volunteer in environmental activities. Secondly, they use eco-friendly zero-emission vehicles (bicycles instead of cars, rowing boats instead of motor boats) and plan the trip in advance. Thirdly, when purchasing a tourist product, they focus not only on their comfort but also on the measure of the ecological footprint they are to leave during its consumption.

Developing a mindset that allows for achieving sustainable development goals is a complex process that requires a special approach. Ecotourism is a great way to teach tourists, especially children and young people as they are the tourists of the future, about harmonious coexistence with nature and sustainable behaviour. By taking steps in this direction, we can resolve physical health problems arising from a sedentary lifestyle and the constant use of digital technology and mental health ones. In recent years, mental health has received increasing attention due to solitude during lockdowns, stress connected with geopolitical uncertainty, and the spread of digital addiction. The last reason should not be overlooked as the so-called “gaming disorder” has already been included in the 11th Revision of the International Classification of Diseases in 2022.

Ecotourism is able to alleviate the isolation of the digital and real worlds from each other through the implementation of tools such as applications for determining the ecological footprint (including the Internet of Things for eco-hotels), electronic cards, AR and VR tours, etc. In fact, virtual tourism meets the sustainability requirements as it ensures the rational use of natural resources. AR and VR can also mitigate the psychological rejection of ecotourism, which naturally imposes strict requirements on tourists.

Ecotourism and ecotherapy raise awareness of the importance of the environment for the individual and society and may also contribute to the inclusion of young people in solving socially significant tasks through volunteering [9].

Tourism is an efficient “soft power” tool, and tourists adopt certain ideas through acquaintance with the local culture and communication with the local population. If used correctly, this communication channel can contribute to international cooperation development and then achieving the Sustainable Development Goals.

In order to maximize the effectiveness of ecotourism as a driving force for sustainable development, it will be advisable to pay attention to a number of aspects.

First of all, it is necessary to increase investments in infrastructure development to improve the safety of both tourists and the local population, considering the specifics of the natural resources of the destination. A poor transport system significantly hampers ecotourism development. It is also necessary to support enterprises planning to introduce green technologies, reduce CO_2 emissions, and obtain “green” certificates. This applies to enterprises of all sectors of a destination's economy. Equally important, governments should take steps to implement programmes to increase employment through job creation in order to combat poverty.

Secondly, we should raise tourists' awareness (especially that of children and young people) of the importance of preserving the natural and cultural heritage of the destination. It will provide for a more flexible interaction of vacationers with the local population and the formation of the ecological culture of visitors. Additionally, the training of guides and managers should be based on the concept of territorial resilience, as well as learning complex thinking and a systemic approach to planning for sustainability [3].

Thirdly, the rationing of recreational loads needs to be implemented in the territories most exposed to the negative impact of tourism. The reason is that uncontrolled growth and development of mass tourism may lead to an overabundance of tourist facilities and excessive use of socio-cultural natural resources of the destination [7].

CONCLUSION

Summing up, ecotourism can indeed be considered a driving force for sustainable development. Ecotourism focuses on harmonious coexistence with nature, creates jobs, provides an influx of cash flows and unleashes the economic potential of tourist destinations. In recent years, the trend towards ESG transformation of the industry has been gaining popularity. One example would be construction companies implementing green certification systems around the world.

Ecotourism influences the worldview of tourists and can become a tool to teach them sustainable behaviour. It has a healing effect on tourists and assists in the socialization of children and young people.

In conclusion, ecotourism is still undergoing several challenges, such as a lack of investment in infrastructure or the consumer attitude of tourists and the negligence of the local population and politicians. However, the recommendations above will reduce the negative effects of these problems and ensure the achievement of sustainable development goals through this type of international tourism.

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ANGLICISMS IN THE RUSSIAN, FRENCH AND GERMAN LANGUAGES (BY THE EXAMPLE OF MODERN SONGS)

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ABSTRACT

The article deals with the problem of the English loan words in Russian, French and German on the example of the use of anglicisms in modern songs. The types of use of anglicisms in the lyrics were highlighted. The article contains examples of the use of anglicisms

in the texts of Russian, French and German songs of various genres presented on the Internet.
Keywords: anglicisms, loan words, English loan words, language-recipient, original language.

INTRODUCTION

According to the fair assertion of foreign linguists, there is no language in the world that would not have borrowed foreign vocabulary in its composition. In recent decades, in connection with the popularization of the English language and English-speaking culture, the vocabulary of the Russian, German and French languages has been noticeably replenished with new lexical units.

If we think about our everyday speech, how often do we use English slang in conversation? What borrowed words do we know? Is it worth replacing them with synonyms from the native language?

Any language is a flexible system that can change under the influence of other languages. The process of changing the language is continuous, which is due to the natural trends in the development of modern society: scientific discoveries, cultural exchange, the development of information technology, the phenomenon of globalization and mass migrations of the population, the fact that at the present stage of human development contributes to the introduction of new lexical units in all world languages.

All languages are enriched and changed by utilizing obsolete words and expressions (refusing to use obsolete words) and acquiring new ones both through the natural process of forming new words and by introducing words of foreign origin into mass use.

The problem of borrowing from English by different languages is currently being widely discussed by the linguistic community of different countries. In the linguistic literature, there are descriptions of special types of English used by speakers of other languages - these are the so-called "Denglish", "Franglish", "Runglish", etc. For example, "Runglish" is a mixture of English and Russian languages. When mixing the English and Russian languages in everyday speech, there is a transformation of English words or phrases into the Russian manner with the help of prefixes, suffixes, and endings characteristic of the English vocabulary. "Denglish", the German language saturated with anglicisms, as well as "Runglish", is often referred to as youth jargon.

RESULTS

Types of borrowing

There are two main ways to replenish and enrich the language: borrowing and word formation. The process of borrowing is the transfer of any element of a foreign language (morphemes, words, etc.) into another language as a result of verbal communication.

In connection with the popularization of the Internet, the last three decades have been characterized by a wave of massive borrowings of anglicisms.

Borrowings are lexical units that have undergone a gradual penetration into the receiving language from the source language from one-time, random uses to complete word-formation adaptation in the language system of the recipient language. Borrowings are a process during which there is a gradual progress from one-time, occasional uses of this borrowing, along the path of its gradual development by means of the language system and, in the end, its inclusion as a full-fledged element in the receptor language system with the assignment of characteristics characteristic of the original units. the corresponding classes.

The following characteristic features of borrowings are distinguished:

1. Penetration of a foreign language element undergoing assimilation into the structure of the receiving language.
2. Only individual lexical elements are borrowed as part of the structure of the language; connections and relations of these elements with others are not borrowed.
3. The implementation of the process of borrowing foreign vocabulary can occur in the case of short-term contacts or in the absence of direct contact between native speakers.
4. Borrowings do not introduce any noticeable features into the structure of the language and thus do not have a significant impact on it.

The Russian linguist V.N. Yartsevoy's borrowings differ in the way they penetrate into the language and the way they are assimilated, according to which written and oral borrowings are distinguished.

E.A. Voynova defines three main types of borrowing:

- actually borrowed words;
- loan words;
- semantic borrowings.

A borrowed word or borrowing itself is spoken of only when both the meaning and the sound shell of the word are borrowed from a foreign language. For example, the French "partenaire" (partner) cannot be called an exact phonetic match of the imitated word partner, but it is so close to it that there is no doubt that one was derived from the other.

All existing differences in sound are defined as phenomena of phonological substitution, which occur in most loanwords. These words are sometimes called hybrid borrowings, as they are formed partly from native, and partly from foreign material.

The type of borrowing called "loan translation" is another step towards defining types of borrowings. In this case, only the general structure of the compound word is transferred along with its meaning. "Kalka" differs from the previous type in that all foreign morphemes are preserved, and the sound shell of the word partially changes under the influence of the borrowing language. The meaning of the word is also preserved. For example, such borrowings as performance, touriste, television have retained their own spelling, but their pronunciation has changed due to the influence of the English language.

Examples of semantic borrowing include the English word sky-scraper and the German "Wolkenkratzer", as well as the English word "online" and the French "en ligne"

A sound shell is transferred to a borrowed word from any foreign language, and phonological substitution is also made to one degree or another. In hybrid borrowing, instead of a part of a foreign word, a morpheme of the native language is substituted, in addition, the meaning of the word is transferred. The morphemic structures of words, partly the sound shell and meaning are transferred to tracing paper from a foreign language.

With the advent of the Internet, the number of anglicisms in the languages under consideration has increased significantly. People do not have time to get used to language changes, so they use anglicisms in the wrong context, which creates misunderstandings between speakers.

Reasons why anglicisms take root so quickly in other languages:

1. There is no word in the language to denote a new process or concept. Changes in various spheres of society are happening too fast. Sometimes it is easier and faster to take a word from a foreign language to designate a new term. This is how the words summit, impeachment, default, investor appeared in Russian. In narrow circles, borrowed words are used more actively. anglicisms are becoming common in use for specialists, for example, in the fields of IT. Thanks to the English language, the words provider, display, browser appeared in the IT field. In German, such verbs as checken, posten, chatten, updaten appeared.
2. Words do not fully or inaccurately reflect the meaning of the concept. IT specialists very often use the word "expertise". For example, "I have a lot of expertise in setting up servers." In Russian there is the word "expertise", and it means "examination, research of something by experts, specialists for the correct assessment of something, conclusions". But in IT, the English meaning of the word "expertise" is meant, which means "a high level of special knowledge and practical experience".
3. Borrowing allows you to shorten a long phrase or phrase in Russian. So the words meeting, skip, day-off, task appeared in the Russian language.

The material for the study of anglicisms borrowed in the languages under consideration at the present stage was modern songs presented on the Internet.

There are 4 types of use of anglicisms in modern songs.

1. The use of individual English words in compositions.

For example:

- In the song ‘H&M’ modern French rapper Niska uses a word ‘flow’:

‘Avec du flow, tu feras tomber tout Paname’ (With flow, you will bring down all Paname);

- There is a word ‘fame’ in the song ‘la thune’ of French singer Angèle:

‘il veut seulement la fame’ (He wants only fame) ;

- German singer Franzi Harmsen uses anglicism 'checken‘ in her song ‘Nie mehr‘:

‚Ich check’ nicht mehr dein Profil‘ (I don’t check your profile anymore);

- There is a word ‘love’ in German song ‘Seit dem Fame’ written by t-low, Miksu/Macloud:

‘Keine Love für Polizei’ (There is no love for a policeman);

- Russian performer Dima Bilan uses a word ‘girlfriend’ in his song of the same name.

‘Ты моя girlfriend’ (You are my girlfriend);

2. The use of collocations in English

For instance:

- famous Russian rapper Basta uses a collocation ‘good girl’ in his song ‘good girl, goodbye’:

Good-good girl, goodbye!;

- French performer Angèle uses a collocation ‘Team jogging’ in the song ‘Flemme’:

‘Team jogging dans l’appart’ (Team jogging in the flat)

- There is a collocation «private jet» in the song «Wildberry Lillet» of German rapper Nina Chuba:

Private Jet in der Garage und Flamingos in mei’m Garten (Private jet in the garage and flamingos in my garden)

3. The use of sentences in English language.

For example:

- Russian performer Manizha in the song ‘Russian woman’ uses English sentence:

‘Don't be afraid, girl’

- German singers t-low, Miksu/Macloud in the song ‘OOPS’ used high-profiled line from the song of Britney Spears:

OOPS! I did it again.

- In the popular Russian song ‘American boy’ of the group ‘Combination’ a following line occurs:

‘American boy, American joy, American boy for all this time’

4. The use of whole verses

For example:

- In the song ‘Director’ of Russian band ‘Degrees’ the last verse is written in English:

‘It’s time to rock because to make a memo up
We shouldn’t depart this often off to get to rock about this love
It’s time to rock because to make a memo deep
We shouldn’t depart this often off to get to rock about that sweet
Come on, I don’t know little I gotta know
Swing body rashes tear off Smith’s Babylon
Right step for our rider warp in Papai
With the one, with the two, with the three, with the four’;

- Famous French performer Zaz in the song ‘j’aime Paris’ sings:

‘I love Paris every morning
Every moment of the year
I love Paris, why, oh why do I love Paris’;

- The chorus in the song "Jeanny" by the Austrian artist Falco is written in English:

‘Jeanny, quit livin' on dreams
Jeanny, life is not what it seems
Such a lonely little girl in a cold, cold world
There's someone who needs you
Jeanny, quit livin' on dreams
Jeanny, life is not what it seems

You're lost in the night
Don't wanna struggle and fight
There's someone who needs you'

CONCLUSION

The analysis showed that due to the growing popularity of English, American cultures and the English language, anglicisms are increasingly penetrating into European languages, changing them and displacing other native words. Popular artists want to keep up with the times and use borrowed words in their songs, increasingly popularizing them.

For language development, the process of interpenetration of elements of different language systems is quite natural. Borrowing is one of the sources of replenishment of the lexical composition of the language, a natural and necessary process of its development. Simply put, it makes native speech richer.

However, excessive, and unjustified use of anglicisms will not make her more interesting, and the interlocutor will be confused. Language always responds quickly and flexibly to the needs of society. The vast majority of borrowed words remain in use when they are needed. The spirit of the time in which we live is eclecticism, that is, a mixture, a combination of heterogeneous styles, ideas, views.

Language is a living organism: it does not function in isolation, so it changes and will change. It is important for us to observe its changes and study them.

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DISTINCTIVE FEATURES OF THE REPSRESENTATION OF THE KROTKAYA'S IMAGE IN ENGLISH TRANSLATIONS OF F.M. DOSTOEVSKY'S STORY

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ABSTRACT

This article examines the influence of non-equivalent translation on the transformation of the main character's image in Dostoevsky's story "A Gentle Creature". The problem of adequate translation has many aspects, one of which is the representation of the characters' image. Inadequate translation of the lexemes that form it often leads to its distortion. This, in turn, is likely to result in a twisted perception of a character by a reader, which can significantly affect the attitude towards the hero. Such a flawed understanding can lead to a distortion of the authorial intent and its misinterpretation. As a research material used three translations performed in 20th century. In order to identify translation errors, the authors carry out a comparative analysis of these translations with the original text, ascertaining the degree of conformity between the translated and original lexemes. Research methodology: the method of general analysis, comparative method. As a result of the study, the translations are ranked according to the degree of equivalence with the original text, the magnitude of the revealed distortion is emphasized, its consequences are described, the importance of the need for adequate translation is highlighted.
Keywords: lexeme, degree of conformity, comparative analysis, misrepresentation, image of the Krotkaya.

INTRODUCTION

One of the most important problems that arise when translating a work into a foreign language is the degree of conformity of the translated text to the original one. The preservation of semantic similarity is especially important, since the reader's perception directly depends on how much transformation the text undergoes. The problem of adequate translation is especially relevant in relation to the work of F.M. Dostoevsky, the translation of whose writings into a foreign language is often associated with some difficulties caused primarily by stylistic features at the level of vocabulary and syntax, as well as composition in general.

The main reason for these difficulties, the authors of the article "Dostoevsky: Translation Problems" T.A. Kasatkina and A.B. Kuznetsova consider the following: "the word is used by the author <...> not in its limited context, but in the fullness of its semantic field". [7, p. 119] In this regard, the aim of the translator should primarily be the objective to preserve the "most important semantic lines" in the text. [7, p.119]

The purpose of this study is to consider the impact of inadequate translation on the representation of the character image as a whole. In line with this goal, the aim of this paper is to compare several translations in order to determine which lexical transformations are the most equivalent to the original text. As an object of research, we have chosen the story of F. M. Dostoevsky "A Gentle Creature".

RESULTS

During the 20th century, three translations of this work were published: in 1931 – “Gentle Spirit” by Constance Garnett, next “A Gentle Creature” by David Magarshak in 1950 and finally in 1995 “A Gentle Creature” by Alan Myers. It seems necessary to begin the analysis by considering the titles. Each of the presented titles contains the lexeme "gentle". The semantics of this word is: "having a mild or kindly nature or character" [10], which means rather "tender", "mild". In our opinion, this token does not quite correspond to the meaning of the lexeme "meek", which is characterized through such concepts as "timidity", "humility", "mildness". The need for an accurate rendering of the meaning of the lexeme "krotkaya" (filled with humility, meekness, submission) in this case is crucial. In the article "Revolt against Tyranny and the tyranny of Rebellion" in Dostoevsky's short story "A Gentle Creature"" O.Yurieva points out the importance of this token: "The title of the story – "The Krotkaya" – seems to define the main characteristic feature of the heroine and clearly provokes the reader to a special attitude towards her, the main "color" in which becomes empathy, giving rise to a desire not only to understand, but also to justify the actions of the heroine". [11, p. 93] Besides the title the lexeme "krotkaya" is repeatedly found in the text. The result of the analysis of its translation is presented in the table below:

Table 1 Translation analysis of the lexeme "krotkaya"

Original text	“Gentle Spirit” Constance Garnett (1931)	“A Gentle Creature” David Magarshack (1950)	“A Gentle Creature” Alan Myers (1995)
«Да, это кроткое лицо становилось всё дерзче и дерзче.»	“<…> that gentle creature was becoming more and more defiant.”	“Yes, that gentle face was getting more and more insolent.”	“Yes, that meek face was beginning to get ever bolder.”
«Эта прелесть, эта кроткая, это небо — она была тиран, нестерпимый тиран души моей и мучитель!»	“That exquisite creature, that gentle creature, that heavenly creature was a tyrant, she was the pitiless tyrant and torturer of my soul!”	“That exquisite creature, that gentle creature, that heavenly creature was a tyrant, she was the pitiless tyrant and torturer of my soul!”	“This delight, this gentle creature, this heaven — she was a tyrant, the intolerable tyrant and tormentor of my soul!”
«<…> наивная, эта кроткая, эта малословесная <…>»	“<…> this innocent, this gentle, this reserved woman <…>”	“<…> this innocent, this gentle, this reserved woman <…>”	“<…> naive, submissive, reticent girl <…>”

As can be seen from the above quotes, in most cases translators use lexeme "gentle". However, as already mentioned before, this word is not a full equivalent to the token "krotkaya", since it lacks an essential shade of meaning, namely, humility. The work performed by Alan Myers, unlike the other two, presents some variation in the translation of the lexeme "krotkaya": the translator also uses tokens "submissive" and "meek". However, a more preferable option is the last one, since "submissive", meaning "included or ready to submit or yield to the authority of another" [1], refers rather to obedience to someone, while "meek", according to the definition - "patient and mild; not inclined to anger or resentment" [6], includes the concept of "non-malice" and thus is the absolute equivalent of the lexeme "krotkaya". This is all the more important because, according to O. Yurieva, "the behavioral mode of the Krotkaya" [11, p. 95] is built on the principle of synthesis of two opposite concepts – "meekness and impudence". Next, we should consider the other extreme in describing the character of the Krotkaya, namely, impudence. The results of the analysis are presented in the table below:

Table 2 Analysis of the translation of lexemes correlated with the description of impudence

Original text	“Gentle Spirit” Constance Garnett	“A Gentle Creature” David Magarshack	“A Gentle Creature” Alan Myers
«Да, это кроткое лицо становилось всё дерзче и дерзче.»	“<…> that gentle creature was becoming more and more defiant.”	“Yes, that gentle face was getting more and more insolent.”	“Yes, that meek face was beginning to get ever bolder.”
«<…> ненависти только ко мне, напускной и порывистой <…>»	“It was only an exaggerated and impulsive hatred for me that had led her.”	“<…> hatred for me, an impulsive and insincere hatred.”	“<…> a fancied, impulsive hatred of me.”

When referring to the first line of quotes, one may notice that each of the columns presents different translation variants. The least relevant equivalent in this case seems to us to be the Alan Myers’. The lexeme "bold", meaning – "not hesitating or fearful in the face of actual or possible danger or rebuff; courageous and daring" [6] – can be translated into Russian as "brave", "plucky". Despite the fact that it can be used to refer to such concepts as "insolent", "impudent", in this context it can be understood in two ways. David Magarshak's translation – "insolent" – also does not quite correspond to the context. The definition – "rude and not showing respect" [8] suggests the translation "impertinent", "insulting". In the original text, the word has the meaning of "defiant", "insolent". The most suitable option is the one proposed by Constance Garnett – “defiant". Its definition – "full of or showing a disposition to challenge, resist, or fight" [9] most corresponds to the original meaning.

In the following list of quotations, we consider the translation variants of the lexeme «напускной» ("feigned"). The least adequate replacement is "exaggerated" by Constance Garnett, because in this case the emphasis shifts from highlighting the unnaturalness of the Krotkaya’s hatred, to its exaggeration. Alan Myers' version – "fancied" is contextually closer to the meaning in the original text, however, the word "fancied" itself is translated as "imaginary". As a result, it seems as if the hatred existed only in the mind of the main character. Finally, the variant suggested by David Magarshak – "insencere" is the most relevant, since the emphasis is on the unnaturalness of the Krotkaya’s manifestation of hatred.

Table 3 Analysis of lexemes associated with the description of the Krotkaya's moral character

Original text	"Gentle Spirit" Constance Garnett	"A Gentle Creature" David Magarshack	"A Gentle Creature" Alan Myers
«О, конечно, я слишком убедился в том, сколь она меня тогда ненавидела, но убедился и в том, сколь она непорочна.»	"Oh, of course, I was quite convinced of her hate for me, but at the same time I was quite convinced of her sinlessness."	"Oh, it's true enough I knew perfectly well at the time how she hated me, but I was also convinced that she was guiltless."	"Oh, of course, at that time I was utterly convinced of her hatred towards me, but I was also convinced of her purity."

This table presents a comparative analysis of the translation of the lexeme «непорочна» ("pure"), one of the most important components of the concept of "meekness". It is important that the presented example emphasizes not so much the sinlessness of the heroine, but her moral purity, her inability to sin as such. In line with this, the literal translations of Constance Garnett and David Magarshak - "sinlessness" and "guiltless" do not match. Alan Myers took into account this semantic nuance when translating, which is why his version "purity" is an absolute equivalent.

CONCLUSION

As a result of the analysis, we came to the following conclusion: the most adequate translation is performed by Alan Myers. It is contrasted with David Magarshak's translation, which contains the greatest number of translation inconsistencies and, consequently, the least corresponds to the original text. Nevertheless, in each of the three translations presented, the lexemes describing the Krotkaya have undergone a number of transformations, which led to a distorted representation of the protagonist's image. The consequence of this is that the perception of the foreign reader will differ significantly from that of the original text. This, in turn, can lead to misunderstanding, which can result in a distorted interpretation of the work as a whole. This is particularly relevant in relation to studies of fiction texts, the results of which are directly based on the analysis of the text itself. It is for this reason that we consider it necessary to emphasize the importance of adequate contextual translation.

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FACTORS AFFECTING WORK SAFETY CLIMATE OF CABIN CREW

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ABSTRACT

This research aimed to study the factors affecting work safety climate of Thai cabin crew. The researcher distributed the questionnaires to 400 respondents who are Thai cabin crew and cabin crew in charge regarding the question of safety climate. The results of the study found that highest safety climate factor was safety training (mean = 4.55) and the lowest safety climate factors was organization environment (mean = 3.71). Hypothesis testing results showed that only different genders and ages of cabin crew have different safety climate factors. There is a relationship between age and safety climate at a high level (r =0.86). The recommendation was the airlines should improve organization environment by reallocating sufficient human resource to meet the demand of each flights and maintaining safety standard with service quality.
Keywords: Work Safety Climate, Cabin Crew

INTRODUCTION

Safety climate is the perceived values on safety in an organization, especially an organization needs high safety such as airline, airport and factory. It is often related to the organization culture and works since safety climate is majorly influenced by attitudes, values and opinions of staffs in the organization. Safety climate benefits and improves business in both production and services. It reduces costs and problems such as accidents, delay, and conflicts. Safety climate in aviation organization such as airline influences safety and performance of airline. It reduce incident and service process problems, which can be from personal factors and others (Srisupha, 2020). To measure safety climate in each organization is difficult. It depends on circumstances, types of work, size of organization and importantly organization culture, etc.

Objectives

1. To study the levels of work safety climate of cabin crew
2. To investigate factors affecting work safety climate of cabin crew

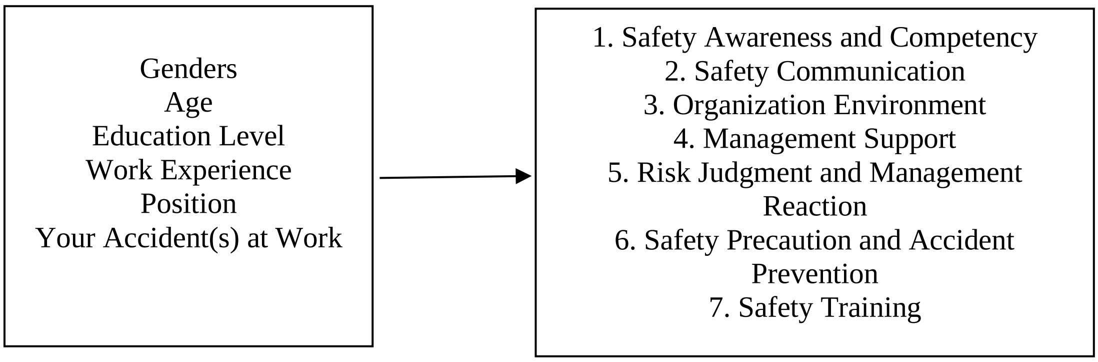
Research Hypothesis

1. Cabin crew who have different personal factors have different safety climate perception.
2. There is relationship between age and safety climate.

LITERATURE REVIEW AND THEORY

Safety climates are vital for cabin crew and cabin crew in charge since they need to be ready for their work as well as passengers. 7 safety climates include safety awareness and competency, safety communication, organization environment, management support, risk judgment and management reaction, safety precautions and accident prevention and safety training. To behave safety adoption of corporate safety related policy and program improve employees' awareness of safety promotion policy from management (Srisupha, 2020). Several researches proposed causes of safety climate in different factors such as safety climate was committed in safety management and the safety training and the pressure to procedure (Aumnuaiworchai and Wessapan, 2017). The other research showed that age and experiences could form safety perception (Gao, Bruce, Rajendran, 2015) and safety climate could be from organization communication (Reader, 2018). Though, some research debated that there is no absolute airline safety climate factors (O'Connor, O'Dea, Kennedy, and Bulltery, 2011).

Fig.1 Conceptual Framework



METHODOLOGY

The researcher applied the questionnaires for measuring safety climate which includes safety awareness and competency, safety communication, organization environment, management support, risk judgment and management reaction, safety precautions and accident prevention and safety training (Milijic, Mihajlovic, Strbac and Zivkovic, 2015). The questionnaires were distributed to 400 samples who are Thai cabin crew and Thai cabin crew in charge. The respondents ticked the answers and rated the safety climate questions indicating 5 Likert's scale. The data were collected from Jan.-Mar, 2023. The reliability was 0.79. The statistical analysis were frequency, percentage, mean, standard deviation, t-test, One-Way ANOVA, and Pearson's Correlation

RESULTS

The results showed 1) respondent profile 2) safety climate questions and 3) safety climate factors in total and 4) hypothesis testing.

Table 1 *Respondent Profile Results*

Profile Factors	Particulars	F	%
Gender	Male	169	42.30
	Female	226	56.50
	Others	5	1.30
Age	Under 25 yrs.	9	2.30
	26-30 yrs.	56	14.00
	31-40 yrs.	52	13.00
	41-50 yrs.	187	46.80
	Above 50 yrs.	96	24.00
Education Level	Lower than bachelor's degree or the Equivalents	19	4.80
	Bachelor Degree or the Equivalents	276	69.00
	Master Degree	100	25.00
	Doctoral Degree	4	1.00
Work Experience	Less than 3 yrs.	10	2.50
	3-5 yrs.	27	6.80
	6-10 yrs.	40	10.00
	11-20 yrs.	113	28.20
	More than 20 yrs.	210	52.50
Position	Cabin Crew	241	60.30
	Cabin Crew in Charge	159	39.80
Your Accident(s) at Work	Ever	226	56.50
	Never	174	43.50

Table 2 *Safety Climate Questions Results*

Safety Climate Questions	Mean	S.D.	Interpretation
SC1: Safety Awareness and Competency			
SC1-1 I am clear about what my responsibilities are for the workplace safety	4.73	0.48	Highest
SC1-2 I understand the safety rules in my job	4.72	0.48	Highest
SC1-3 I can deal with safety problems in my workplace	4.24	0.65	Highest
SC1-4 I comply with the safety rules all the time	4.33	0.61	Highest

SCI-5 When I am at work, I think safety is the most important thing	4.58	0.60	Highest
Overall Safety Awareness and Competency	*4.52*	*0.65*	Highest
SC2: Safety Communication			
SC2-1 I am involved in safety issues at work	4.31	0.76	Highest
SC2-2 Co-workers often exchange tips With one another on how to work safely	4.00	0.85	High
SC2-3 I often discuss safety issues with my supervisors	3.77	0.94	High
SC2-4 I can get safety information from the company	4.30	0.72	Highest
Overall Safety Communication	4.10	*0.65*	High
SC3: Organization Environment			
SC3-1 Sometimes there is too much work to do without following the safety procedures	4.01	1.02	High
SC3-2 Sometimes work paces is too fast to follow safety procedures	4.11	0.99	High
SC3-3 Sometimes I have to ignore safety requirements for the sake of production	3.01	1.28	Moderate
Overall Organization Environment	*3.71*	*0.93*	High
SC4: Management Support			
SC4-1 Management believes safety is of the same importance as production	3.78	1.11	High
SC4-2 Management takes care of safety problems in my workplace	3.68	1.02	High
Overall Management Support	*3.73*	*0.98*	High
SC5: Risk Judgment and Management Reaction			
SC5-1 Management act only after accidents have occurred	3.59	1.06	High
SC5-2 I am sure it is a matter of time before an accident occurs in my workplace	4.25	0.78	Highest
SC5-3 There are conflicts between production procedures and safety measures	4.23	0.94	Highest

Overall Risk Judgment and Management Reaction	*4.02*	*0.68*	High
SC6: Safety Precautions and Accident Prevention			
SC6-1 My job is quite safe	4.07	0.66	High
SC6-2 In those dangerous jobs, there are always measure to prevent accidents	4.22	0.72	Highest
Overall Safety Precautions and Accident Prevention	*4.14*	*0.61*	High
SC7: Safety Training			
SC7- I am trained in safety knowledge	4.67	0.53	Highest
SC7-2 Safety training fits my job	4.42	0.74	Highest
Overall Safety Training	*4.55*	*0.55*	Highest
Total Safety Climate Results	***4.11***	***0.36***	***High***

Table 3 *Safety Climate*

Safety Climate Factors	Mean	S.D.	Meaning
SC1: Safety Awareness and Competency	4.52	0.42	Highest
SC2: Safety Communication	4.10	0.65	High
SC3: Organization Environment	3.71	0.93	High
SC4: Management Support	3.73	0.98	High
SC5: Risk Judgment and Management Reaction	4.02	0.68	High
SC6: Safety Precaution and Accident Prevention	4.14	0.61	High
SC7: Safety Training	4.55	0.55	Highest
Safety Climate Factors in Total	**4.11**	**0.36**	**High**

The results of descriptive statistics showed that the top 2 of highest safety climate factors was Safety Training (Mean = 4.55, S.D. = 0.55) and Safety Awareness and Competency (Mean = 4.52, S.D. = 0.42) at a highest level. The lowest safety climate factors was Management Support (Mean = 3.73, S.D. = 0.98) and Organization Environment (Mean = 3.71, S.D. = 0.93).

Table 4 Hypothesis Testing

Factors	Statistics	Test Value	Sig.
Gender	One-Way ANOVA	5.909	0.003*
Age	One-Way ANOVA	3.956	0.004*
Education Level	One-Way ANOVA	1.196	0.312
Work Experience	One-Way ANOVA	1.429	0.223
Position	t-test	0.115	0.908
Your Accident(s) at Work	t-test	-0.114	0.909

(Sig.* < 0.05)

Hypothesis testing results showed that only different genders and ages of cabin crew have different safety climate factor (Gender Sig. = 0.003*; Age Sig. = 0.004*). The differences in other personal factors did not have differences in safety climate perceptions. Applying Pearson's Correlation showed that the relationship between age and safety climate (perception) factors in this study was at a high level. (r = 0.86).

CONCLUSION

Based on the study, the safety climate in total was high (Mean = 4.11, S.D. = 0.36). The highest safety climate factors was safety training (Mean = 4.55, S.D. = 0.55) and safe awareness and competency (mean = 4.52, S.D. = 0.42). The lowest safety climate factors was Management Support (Mean = 3.73, S.D. = 0.98) and Organization Environment (Mean = 3.71, S.D. = 0.93). The hypothesis testing results showed that only different gender and age of cabin crew and cabin crew in charge have different safety climate perception. There is a high positive relationship between age and safety climate (perception) factors in the study.

DISCUSSION AND RECOMMENDATION

Findings revealed that Safety Training and Safety Awareness and Competency are top two highest and the lowest factors were management support and organization environment. This results were similar to the related researches that safety management, safety training and pressure to procedure was the major safety climate factors (Aumnuaiworchai and Wessapan, 2017). The results of the Pearson's Correlation (r = 0.86) was similar to the research that age could form safety perception (Gao, Bruce, Rajendran, 2015). The recommendation were that the airlines should improve organization environment. The airline should adjust cabin crew to meet the flight service demand while having strictly comply with safety standard.

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RESEARCH ON THE IMPACT OF INFLATION ON CONSUMER DOWNGRADE TOURISM AND MITIGATION STRATEGIES

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ABSTRACT

This paper explores the concept of "consumer downgrade tourism", in which travelers adjust their travel behavior due to cost of living and inflation. Based on an in-depth analysis of relevant literature and tourism market data, specific recommendations are provided for tourism

firms and policy makers. Tourism firms can adapt to changing market demands by implementing different development strategies, such as targeted pricing and offering personalized and differentiated products. Policymakers can create a supportive environment for the industry through policies that invest in infrastructure, promote cultural heritage, and develop tourism clusters. The concept of consumer downscale tourism presents challenges and opportunities for the tourism industry. By implementing targeted strategies and creating a supportive environment, tourism businesses and policymakers can work together to mitigate the effects of cost and inflation while providing sustainable economic growth and job creation.
Keywords:Tourism consumption; Consumption Downgrade; Inflation impact; Consumer; Tourism industry

INTRODUCTION

Tourism has become an important sector of the global economy, generating billions of dollars in revenue each year (Elliott, Schumacher, & Withagen, 2020). However, as inflation rises, tourists are becoming more conscious of their spending habits, leading to a shift in spending that is downgrading tourism. According to the World Tourism Organization (UNWTO), the COVID-19 pandemic resulted in a 72% reduction in international tourist arrivals in 2020 (Bulin & Tenie, 2020). Consumer downgrade travel refers to the act of saving money by choosing less expensive forms of travel, such as budget airlines, hotels and low-cost destinations (Pan & Truong, 2018).The current trend of consumers lowering their travel choices indicates an increasing preference for lower-cost options (Alderighi & Gaggero, 2022).

The trend of consumers downgrading their travel has significant implications for the tourism industry and the global economy (Neuhofer, Buhalis, & Ladkin, 2015). While it provides an opportunity for travelers to save money, it also has negative economic impacts, such as a decline in tourism revenues. Therefore, it is critical to understand the tendency of consumers to downgrade their travel in the context of inflation in order to develop strategies that can reduce its negative impact.

LITERATURE REVIEW AND THEORY

Tourism consumption:

The World Tourism Organization (WTO) defines tourism consumption as the total expenditure including tourism goods and services paid by tourists during their stay in a tourist destination. Tourism consumption behavior is one of the more prominent consumption hotspots. For example, Belk (1998) states that tourism conspicuous consumption behavior is a self-expanding industry where tourism enhances self-efficacy, which in turn generates a range of conspicuous consumption (Belk, 1988).

Tourism consumption downgrade:

A study by Clemons & Gao (2008) explored the factors that influence tourists' decisions to trade down their travel expenditures. They found that economic factors, such as the price of travel, and personal factors, such as risk aversion and travel experience, were key determinants of consumer downgrading. They also argue that consumer downgrading has both positive and negative effects on tourism, depending on how tourism stakeholders manage it (Clemons & Gao, 2008).

Inflation impact:

High inflation leads to low consumption (Wieland, 2012). The persistence of inflation creates expectations of lower real income among residents further dampen their desire to consume (Stiglitz & Regmi, 2023). Inflation can lead to a decrease in the purchasing power of tourists' currencies, which can make it more expensive for them to travel to certain destinations (Oner, 2010).

Consumer Choice Theory:

Neoclassical consumer choice theory explains how rational consumers allocate income among goods. It is a simplified model that focuses on individual decisions in a market environment. Today, consumer choice theory is a branch of microeconomics that assumes that rational decisions lead to maximum satisfaction. The theory is relevant to firms and policy makers because it can help design products, services, and policies to meet consumers' needs and promote their welfare.

METHODOLOGY

This paper reviews 78 pieces of literature on inflation and the downgrading of tourism consumption from 2000 to 2023. It also reviews recent price growth data and tourism consumption data globally and in key regions such as the United States and Europe. The literature is categorized and summarized to find the impact of price increases due to inflation behind the scenes on travelers' choice of consumption.

Economic Impact of Tourism

Romero and Molina (2013) reviewed the empirical literature on the impact of tourism on economic growth, their study found that tourism can have a significant positive impact on the economy by boosting employment, income, and GDP growth (Pablo-Romero & Molina, 2013).

According to the World Tourism Organization (WTO), international tourists arrivals increased from 25 million in 1950 to 1.4 billion in 2018 (UNWTO, 2019). This rapid growth in tourism has led to concerns about the sustainability of the industry and its impacts on destinations and local communities (figure.1).

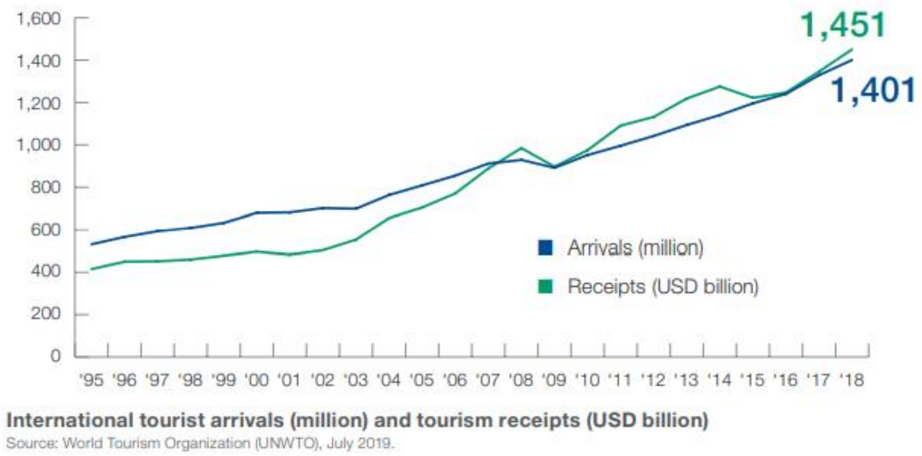

*Figure 1.*International Tourist Arrivals 1950-2018 (UNWTO, 2019)

Consumer Downgrade Tourism

This phenomenon is often associated with economic downturns and inflationary pressures, which reduce travelers' disposable income and increase the cost of travel (figure. 2).

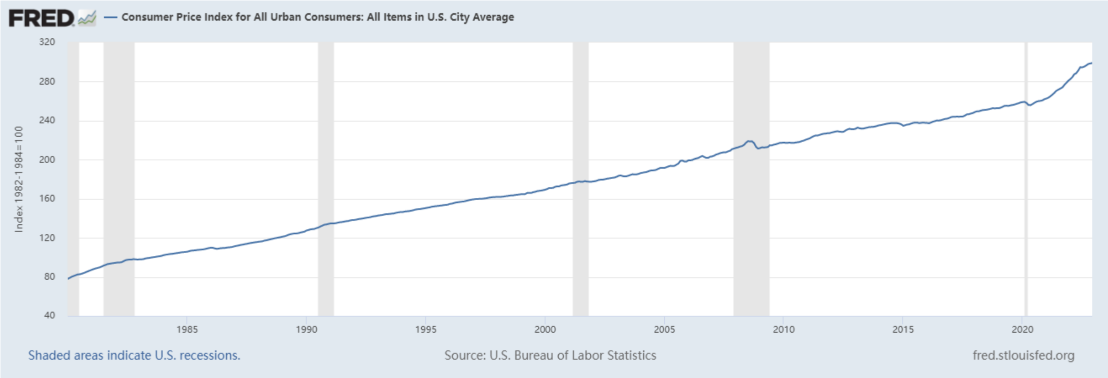

Figure 2. Changes in the Consumer Price Index for All Urban Consumers (CPI-U), 1980-2022 (BLS, 2023)

As Figure 2 shows, the Consumer Price Index for All Urban Consumers (CPI-U) in the United States has steadily increased since the 1980s, indicating that inflation has been a persistent issue for American consumers. This inflationary pressure has likely contributed to the rise of consumer downgrade tourism, as travelers seek to reduce their expenses while still being able to enjoy leisure travel.

DISCUSSION

The Impact of Inflation on Tourism Demand

Inflation can have a significant impact on tourism demand by reducing the purchasing power of consumers. As prices for goods and services increase, consumers may have less disposable income available for travel and tourism activities.

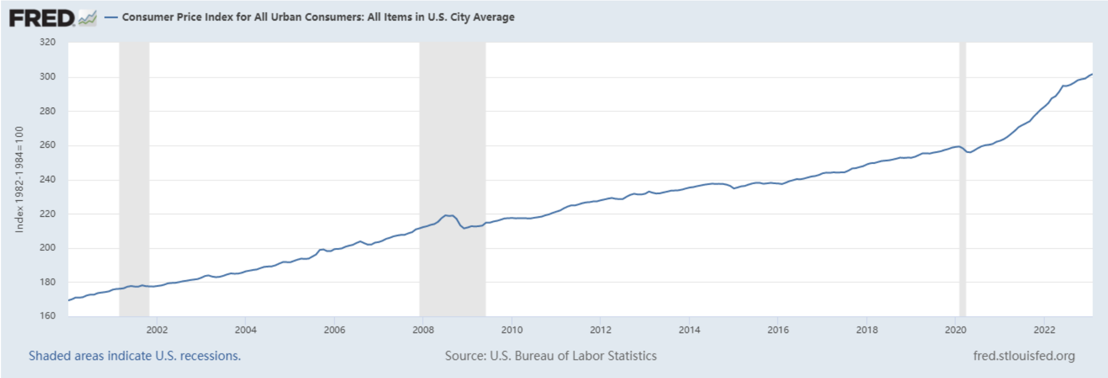

Figure 3. Consumer Price Index for All Urban Consumers: All Items, 2000-2022 (BLS, 2023)

As Figure 3 shows, the Consumer Price Index for All Urban Consumers in the United States has increased steadily over the past two decades, with a particularly sharp increase in 2020 due to the COVID-19 pandemic. This trend reflects the inflationary pressures that many economies are currently facing, and underscores the need for businesses and destinations to understand the implications of inflation for tourism demand.

Consumer Downgrade Tourism as a Response to Inflation

Consumer downgrade tourism is a phenomenon that occurs when travelers seek out cheaper and lower quality alternatives to traditional tourism products and services. This can take many forms, such as staying in budget accommodations, using public transportation instead of renting a car, or eating at fast food restaurants instead of fine dining establishments. Consumer downgrade tourism is often a response to economic pressures, such as inflation, that make traditional tourism products and services less affordable.

Factors Contributing to Consumer Downgrade Tourism

Several factors contribute to the phenomenon of consumer downgrade tourism in the context of inflation. One key factor is the availability of cheaper alternatives to traditional tourism products and services. The proliferation of low-cost airlines has made air travel more affordable for many consumers.

Impacts of Consumer Downgrade Tourism on Destinations and Businesses

The impact of consumer downgrade tourism on destinations and businesses can be significant. If still dependent on affluent travelers may suffer a decline in revenues and profits, especially if cost-conscious consumers tend to spend less and have limited purchasing power. As a result, this may lead to less investment in tourism infrastructure, fewer jobs, and a negative impact on the local economy.

LIMITATIONS

The article reviewed limited literature and more detailed reports on the impact of the COVID-19 from 2019 to 2023 are needed. Some countries do not publish inflation data and data on tourist spending in recent years. More data analysis needs to be included in later studies.

RECOMMENDATION

For travel professionals:

- Promote affordable, value-for-money options in marketing and promotional campaigns.
- Create innovative and personalized products and services for budget-conscious consumers.
- Conduct more research on consumer downgrade travel to better understand its impact on the tourism industry.

For policymakers:

- Increase investment in tourism infrastructure
- Provide financial assistance to struggling tourism businesses
- Monitor inflation and adjust policies accordingly.

By implementing these strategies, the tourism industry can adapt to the changing market and continue to thrive while promoting sustainable and responsible tourism practices.

CONCLUSION

In the phenomenon of consumer downgrade tourism in the context of inflation has significant implications for the tourism industry. Consumers are increasingly seeking affordable travel options, which has led to a rise in budget-conscious tourism and the emergence of new trends and business models.

To address this trend, businesses in the tourism industry must adapt their offerings to cater to the changing needs and preferences of consumers. This may involve offering more affordable packages, developing new products and services, and leveraging technology to create personalized and engaging experiences.

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IMPLICATIONS OF THE DEVELOPMENT OF CULTURAL INTELLIGENCE OF TOURISM PRACTITIONERS FOR TOURISM EDUCATION

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ABSTRACT

The trend towards globalisation is maturing, with 197 countries universally recognised in the world and thousands of peoples inheriting tens of thousands of cultural backgrounds. There are uneven differences between cultures, and these differences can lead to cultural conflicts which can develop into ethnic conflicts. Cultural intelligence is considered to be the ability to adapt to a culturally appropriate setting. The higher the level of cultural intelligence, the better the ability to resolve cultural differences and conflicts. This study uses a literature analysis approach to clarify the definition and importance of cultural intelligence and to explore the implications of cultural intelligence for tourism education. It has been established that cultural intelligence can influence people's cognition, behaviour and motivation, thus helping tourism professionals to do their jobs better. The aim is to call on tourism leaders to increase the training of cultural intelligence for employees in tourism companies and for tourism teachers to educate tourism students on cultural intelligence.
Keywords: Cultural Intelligence, Tourism Practitioners, Tourism Education

INTRODUCTION

Many entities around the world are trying to eliminate any differences that may arise due to the way people live their lives also known as their culture and to be able to eliminate all the differences that exist between cultures(Rong, 2022). There is a lot of exposure from global leaders and other types of people, thus causing a reason why people try to understand and appreciate the cultures of others and be able to adapt to those cultures accordingly. From this perspective, cultural intelligence means that people understand the ability to adapt and be able to adapt to different people's relaxed lifestyles. In the known cases, cultural intelligence is a very important aspect of social research. It is also known as cultural intelligence and helps to better connect people across the globe. Therefore, this paper presents some approaches related to an empirical literature review conducted by a number of researchers and global scholars to understand the concept of cultural intelligence and why it is particularly important for tourism business practitioners(Zhao, 2021).

LITERATURE REVIEW

Earley & Ang (2003) define cultural intelligence as the potential a person has to adjust and adapt to a certain cultural environment. This definition is almost identical to that of Ang et al. (2006); Ng and Earley (2006), who argue that it is related to an individual's psychological state that helps them to live effectively with others, especially when they are confronted with a different culture. Cultural intelligence is defined as the ability to adapt easily to various cultures without any major problems (Inkson, 2011).The constructs given by scholars such as Earley and Ang (2003) include metacognition, cognition, behaviour and motivation. Metacognition: Here, a person is aware of the differences that exist in the culture he or she is experiencing. This is what helps the individual to make viable decisions and be able to reason to some extent (Thomas, 2009). Cognitive: People become aware of cultural differences through education and knowledge of their personal experiences. (Earley, 2006). Motivation: This is described as the urge or desire to function well in a different culture. It usually makes a person feel friendly to the culture they need to change (Inkson, 2011). Behaviour: This demonstrates a person's ability to express themselves verbally and non-verbally, thus enabling them to communicate. Cultural quotient is also described as the ability to manage oneself in different cultural contexts (Inkson, 2011). Knowledge: Thompson (2006) divides knowledge into two areas, content and process knowledge, which is the totality of knowledge related to understanding the differences between one person's behaviour and that of others. It is also referred to as the ability to bring about any differences or similarities that exist in a culture (Earley, 2006).Scholars such as Thomas (2006) argue that if content knowledge is related to the past then it is referred to as assimilation, while any changes related to past knowledge can be referred to as adaptation (Earley, 2006). Positive thinking: This construct guides individuals to think about any emotions and perceptions on a personal level so that they are aware of their external environment (Inkson, 2011). This may involve a person remaining conscious of what they see and what is actually there.

METHODOLOGY

This study adopts the literature analysis method. According to the content of the study, firstly, the author reads a large amount of literature on cultural intelligence, cultural differences, cross-cultural management and disputes over cultural differences, and pays special attention to the literature related to cross-cultural management of multinational corporations and the cultivation of cultural intelligence, summarises and analyses in detail the concept of cultural intelligence, and concludes that cultural intelligence can influence human cognition, behaviour and motivation The study also concluded that cultural intelligence can influence people's cognition, behaviour and motivation. Secondly, after searching for relevant foreign scholars' literature, relevant government reports and relevant media reports and other resources, the author conducted multi-faceted data collection, collation and supplementation. and summarised the current status of the development of cultural intelligence research. And based on the literature that has been found, corresponding practical examples are identified in relation to knowledge and industry practice to explore why cultural intelligence is important to tourism practitioners and what it reveals about tourism education.

CONCLUSION, DISCUSSION AND RECOMMENDATION

Tourism is the quintessential service industry and the businesses it radiates from, including tourist attractions, hotels, restaurants and airlines, are all representatives of the modern service industry, i.e. an industry in which people provide services and cooperate with each other. Human interaction is essential in the service sector.

This is especially true for regions where tourism is the mainstay of the economy, such as the Macau region of China and the International Tourism Island of Hainan, an economy based on tourism plus casinos. Of Macau's US$14.4 billion tax revenue in 2019, tax revenue from tourism businesses and casinos provided US$12.3 billion (85 per cent) to the Macau government(Census and Economic Information Center, 2020). Annual surpluses from tourism businesses and casinos create a fiscal reserve of over US$72.5 billion and a GDP (Gross Domestic Product) per capita of US$79,975, one of the highest in the world. But Macau's tourists and gamblers do not come from local sources. According to relevant information, in 2019, Macau had more than 39 million visitors, of which 27.9 million (71%) came from China, 7.4 million (19%) from Hong Kong and 11,000 (3%) from Taiwan. 13.1 million mainland Chinese visited Macau on independent visitor visas(Macao Statistics and Census Department, 2020). In addition to this, there are tourists from other countries and regions of the world visiting Macau. As a result, international flights, international hotel groups and international catering companies are based in Macau, which, together with the city's own colonial background, pave the way for a very diverse cultural background. With such a vastly diverse cultural background and tourism being the pillar industry of Macau, it is imperative that Macau's tourism industry practitioners develop a high level of cultural intelligence. Tourism professionals need to develop cultural intelligence in order to serve visitors from all over the world. Due to Macau's multilingual environment and the scarcity of local talent, international hotel groups recruit staff from all over the world to work in Macau, and there is a need for cultural intelligence to help staff work better with international teams. For leaders of multicultural teams, cultural intelligence is also necessary in their day-to-day management. Leaders need a high level of cultural intelligence to perfectly address issues that may arise in their multicultural teams, such as culture clashes.

The example of Macau is applicable to other tourist destinations on the mainland, as the country's tourism industry has entered a period of telling development due to the rapid development of regional tourism, and the state has implemented open policies for some regions, such as the creation of an international tourist island on Hainan Island, and the implementation of visa-free access to more than 50 countries and regions around the world, the multicultural situation will certainly take shape in the future, and the development of cultural intelligence is a must for tourism professionals in Hainan Province. This is a must for tourism professionals in Hainan.

For frontline tourism workers in Hainan, a high level of cultural intelligence will enable them to better serve their clients and increase customer satisfaction. As customers may come from all over the world, different cultures may have different dietary habits, for example, certain ethnic minorities do not eat pork or beef, and women of certain religions can only be served by female staff. Cultural intelligence can then help frontline staff to improve their perceptions, change their behaviour and anticipate customer motivations in the face of cultural differences. For tourism leaders in Hainan, cultural intelligence can help them to manage their staff and improve employee satisfaction. Due to the increasing internationalisation of tourism companies, international tourism companies are expanding their global footprint rapidly, with more and more international hotel groups opening shops in China. Cultural intelligence is particularly important for managers of international tourism companies, as their staff may come from all over the world and grow up in different cultural backgrounds, and cultural intelligence can help managers to better understand staff from different cultural backgrounds, co-ordinate the work of staff from different cultural backgrounds, reduce conflicts caused by cultural differences, increase cohesion between staff and create better teamwork. This can lead to better teamwork and better performance.

Cultural intelligence can influence cognition, behaviour and motivation, and existing researchers have conducted extensive research on the concept of cultural intelligence and found that high cultural intelligence can easily lead to customer satisfaction. This is why cultural intelligence is important to those working in the tourism industry. As a traditional service industry, customer satisfaction is the main driver for tourism businesses to flourish and for the sustainable development of the tourism industry.

As for tourism education, it is the main way to deliver talents to tourism enterprises. Cultivating students' cultural intelligence can better help them in their employment as well as in their future career path for promotion. Developing the cultural intelligence of tourism students in tourism education can give students the advantage of high cultural intelligence even before they are employed. This means that students will be more sought after by international tourism companies when applying for jobs and will have a higher chance of moving to other countries and regions. Students with a high level of cultural intelligence will be able to adapt more quickly to international tourism companies and will be able to serve guests better, gain recognition from guests and leaders, and therefore be promoted more quickly.

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EXPLORING THE CONSTRAINTS OF RURAL TOURISM IN CHINA DURING COVID19

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ABSTRACT

This study was conducted to explore the constraints of tourists in rural tourism in Anhui Province, China, in the late COVID19 period. Using qualitative data collection methods of the explanatory paradigm, such as semi-structured interviews and focus group discussions, 21

respondents were selected through purposive sampling and snowball sampling. The process of thematic analysis was conducted by the researcher alone. The study found that the constraints of rural tourism include both subjective and objective factors. Subjective constraints included: personal psychological fears during COVID19, limitations in access to destination information, time constraints, physical constraints, and personal preference constraints; constraints in objective conditions included: COVID19 prevention and control policies, inadequate destination promotion, price constraints, and weather constraints. Travelers' personal constraints have objective conditions and psychological reasons; different intrinsic and interpersonal personal factors limit different rural travelers. Transportation and information accessibility are important constraints to rural tourism. Therefore, the controllable constraints of rural tourism destinations in terms of destination promotion, accommodation environment, and price should be actively overcome in order to obtain more potential tourism markets.
Keywords: Rural tourism; Constrains; Chinese tourists; COVID19

INTRODUCTION

After the outbreak of the COVID19, China's outbound tourism stopped immediately, and inter-provincial tourism almost stopped. In the normal stage of the epidemic, urban micro-vacations and rural tourism developed rapidly. After the epidemic is effectively controlled, rural tourism around cities can recover rapidly with the advantages of low density, close to nature and short distance (H. Jiang & Wang, 2021).According to Ctrip's "insight into 2022 Qingming Holiday Travel", the number of rural travel orders for Qingming Festival this year increased by 20% compared with before the epidemic. Rural tourism has recovered 92% since 2022 compared with the same period in 2019, making it one of the tourism categories with the strongest recovery momentum.

On the one hand, the rapid development model, the serious homogenization of rural tourism products and the poor cost performance have affected and reduced the satisfaction of tourists, thus affecting the image marketing and sustainable development of rural tourism destinations. On the other hand, with the growth of people's income, the extension of holidays and the relative improvement of rural infrastructure, it makes the main structural influencing factors gradually decrease, but the factors that constrain tourists to choose rural tourism with confidence still exist. Focusing on the barriers to rural tourism from the tourists' perspective can provide a basis for destinations to overcome barriers and reduce constraints.

Objectives

Based on the background and significance of the above study, the following research objectives were identified: to explore the constraints or barriers to Chinese tourists' participation in rural tourism during COVID19.

Research Questions

Based on the above research objectives, the research questions were identified as follows: What are the constraints and barriers to Chinese tourists' participation in rural tourism during COVID19?

LITERATURE REVIEW AND THEORY

Researches on constraints for rural tourists were generally specific to the specific type of tourism or group of tourists, drawing on theories of leisure restrictions and making specific analyses based on actual conditions(Hung & Petrick, 2010).

The problem of tourism constraints in North American markets visiting European villages (represented by Portugal) is mainly tourist anxiety caused by the lack of English-speaking guide services for locals (Rodrigues, 2012). Constraints to rural tourism in Spain include the lack of agricultural development projects, insufficient information promotion and publicity, and underdevelopment of potential markets; and lack of access to destination information from a demand perspective(Leco, Pérez, Hernández, & Campón, 2013).

The COVID-19 pandemic is an opportunity for the development of rural tourism in selected destinations in the South Moravian region of the Czech Republic, but the epidemic will reduce people's income, which will constitute a personal limiting factor for people to travel, and the lack of attention and cooperation in terms of infrastructural inadequacy and impact in rural areas will be a structural limitation that needs to be strengthened (Vaishar & Šťastná, 2022).Research related to the "constraints" of rural tourism is more often based on the perspective of rural tourism development. In the context of sustainable development, the most obvious constraint to rural tourism in Europe is the loss of valuable natural and cultural resources in the countryside (Petric, 2003). Constraints on rural tourism in Japan include vacation restrictions; generational differences in tourists; and mismatch between urban and rural expectations (Ohe, 2014).

There are few studies that specifically discuss tourism constraints from the perspective of rural tourists, and the existing studies usually discuss rural tourism as a form of outdoor recreation or nature tourism in terms of tourist constraints. Pennington-Gray and Kerstetter (2002) argued that nature tourism is similar to traditional leisure activities in that structural constraints such as money and time are the most salient , and interpersonal relationships influenced by friends are the least important(Pennington-Gray & Kerstetter, 2002). Intrapersonal, interpersonal, and structural constraints play an important role in limiting access to protected areas, including: understanding of newer cultures, lack of reasonably priced family accommodations, lack of access to protected areas, and lack of funding (Stone & Stone, 2017).Tourists in Potter County can face distance constraints, information constraints, and limitations in their grandparental connections and tourism expertise (Dong, Wang, Morais, & Brooks, 2013).The biggest constraints in Serbian eco-destinations are insufficient waste disposal, lack of information, time and money constraints of respondents, lack of ecotourism knowledge, etc. (Tešin, Kovačić, Jovanović, Vujičić, & Obradović, 2020). The constraints of tourists in the natural sound landscape environment are in the order of structural, interpersonal and introspective constraints (J. Jiang, Zhang, Zheng, Zhang, & Zhang, 2020).

This study adopted the hierarchical framework of perceived constraints developed by Crawford et al., which has become widely accepted in the field of leisure research(Crawford & Godbey, 1987; Crawford, Jackson, & Godbey, 1991). In the study of tourism constraints, the leisure constraint structure was found to be applicable to the tourism sector as well(Crawford & Godbey, 1987; Crawford et al., 1991). The framework includes three dimensions: personal factor, interpersonal factor and structural factor. The personal limiting factor is related to the individual's psychological state or personal environment, including stress, depression, anxiety and perceived personal skills. Interpersonal limiting factors come from interpersonal interactions, such as the inability to find peers; Structural constraints are external constraints related to the inability to access the resources required to participate in leisure activities, such as cost, seasons, opportunities and family life cycles.

METHODOLOGY

This study focuses on exploring the limiting factors of rural tourism from the perspective of tourists to gain rich and insightful understanding, rather than determining the causal relationships between variables, hence the explanatory paradigm of qualitative research is used. In contrast to quantitative research methods projects, qualitative research is able to describe and explain the limiting factors of rural tourism more fully and in detail(Bryman, 2004; Conger, 1998). The researcher assumes that rural tourism constraints are co-constructed by social factors such as tourists themselves and the rural environment, and appear to be diverse due to individual differences in tourists' needs and perceptions. This hypothesis is consistent with the explanatory paradigm.

The data for this study came mainly from two groups of respondents. Anhui tourists with rural tourism experience and tourists who are traveling to rural tourism destinations in Anhui Province. A snowball sampling method was used for the selection of Anhui tourists with rural tourism experience, while a purposive sampling method was used for the selection of tourists who were traveling to rural tourism destinations in Anhui Province. Prior to the main study, a 15-day pilot study was conducted from June 16 to June 30, 2022 (three rural tourism destinations in Anhui Province). After reflecting and revising the validity of the method, the main study was conducted for 2 months from July 10 to October 10, 2022.

Data were collected from 21 respondents using a combination of semi-structured interviews and focus group discussions. All interviewees used pseudonyms in their written and/or oral statements to ensure confidentiality. Respondents during the outbreak were all Chinese, and even though they partially answered the questions in dialect or slang, the researcher was able to accurately determine the meaning of the respondents based on the situation. After transcription was completed, the researcher sent the text to the respondents via email for confirmation to determine accuracy. Data collected using different techniques were cross-checked. The study sought not only convergence but also discrepancies or contradictions that emerged in the data. The data analysis process followed the six stages of thematic analysis.

The identification of key themes is based on the interpretation of the meanings attached to the data relevant to the research question(Braun & Clarke, 2012).

RESULTS

In the interview process, based on their own experiences and experiences of rural tourism and combined with their own personal conditions, the respondents stated what they thought were the limiting factors. In general, most of the respondents are very happy and satisfied with their rural tourism experience. They think that the limiting factors mainly come from three aspects: from himself/herself, from the tourist destination, from the social environment. By combing the interview content and combining focus group discussion, the researcher divides rural tourism restrictions into 6 specific themes:(i) Structural constraints; (ii)COVID19 restrictions; (iii)Restrictions on information source channels; (iv)Price restrictions; (v)Personal restrictions; (vi)Weather restrictions. (Figure 1)

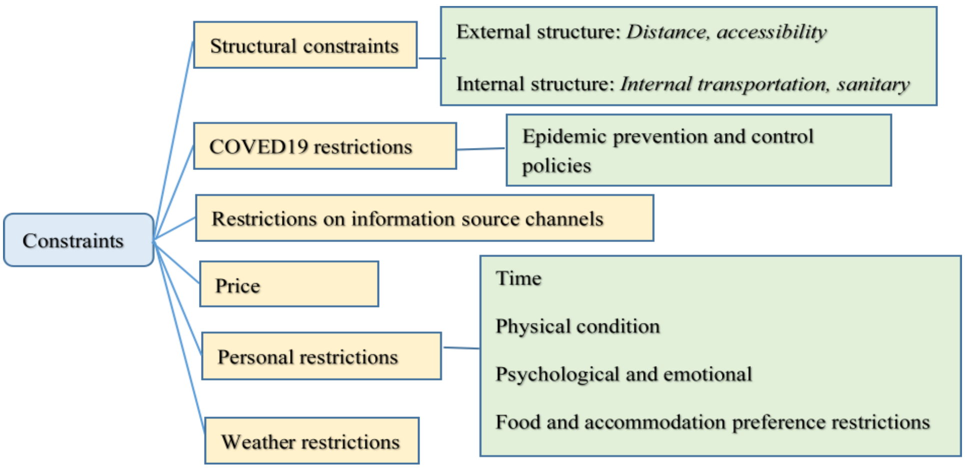

Figure 2. Rural tourists' Restriction themes

CONCLUSION

After the pandemic passed, Chinese citizens showed a preference for nature-based, rural and cultural descriptions; they also preferred to travel shorter distances after the pandemic(Huang, Shao, Zeng, Liu, & Li, 2021). The constrains of rural tourism are multidimensional. Through the analysis of the data, it is found that the limiting factors of rural tourism mentioned by tourists include six aspects: (i) rural internal and external environmental restrictions; (ii) COVID19 restrictions; (iii) Restrictions on information sources and channels; (iv) price restrictions; (v) Personal constraints; (vi) Weather restrictions. COVID19 restrictions include policy restrictions and personal panic.

Regarding the constraints of rural tourism, the accessibility of transportation and information in rural tourism destinations was found to be an important structural constraint in this study. The personal and interpersonal constraints of rural tourists vary, both for objective and subjective psychological reasons.The impact of the COVID19 outbreak period is mainly manifested in the constraints of local epidemic prevention and control policies and personal psychological panic, and the degree of constraints will show dynamic changes with the development of the epidemic. Some people believe that villages need supporting businesses to provide shopping convenience for customers, but excessive commercialization can become a limiting factor for rural tourism. Therefore, with a reasonable allocation of commerce in rural planning, commerce will not become a limiting factor for rural tourism. Finally, since rural tourism relies on the rural environment and is mostly outdoor, weather is also found to be a limiting factor in this study.

DISCUSSION AND RECOMMENDATION

Intrapersonal and interpersonal constraints differ across tourists

During the COVID19 pandemic, anxiety and panic influenced travel demand and preferences. Differences in visitors' demographic characteristics, such as age, education, and occupation, can have an impact on the rural tourism experience, and subjective evaluations generated by anxiety, beliefs, stress, and emotions are all inherent constraints on rural tourism individuals. Older adults and those with children tend to face more constraints in outdoor spaces. The main interpersonal constraint to rural travel was the lack of friendly companions or differences in peer preferences. Many rural travelers mentioned time constraints. Structurally, time constraints mean that individuals do not have much free time to devote to travel; interpersonally, time constraints mean that it is difficult to find consistent free time to travel to the countryside together due to each individual's occupation and family structure. As a result, there are currently more day-trippers and fewer overnight visitors to China's rural tourism.

Transportation and information are important structural constraints

Currently, parking issues do not constitute a limiting factor for rural tourism in China. However, many factors related to transportation were repeatedly mentioned by respondents, such as: navigation, road width, road condition, and accessibility. In addition, rural dining in China is an important attraction for rural tourism. Since ancient times, Chinese people believe that "food is the key to people's livelihood", and there are more day trips in rural tourism, so tourists attach great importance to the quality and price of dining at the destination; on the other hand, fewer tourists stay overnight in the countryside, and there are few moderately priced accommodation facilities. During COVID19, people pay more attention to the hygiene of rural accommodation, such as changing bed sheets, regular disinfection, and mosquito treatment. Therefore, for accommodation, price is not a limiting factor, but hygiene is.

Supply and demand analysis of rural tourism constraints

The subjective aspects of constraints include: personal psychological fears during COVID19, constraints on access to destination information, time constraint, physical constraint, and personal preference constraints; the objective conditions of constraints include: COVID19 prevention and control policies, insufficient destination publicity, price constraints, and weather constraint (Figure 2). The constraints in terms of destination promotion, accommodation environment, and reasonable pricing are manageable for rural destinations, and such constraints can be avoided as much as possible to gain more potential visitor markets.

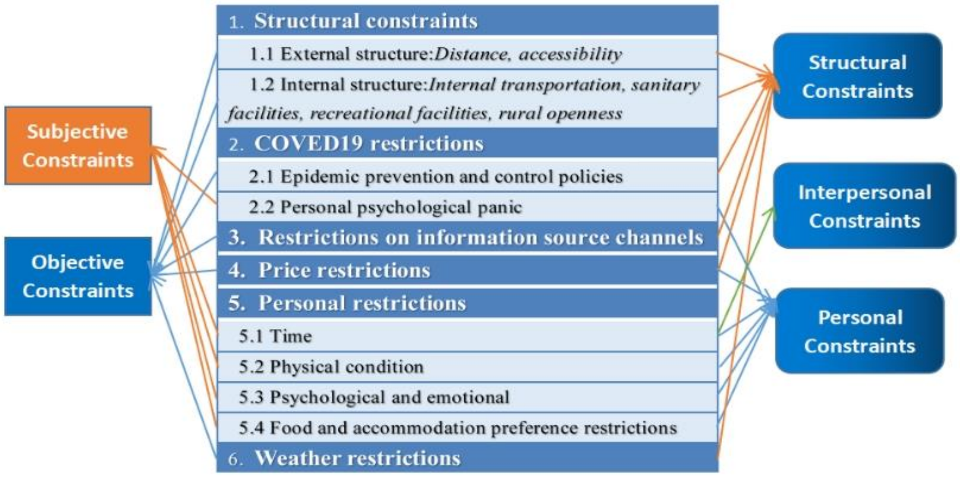

Figure 2. Rural Tourism Constraints Classification Chart

Acknowledgements

Anhui Province New Liberal Arts and New Medical Science Research and Reform Practice Project (2020wyxm128); Fuyang Normal University Excellent Research Tutor Education Training Program 2.0 Project (2020ZYRC03); Anhui Provincial Department of Education Excellent Young Talents Project: Research on the Influence Mechanism of Rural Tourists' Behavior in the Context of Epidemic Normalization (gxyq2022037).

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THE CHINESE MARKET'S ATTITUDE TOWARDS WEATHER DERIVATIVES —— A QUESTIONNAIRE SURVEY

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ABSTRACT

With the increasingly serious global climate problems, weather risk management has become an important means for enterprises to avoid risks and guarantee profits. However, the Chinese market is still in the experimental stage of weather derivatives. The main purpose of this study is to understand the impact of weather risks on Chinese enterprises, inquire about the current situation of risk management among Chinese enterprises, investigate the market's awareness and perception of weather derivatives, and analyse the market's demand for weather derivatives through a questionnaire survey. This study may be helpful for the government to establish a weather derivatives market with Chinese characteristics and a trading system that meets the needs of Chinese traders. Furthermore, the study will summarize the design ideas of weather derivatives that are in line with the Chinese market.
Keywords: Weather derivatives; risk management; weather disaster; Chinese market.

INTRODUCTION

Background

Weather derivatives trading has grown rapidly in the over-the-counter (OTC) market since the first weather derivatives trading in 1997. However, attempts at floor trading around the world have mostly failed. Nevertheless, in light of the significant number of enterprises in need of weather risk management, a number of exchanges around the world are still working hard to improve their mechanisms and promote development. Consequently, an independent and robust new market has been formed, providing traders with channels and platforms to avoid weather risks (Brockett et al., 2005).

In China, the formation and development of the derivatives market is relatively late. Weather derivatives have yet to be traded on China's three major futures exchanges. China is one of the countries facing the most severe meteorological disasters in the world. Every year, meteorological disasters such as rainstorms, continuous overrain, floods, tropical cyclones, droughts, freezing cold, cold damage, and snowstorms cause over 70% of the total losses of natural disasters, and direct economic losses account for 3%-6% of the GDP. In addition to agriculture, weather-sensitive industries such as energy, tourism and entertainment, and construction are also suffering economic losses due to weather changes. Especially with the deterioration of global climate, weather disasters have become more frequent. Therefore, it is urgent to improve China's weather risk control system and build a weather derivative trading market.

In recent years, China's three major futures exchanges have been drawing on the experience and theories of the United States and other economically developed countries in the construction and operation of weather derivatives markets, promoting the compilation of weather indexes and the development and listing of weather derivatives. Additionally, the government has introduced relevant policies to help with market construction, encouraging enterprises to optimize risk management and actively participate in the trading of weather derivatives market.

Hypothesis of the research

As China vigorously promotes the construction of the weather derivatives market, enterprises, as one of the three major players in the market, will participate in the weather derivatives market and benefit from risk management, which can help them avoid risks and guarantee corporate profits. In this study, questionnaires will be used to understand two independent variables, the status quo of enterprise risk management and enterprises' cognition of weather derivatives. The hypothesis are as follows:

H_1: The risk status of enterprises has a negative relationship with the usage preference and requirements for weather derivatives.

H_2: There is a positive relationship between enterprises' cognition of weather derivatives and their preference and requirements for the use of weather derivatives.

Based on the above two independent variables, this study decomposed them into four sub-independent variables. The risk status of the enterprise is expressed as the losses suffered by the enterprise due to the weather risk and the risk management input carried out by the enterprise in order to avoid the risk. The understanding of weather derivatives and the tendency of enterprises to use weather derivatives can be summed up as the cognition of enterprises to weather derivatives. The hypothesis are as follows:

Ho_1: There is a positive relationship between risk management input and preference and requirement for weather derivatives.

Ho_2: There is a positive relationship between loss of weather risk and preference and requirement for weather derivatives.

Ho_3: There is a positive relationship between level of understanding and preference and requirement for weather derivatives.

Ho_4: There is a positive relationship between degree of tendency and preference and requirement for weather derivatives.

LITERATURE REVIEW

Risk management literature on weather derivatives

Weather derivatives plays an important role in the weather-sensitive industry due to reduce the losses from weather disasters. After systematically summarizing the literature on weather risk management from 2001 to 2020, Abdi et al. (2022) finds that in recent years, the number of financial risk management studies related to agricultural risks has increased significantly. As one of the industries which is most vulnerable to the risk of weather changes, energy enterprises also show their demand for weather derivatives at a time when weather disasters are becoming more frequent (Wieczorek-Kosmala, 2020). In addition, many companies, based on the cyclical and seasonal nature of their industries, invest heavily in weather derivatives to hedge against potential weather risks. Many Winter Olympic events are highly dependent on the weather conditions during the games, so the organizers usually carry out weather risk management to optimize and improve the organization and arrangement of the games (Rutty et al., 2015). Food preservation and safety issues, tourism project planning issues can also be through the weather derivatives to avoid risk (Biffis & Chavez, 2017; Franzoni & Pelizzari, 2016). Weather derivatives designed according to different weather indicators can avoid economic losses caused by weather changes for many industries from different levels.

Theoretical research literature on weather derivatives

Considering the value of risk management provided by weather derivatives in economic life, scholars from various countries have participated in the research to provide reference for the development and trading of weather derivatives. At the beginning of the development of weather derivatives markets in certain countries, research focused on its pricing and efficiency. There are many kinds of weather indicators with large numerical differences. Therefore, some quantitative index transformation methods are needed, so as to form a trading index that can be easily transformed and build a reasonable pricing model (Alaton et al., 2002). Based on a certain transaction scale, some scholars studied its market efficiency and believe that city and season differences will greatly affect its effectiveness but make overall significantly effect (Štulec, 2017).

Literature on the design of weather derivatives

However, in China, the OTC trading scale of weather derivatives is limited, the floor trading has not yet formed, and the research is relatively lagging behind. At present, China's localization research is very limited. So, some overseas research is chose to provide reference for the design and application of derivatives. Stoppa and Hess (2003)proposed to take agriculture as the specific service object and design the characteristic weather derivatives that serve agriculture. However, Spicka and Hnilica (2013) found in the follow-up study that taking the industry as the main basis for designing derivatives will greatly affect the trading volume and effectiveness of derivatives. Möllmann et al. (2019) argue that, in order to achieve the best results, vegetation health (VH) indices should be selected for weather risk avoidance of agricultural products. Research and debate, such as how to design derivatives in China, are ongoing and there is still plenty of room for development.

THEORETICAL FRAMEWORK

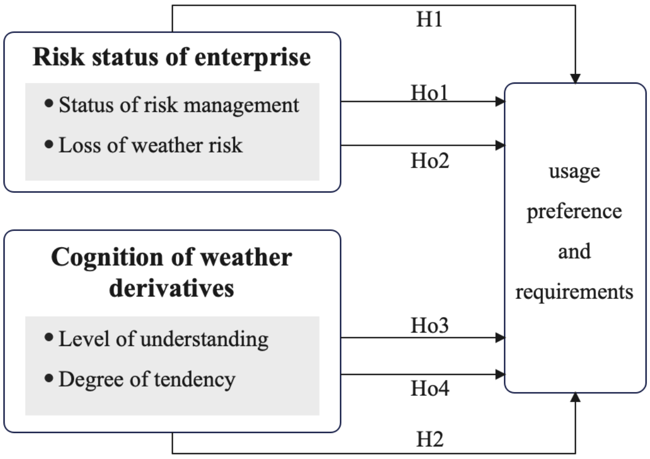

Figure 1: Theoretical Framework of the study

The research in this study is focused on enterprises that may participate in weather derivatives trading in the Chinese market. Firstly, the study aims to understand the basic situation and risk management status of these enterprises, which will reflect their risk preferences. This will be combined with the annual losses suffered by weather-sensitive enterprises due to weather disasters to analyze their willingness to spend on weather derivatives trading for weather risk management.

Secondly, since there is no official trading of weather derivatives in the Chinese market, many enterprises have limited understanding of them. The investigation of their understanding and inclination can summarize their enthusiasm to participate in weather derivatives trading and their priorities for hedging through trading.

Finally, the survey results from both levels will be combined to summarize market participants' attitudes towards weather derivatives. Figure 1 shows the theoretical logic and relationship of the analysis.

In this theoretical framework, the study will be conducted at two levels: enterprise risk status and weather derivatives cognition. The questionnaire will focus on the risk management situation of enterprises and the extent of their risk loss when facing weather disasters. Subsequently, the survey will explore the level of knowledge about weather derivatives, the degree of interest in using them for risk hedging, and the ways in which they would be employed. And the above information will be summarized to analyze the preferences and demands of market participants regarding weather derivatives.

CONCLUSION

This study aims to address the lack of a weather derivatives market in China, given the trend of global weather deterioration. The research focuses on the attitudes and potential behaviors of participants at the micro-level. The literature review reveals a dearth of research and analysis on weather derivatives in the Chinese market, indicating a need for more in-depth studies. Additionally, market information highlights several objective problems, including low investment in risk management and weak risk awareness among many Chinese enterprises, as well as significant losses due to weather risks, which underscores a strong demand for risk management. Despite little knowledge of weather derivatives, market participants show enthusiasm and potential for investment on this market. Another challenge in designing a weather derivatives market in China is achieving multi-regional and all-round coverage to meet the needs of traders across the country.

The study focuses on industry breadth, and future research could explore industry heterogeneity and weather index differentiation, which are important for the development of China's weather derivatives market.

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GAMIFICATION AS THE MAIN EDUCATIONAL TOOL. APPLICATION IN THE PROCESS OF CUSTOMS TRAINING

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ABSTRACT

The article considers one of the most important tools of modern education. The interpretation of the basic concept of gamification is given, the notification of such an application tool is analyzed, examples of the introduction of gamification in practice are considered and forecasts of subsequent development are given. During the writing of this paper, an analysis was carried out. The analysis was carried out with the help of a survey, statistical data and social media. The construction took place using smart diagrams. Also, for the substantive part of the work, literature from scientific collections, official legal sources, textbooks and articles were used.
Keywords: gamification, educational tool, application, technology, education, prospects

The realities of the modern world lead to the transformation of many spheres of human life. In particular, this applies to the education process. The solution to many problems lies in the field of information, digital and educational technologies. Gamification, along with big data analysis, is a layer of digital education development. The purpose of this work is to consider the theoretical aspect of the concept of gamification, the use of gamification technologies in the conditions of higher Russian education, and in particular, in the customs sphere, and to put forward hypotheses for the further development of this direction.

As a result of the rapid process of digitalization, gamification has become an actual trend in education and a learning tool. But what does it represent? Gamification can be considered in several aspects, but perhaps it will be exhaustive to define the term as the use of game approaches for non-game processes in order to increase the involvement of participants in a number of tasks [1]. Speaking about the educational process, here the nature of gamification implies the greatest involvement and retention of students' attention, stimulates and develops critical thinking and ways of solving problem problems, increases internal and external motivation, but the most important thing is the formation of a certain knowledge about the subject. Gamification acts as a complementary element in the educational process and can take place in the form of a certain interactive, for example, in the form of games, tests, quizzes, quests, and so on. The main gamification techniques are scores, levels, ratings. It is considered that these methods and measurement schemes allow to increase the interest and involvement of students in the educational process and increase their proactivity.

Having dealt with the theoretical part of the topic, then we should consider the visual application of gamification of the educational process in Russia. Leading Russian universities are actively introducing gamification elements into the educational process. The Rostov branch of the Russian Customs Academy is no exception. Various methods and forms of classes are actively used here, which makes the learning process fascinating and entertaining. For example, in the discipline of customs and tariff regulation of foreign trade, students are offered lectures containing quiz quizzes, and in practical classes, students choose the form of the lesson: they prepare crosswords, tests, presentations and group projects. In the discipline fundamentals of customs, students use various auxiliary equipment to perform tasks, in particular computers. And it is not a single case.

Among the 2nd year students of the Faculty of Customs, a survey was conducted on the topic of gamification. The survey results are shown in figure 1.

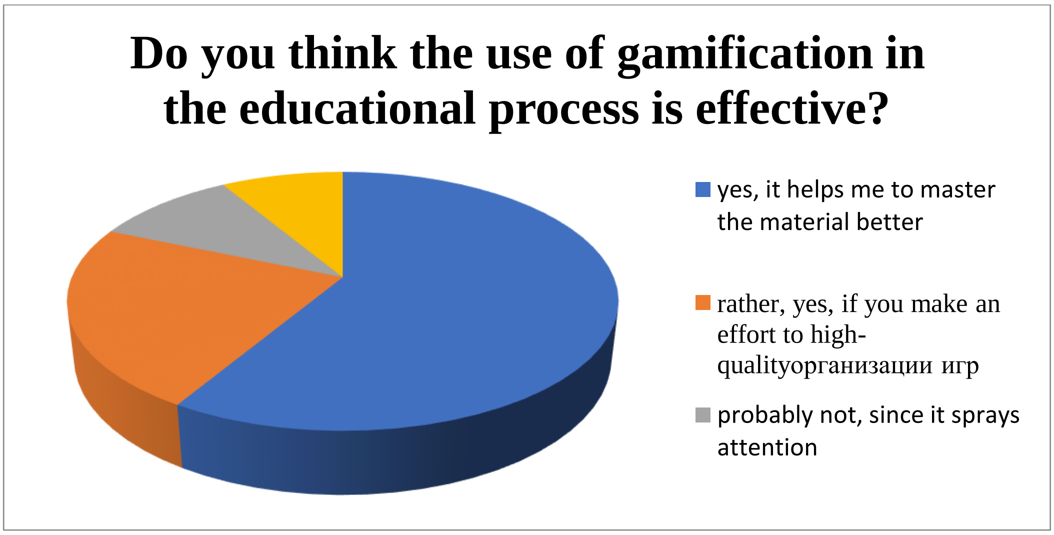

Figure 1. –results of a survey on the topic "Do you consider the use of gamification in the educational process effective?"

As we can see from the data presented in the diagram, more than 50% of students are attracted to interactive teaching pairs, as it contributes to the qualitative development of training programs. Respondents also pointed out that collective tasks in the form of cases help not only to solve problems quickly, but also improved communication skills. However, it is also important for students to have competent game planning. And about 10% of respondents do not consider it effective to use the method of games to reinforce and assimilate knowledge, but prefer traditional forms of control and consolidation of skills.

What are the further forecasts of the development of this method in training?

In my opinion, this method will be widely used in the educational process, but it is worth paying attention to the greater transfer of information technologies into modern education of

Russian universities, with the parallel formation of the concept of "gamification of education" among teachers, the use of ready-made mobile solutions and technologies in educational activities. And also for the rapid implementation of gaming practices at the university, it is necessary to introduce changes in the direction of the existing one or develop a new educational program that could contain a description of the game, its components and rules, a description of the proposed roles, and it would be worth using information technology to support this. Having improved the selected areas, the process of obtaining higher education will become more entertaining, useful and interesting.

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BLOCKCHAIN TECHNOLOGIES IN CUSTOMS: ADVANTAGES AND DISADVANTAGES

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ABSTRACT

In the modern world, all technologies need innovation. And the customs authorities need to introduce blockchain technology into their system. The article considers the possibilities of application of blockchain technology in the customs system, advantages and disadvantages of this technology.
Keywords: customs system, customs authorities, blockchain technology, unified system, participant of foreign economic activity.

The development of the modern world is connected with the progress in the field of information technologies and innovations in various spheres of society. At the moment, it is difficult to imagine that companies, public authorities, enterprises do not use information technologies in their work. It is now that the whole world is using various information technologies to speed up data processing or, for example, to exchange documents between individuals, businesses and States.

With the advent of such technology as blockchain, many firms, enterprises, corporations began to introduce blockchain into their system to simplify the work of employees.

Today, many people know about blockchain technology, but not many know what it is and why it is necessary. In most people, blockchain technology is associated with cryptocurrency, of course, but it is the smallest percentage of what is part of blockchain. Blockchain is a technology for encrypting and storing data distributed over multiple computers that are networked together.

With the opening of electronic customs, Customs needed to consider using blockchain technology in their system.

For the customs service of the Russian Federation (RF), the device of blockchain technology could help bring the customs control of the Russian Federation to a higher level. As a result of the use of this technology, it will be possible to create a unified system for declarants, participants in foreign economic activity (FEA) and customs officials. Blockchain technology will help to better protect objects of copyright, intellectual property, which will be in a system containing absolutely all the necessary information, as well as reliable confirmation of the originality of products. In this way, customs will be more effective in data analysis and retrieval, making it easier for staff to find the information they need, since all data will be in a single database.

Blockchain technology provides customs authorities with many advantages:

1. All data on the goods will be kept in full. Let's imagine that the blockchain starts its work after the registration of the sale of goods by the supplier and then the subsequent actions with this product will be entered into the system by each participants of foreign economic activity. Thus, when the goods arrive to the customer, the customs authority and the member of the foreign economic activity will be able to view the entire system of movement of the given goods and, moreover, all the information will be reliable and accurate thanks to the blockchain technology.

2. Increased security. The blockchain technology is configured so that no one can falsify the information about the goods and the customs authority will see only reliable information.

3. Different methods of content and analysis of information. The large data warehouse of the blockchain makes it possible to track and analyse international trade.

4. Guaranteed confidentiality. When using a blockchain at the beginning of the chain, an encoded key is generated, which is transferred in the supply chain until the end of the chain. So the person who doesn't know the key won't know the encrypted information.

5. Authenticity and correctness of customs statistics. If the blockchain technology is connected not only customs, but also participants of foreign economic activity, it will be possible to track the huge flow of goods in the mode of the present time.

6. Reliable and complete information about the goods to customs authorities. The blockchain contains only reliable information about the goods, so Customs will be able to trace the correct data on the goods, their location.

Thus, Customs authorities are needed in restructuring their system and introducing blockchain technology, but there are some drawbacks to this technology:

1. Legality. In the Russian Federation blockchain technology is prohibited, to use this technology, it is necessary to legalize its activities.

2. It is difficult to verify the movement of goods and the correctness of the transaction. The blockchain may provide staff with information that the goods have been moved, but cannot certify the movement to the staff.

3. The problem of introducing blockchain technology. In order to use blockchain technology it will be necessary to completely revise the work of the customs authorities, to transfer staff to work with the blockchain. This will require considerable time and resources, including material resources.

In conclusion it should be noted that blockchain technology will be a breakthrough of the Russian customs system. Increasing the chain of data guaranteed by the security of the system will ensure that Customs receive only reliable information. The development of blockchain technology in customs authorities will lead to simplification of work not only of employees, but also of participants of foreign economic activity.

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ON CERTAIN ASPECTS OF IMPLEMENTATION OF THE DEVELOPMENT STRATEGY OF THE CUSTOMS SERVICE OF THE RUSSIAN FEDERATION UNTIL 2030 IN TERMS OF IMPROVING CUSTOMS ADMINISTRATION

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ABSTRACT

The article provides a comparative analysis of the main provisions of two documents – the Action Plan for the period 2021-2024 for the implementation of the Strategy for the Development of the Customs service of the Russian Federation until 2030 and the Strategy for the Development of the Customs Service of the Russian Federation until 2030 in terms of improving customs administration. The activities related to the formation of a full-scale digitalization of the customs service are considered. The scientific novelty of the article consists in the author's identification of an intelligent checkpoint as a mechanism that in the future will be able to perform work at checkpoints much more quickly than a person will. The conclusion is made about the need for further development of existing information technologies.
Keywords: information technologies, customs administration, information systems, customs service, single window, artificial intelligence.

In today's world more and more information and communication technologies are emerging that have an important impact on all the spheres of the society. No country in the world will be able to fully function without the use of the information systems and resources. Digitalization could not but penetrate into the activities of the customs authorities in such circumstances. One of the significant conditions to develop and improve the quality of foreign economic activity and customs administration is the widespread introduction and use of the customs information technologies.

The main goal of the digital transformation of the customs authorities is the creation of "smart" Customs by 2030 [1]. To achieve this goal, it is necessary to improve customs administration also in terms of speeding up and simplifying the movement of goods across the customs border, using full-scale digitalization and automation of the activities of customs authorities, by introducing the latest information technologies.

Let us consider the components of the Action Plan for the period 2021-2024 for the implementation of the Strategy for the Development of the Customs Service of the Russian Federation until 2030 (hereinafter referred to as the Plan), and then the Strategy for the Development of the Customs Service of the Russian Federation until 2030 (hereinafter referred to as the Strategy).

Table 1 *Comparative characteristics of measures to develop the Customs Service until 2030*

The Action Plan for the period 2021-2024	**The Strategy for the Development until 2030**
Introduction of the promising models of the checkpoints for all modes of transport	Modernization of checkpoints also in terms of organizing the passage of goods transported by unmanned vehicles
Creation of conditions for the formation of a unified transit system	Creation of a unified (global) transit system based on the modern information technologies and interface of the EEU transit system with the transit systems of the countries of the European region of the World Customs Organization
Further development of the institution of an authorized economic operator based on the international standards	Further development of the institution of an authorized economic operator based on the international standards, creation of secure supply chains based on international agreements on mutual recognition of authorized economic operators
Development of the Customs Administration of Internet trade	Organization of the information interaction with foreign postal administrations, members of the Universal Postal Union and foreign Internet sites, creation of an effective mechanism for Customs Administration of goods sent as a part of cross-border trade
Expansion of cross-border interaction between Customs Services through the interaction of national "single window" mechanisms through the information systems	World-wide assistance and active practical participation in the creation of the national "single window" mechanism, its development and modernization, ensuring interface with the "single window" systems of foreign states

In todays' world the system of "intelligent checkpoint" provides full automation of processes, since all processes are controlled by the artificial intelligence. It will be equipped with the modern technical means necessary for the efficient operation of the state regulatory bodies. The system of an intelligent checkpoint allows to reduce the time for carrying out control activities. In future, a digital platform will be created that will allow to recognize vehicle numbers, conduct operational inspection and control the scanning of all consignments. It should be noted that in 2021 promising models of checkpoints for three types of transport - road, sea and rail were developed. The next step is the introduction of a promising model of an air checkpoint [2].

As for the formation of a unified customs transit system, in December 2021 electronic navigation seals were introduced into the practice of the customs authorities to control the movement of goods, monitor the transit movement of goods, as well as identify and suppress offenses related to such movement. By June 2024, conditions for creating an efficient transit system using modern information technologies should be developed.

Together with the development of the Institution of an Authorized Economic Operator (hereinafter referred to as AEO), from December 2021, there should be a decrease in cases of actual customs control of AEO goods. In December 2024, it is planned to amend the legislation to improve the conditions for selecting applicants for the acquisition of AEO status.

The development of customs administration of e-commerce implies the emergence of the institution of an e-commerce operator. From December 2023, customs authorities will receive information from Internet sites about goods that are moved as part of international electronic commerce in order to reduce the risks of understating the customs value of goods and increase revenues to the state budget.

Information cross-border interaction through the «Single Window» system is a facilitation of international trade procedures which will allow customs authorities and business representatives to minimize their costs when performing export, import and transit operations [4].

For the period from 2021 to 2024, proposals for the use of documents and information in the system of the Single Window mechanism should be developed.

The unified goods transit system is implemented on the basis of the «Action Plan («Roadmap») for the development of a unified system for the customs transit of goods in the EAEU based on the system for tracking transit traffic using electronic navigation seals" containing the expected result, the responsible executor and the deadline for the implementation of the event. So, for example, in the 1st-2nd quarter of 2020, proposals were developed for organizing the interaction of the tracking system with digital projects of the Eurasian Economic Union (traceability of goods, digital transport corridors, electronic accompanying documents) [3]. In June 2024, conditions for the formation of a unified transit system in the Eurasian Economic Union (hereinafter referred to as EEU) space, based on modern information technologies and interfacing with the transit systems of neighboring states will be created.

At the second stage, from 2025 to 2030, further improvement of customs administration measures will take place.

The development of the Customs Service should be based on the recommendations and standards of the World Trade Organization and the World Customs Organization based on the use of information technology.

The incomplete equipping of checkpoints is one of the factors limiting the introduction of the latest customs technologies. Currently, only 15% of all checkpoints have sufficient material and technical equipment to carry out full state control at checkpoints across the customs border of the EEU. In 2030, intelligent checkpoints should appear to create the most favorable conditions for the movement of goods and vehicles across the customs border of the EEU. The task in this area is the introduction and use of the customs information technologies that control the arrival and departure of goods using artificial intelligence.

It is also necessary to create a unified information control system at checkpoints, integrated with the information systems of all state regulatory bodies and enabling traders to submit information in electronic form once.

So, comparing the provisions regarding information technology application activities according to the Strategy for the Development of the Customs Service of the Russian Federation until 2024 with the Strategy until 2030, it should be noted that after the implementation of certain types of activities until 2024, they will need to be improved in future, and therefore they have been already spelled out in the Strategy until 2030 as long-term actions. For instance, this is the development of an intelligent pass system, further improvement of the institution of an authorized economic operator, as well as information and technical support for the activities of customs authorities.

Making a general conclusion, it should be emphasized once again that the main idea in the implementation of the Strategy for the Development of the Customs Service of the Russian Federation until 2030 is the creation of an “intellectual” Customs [1]. So, information technologies have been considered, among which it is worth highlighting the intelligent checkpoint in particular, as it will soon carry out a large number of customs operations in automatic mode, contributing to the non-stop movement of a large flow of vehicles.

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DIGITALIZATION AND ARTIFICIAL INTELLIGENCE IN CUSTOMS ACTIVITIES

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ABSTRACT

This article examines the process of digitalization in interaction with customs activities at the present stage. Artificial intelligence plays a special role today, which finds its application in the customs authorities in the form of specialization of electronic customs. Thus, based on the draft Strategy for the Development of the customs service until 2030, the types of technical means used today are analyzed.
Keywords: digitalization, customs activities, customs authorities, information system, customs.

The Unified Automated Information System (UAIS) of customs authorities is a protected geographically distributed information system of the customs authorities of the Russian Federation. The functionality of the EAIS is to automate the activities of customs authorities, conduct analytical support for officials, which allows all customs authorities of the Russian Federation in a single system of the EAIS information platform.

It is important to understand that access to the resources of the EAIS is limited, only customs officials and subordinate organizations have it. The automated system of external access of customs authorities allows for informational interaction of the EAIS service system with interested parties.

One of the branches of the development of customs authorities has become electronic customs, which is a specialized customs authority and is part of their system in order to implement the tasks of the Federal Customs Service of Russia, carrying out electronic declaration of goods, as well as currency control functions.

The first electronic customs was Privolzhskaya, which opened in 2018. Today, 9 of the same customs offices are considered valid, together with which 16 Electronic Declaration Centers (CED) work, directly simplifying the process of processing goods. According to statistics, only last year more than 97% of declarations were declared electronically, more than 1 million of which were issued automatically.

To date, the list of technical means used in customs activities is represented by the following types:

1) inspection X-ray television equipment;
2) technical means of subsurface sounding;
3) technical means of information support of customs activities;
4) technical means of communication and data transmission, etc.

The technological foundations of the digital transformation of the Federal Customs Service of Russia include the improvement of customs procedures and operations with big data, cloud computing, artificial intelligence and the Internet of Things.

The targets for the development of the Customs service of the Russian Federation imply full digitalization and modernization of the current workflow with a focus on international trade and its development, while demonstrating transparency of customs operations and their optimization for improvement. Thus, it is possible to formulate key tasks, the implementation of which is planned for the period up to 2030:

1) Modernization of digital technologies;
2) Increasing the operational list with the use of artificial intelligence;
3) Development of archives of long-term storage of documentation in electronic format;
4) Implementation of the technology of automatic execution of operations.

Thus, we see that customs activity is already observing positive trends in the introduction of artificial intelligence in interaction with the digitalization process, but this does not mean the full achievement of targets. The customs authorities are faced with the task of implementing targets, which requires full-scale training of customs service personnel.

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THE POTENTIAL APPLICATION OF BLOCKCHAIN TECHNOLOGY IN THE GLOBAL ECONOMY

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ABSTRACT

Blockchain technology is actively developing and penetrating into our daily lives. In the next 10-15 years, it will change it in a fundamental way, just as the Internet did it in the late 20th century. The aim of this article is to examine the potential application of blockchain technology in the global economy, as well as possible difficulties associated with it and ways to solve them.
Key words: blockchain, global economy, smart contract, IoT, CBDC

INTRODUCTION

Since January 12, 2009, when Satoshi Nakamoto made the first transaction on the Bitcoin network by sending 10 coins to Hal Finney's account, 14 years have passed. During this time, Bitcoin has grown from $0.001 in October 2009 to its peak of $68,789 in November 2021. [1] It has become an official means of payment in El Salvador, on par with US dollar, and has managed to change our world.

Bitcoin operates on the basis of blockchain - a decentralized, distributed ledger that records transactions on a network of autonomous computers. In it, transactions are confirmed by multiple parties, not by a centralized authority. This makes the technology secure and resistant to alteration, as changing data in one block requires consensus from the entire network. Each block in the blockchain contains a unique digital signature known as a "hash," which links it to the previous block. This creates a secure and permanent record of every transaction that has ever occurred on the network. The decentralized nature of blockchain technology ensures transparency and accountability, as all network participants have access to the same information.

Thus, blockchain brings the entire digital economy to the "Web 3.0" era. While the current version of the Internet, "Web 2.0," enables sharing information with each other, Web 3.0 will allow direct exchange of values - be it money, assets, property, etc. Therefore, if Web

2.0 allowed us to cross the boundaries of space and time when creating new business models, Web 3.0 will simply eliminate these barriers in principle. This means that anyone with internet access will be able to participate in the global economy.

Blockchain technology is truly revolutionary, it has the potential to change our daily lives in every area, but I suggest taking a closer look at the options for applying blockchain in the external sector of the economy.

RESULTS

P2P transactions

A distributed, decentralized network of computers that verifies any action taken in the network can allow for peer-to-peer (P2P) transactions - that is, directly from person to person, without the complex intermediation of banks. This permits people to send any amount of money to each other regardless of the countries they are in, much faster than the modern banking system. For example, transferring $1,000,000 in the Bitcoin network takes 10 minutes and incurs a fee of $3, [2] while a similar transaction in the SWIFT system takes about 48 hours and incurs a fee of $10,000. But the Bitcoin network has one serious drawback - high electricity consumption. In one year, it consumes more electricity than Finland. This has led to widespread criticism of Bitcoin from the global community and the elites of Western countries in light of their commitment to ESG principles. Therefore, I propose to explore the types of consensus algorithms that blockchains can operate on and determine if there is a solution to this problem.

Most blockchains operate on two consensus algorithms, Proof of Work (PoW) and Proof of Stake (PoS).

Proof of Work involves solving complex mathematical puzzles to confirm transactions and add new blocks to the blockchain. Once a miner has solved the puzzle and added their block to the blockchain, it is transmitted to the network, where other miners verify the solution and add the block to their copy of the blockchain if it is correct. The miner who solves the puzzle correctly receives a reward in the form of cryptocurrency, which incentivizes them to continue participating in the network and maintaining its security.

Proof of Work has several advantages. Firstly, it provides a high level of security as it requires computational effort to confirm transactions and add new blocks. This makes a 51% attack, where 51% of the total computational power of the network is concentrated in one entity's hands, extremely expensive and unprofitable for hacker. Secondly, since anyone with the necessary computational power can participate in the process of creating and confirming blocks, this allows for power and control to be distributed across the network, reducing the risk of centralization.

But consensus based on Proof of Work also has its drawbacks: the main one is the enormous consumption of electricity needed to maintain the network's operability. Secondly, as the PoW-based network grows, it becomes increasingly difficult to confirm transactions and add new blocks, which can lead to higher transaction fees, making transactions unprofitable. Additionally, the constantly increasing network complexity will require increasingly powerful and expensive equipment, which will ultimately lead to centralization of the network, as small miners simply won't have the technical or financial resources to participate in the blockchain's operation. All of this will hinder the scalability of the network.

In Proof of Stake, validators are used instead of miners to verify transactions, and they are chosen based on the amount of coins they hold and are willing to use as collateral. This collateral amount serves as a guarantee of the validator's honest actions, as in case of dishonesty, they can lose all of their collateralized coins.

If we compare PoW with PoS, the latter will have several advantages, and the most significant one is higher energy efficiency, as after Ethereum's transition from PoW to PoS, its energy consumption, according to developers, has been reduced by 99.95%. Thus, it saved as much energy as Iceland consumes. Another advantage of Proof of Stake is a higher network throughput, for example, in the Avalanche network, the throughput is 4,500 transactions per second, while on Bitcoin, it is 7 transactions per second.

But the Proof of Stake algorithm also has its drawbacks, in my opinion, the most significant being the lack of fairness. It is because the chance of a validator being selected to confirm transactions and add new blocks is proportional to the amount of coins they have staked. Along with the ability to delegate coins, where people give their coins to validator pools to maintain network functionality and receive a commission, blockchains using the Proof of Stake algorithm tend to centralize. This is because people who delegate their coins to a specific validator pay attention to the amount of coins already delegated to them by other users. As a result, when the network becomes too centralized, there may be cases of transaction blocking to comply with sanctions.

Proof of Space and Time (PoST) is designed to address some of the limitations of PoW and PoS. In PoST, validators must prove that they have allocated a certain amount of disk space to the network and that they keep it reserved for a certain period of time. In the PoST system, the amount of disk space allocated by a validator is proportional to their share in the network. The more data a validator allocates, the higher their chances of being selected to confirm transactions. Proof of Space and Time has several advantages over PoW and PoS: Firstly, it is energy-efficient, as the blockchain's operation depends on the amount of memory, so electricity is practically not used. Secondly, it is decentralized and scalable. Considering that data storage devices tend to simultaneously reduce the cost of producing 1 MB and increase the volume of memory, this will allow a larger number of households and organizations to maintain the network's performance.

Finally in my opinion using blockchain for P2P transactions is possible, provided that it operates on the Proof of Space and Time consensus. This algorithm has all the benefits of Proof of Work, and is also more energy-efficient and less susceptible to centralization than Proof of Stake with its coin delegation.

International Trade and Logistics

Another area where blockchain can be applied in the global economy is international trade and logistics. Usually, the movement of goods in international trade is associated with specific events in the supply chain and is reflected in paper documents. Currently, in case of damage to goods, the insurance company needs to coordinate the information received from the exporter with the insurance company that issued the policy, assess the accuracy of the insurance claim, and then request payment. All of this creates bureaucracy, complicates and delays supply chains. But blockchain technology can revolutionize this area with the integration of smart contracts and the Internet of Things.

Smart contracts are automatically triggered rules, the correct execution of which is ensured by distributed ledger technology. Smart contracts are built on the linear principle of "if this, then that" (ITTT), which means that the conditions of the contract are only executed if the event requested by the contract has occurred. [3]

"The Internet of Things (IoT) is a class of devices that can monitor their surroundings, report their status, receive instructions, and act based on the information they receive." [4]

So how can the integration of blockchain and the Internet of Things revolutionize supply chains?

With the help of devices connected to the "Internet of Things," delivery of goods can be monitored. Specific areas of application of IoT include tracking the location of trucks or shipping containers, their movement using GPS or GLONASS; monitoring the opening and closing of doors; container temperature; external impacts on containers or goods, and in the case of very expensive goods, individual packages or products can be tracked and identified.

In the end, when IoT sensors record all the received data on the blockchain, counterparties can control the location and condition of the goods, and if all the conditions are met, the smart contract will instantly transfer money without intermediaries like banks. In case the goods were damaged, this information is passed on to the smart contract, which notifies the insurance company that insurance payments need to be made. This payment will also be made automatically by the smart contract, therefore, the insurance company will not have to spend time processing claims. Blockchain and smart contracts can also be used to track the history of the origin of goods or to quickly locate lost cargo.

As of today, there are many platforms on which smart contracts can be created, but in my opinion, it is worth taking a closer look at Ethereum and Stellar.

Ethereum was one of the first platforms to introduce the concept of smart contracts in blockchain. The beauty of the platform lies in the degree of standardization and support it offers. Ethereum has published a set of well-defined rules that developers must follow in order to make the development of smart contracts easier and less risky. Ethereum has developed its own smart contract programming language, Solidity, which helps to standardize and significantly simplify the setup of contracts. However, Ethereum has several drawbacks. Developers have discovered security issues with the code, which has led to many contracts being vulnerable to hackers. Also, the platform's lack of scalability results in low transaction speeds. The Solidity language lacks flexibility. It does not support multidimensional arrays and only allows a small number of parameters in a contract function, which significantly affects contract development methods. [5]

In Stellar, there is a Stellar Developer Guide that describes the platform's capabilities and abstractions for smart contract development. Ethereum, on the other hand, has limitless possibilities. Security in the decentralized Stellar network is provided by any node with Stellar Core, and each user can verify transactions. To increase security, users can choose their own validators. Moreover, Stellar's atomic transactions consist of simple and declarative operations, which leads to a higher level of security and facilitates auditing. In Ethereum, any user can verify transactions, but there is no function for selecting validators. Programming Turing-complete contracts complicates code auditing and increases vulnerability. Smart contracts in Stellar can be written in any language for which the Stellar community provides an API, such as JavaScript, Python, C+, C++, and etc. [6]

Table 1: Comparison of Stellar and Ethereum

	Stellar	Ethereum
Transaction confirmation time (median)	5 seconds	3 minute
Transfer fee	100.000 transactions cost 1 cent	The transaction fee depends on the complexity of the calculation, the transaction, and the cost of ETH. The average cost of the transfer is 1,63$ [7]

Speaking about which blockchain should be used for smart contracts to meet the needs of international trade, I believe it is the Stellar blockchain because its smart contracts can be written in popular programming languages such as Python, C+, C++, and others. It has zero fees for transfers, and transaction confirmation time is instantaneous.

Sanctions evasion

Russia has been under harsh Western sanctions for a year now, following the start of the Ukrainian crisis. In total, 10 packages of sanctions have been imposed against Russia, which include 14,081 restrictions. [8] They are mainly aimed at the Russian financial system. Foreign companies have been banned from working with Russian companies, and Russian banks have been disconnected from SWIFT. The US threatens secondary sanctions against friendly or neutral countries and companies that cooperate with Russia. However, the collective West believes that Russia can bypass the sanctions with the help of cryptocurrencies, so they are now trying to figure out a way to close this loophole.

How can Russian businesses theoretically circumvent sanctions using cryptocurrencies?

The main obstacle in bypassing sanctions is the entry and exit from fiat to cryptocurrency and vice versa. Usually, large crypto exchanges like Binance are used for this, but it is impossible to deposit or withdraw money without passing KYC verification. If you pass KYC, your wallet can be linked to your identity based on transaction history in the blockchain. Another way to enter/exit cryptocurrency is through exchanges. They work like regular ATMs: USDT is sent to your wallet address for cash deposited, and then you can send these USDT to your counterparty's wallet. The transaction will be visible in the blockchain, but it will be impossible to understand who made it and what it was intended for.

However, using this method to bypass sanctions is impossible for a state, as periodic large transactions in the blockchain will raise suspicion. And since the company Tether, which issues USDT, is located in the US, at the direction of American monetary authorities, they can block USDT at any address, even if it is a cold wallet not connected to the network.

The use of CBDCs can be a way for Russia to continue trading with friendly countries without the risk of secondary sanctions and the blocking of non-cash dollars in banks by the US.

Central Bank Digital Currencies

Central Bank Digital Currencies (CBDCs) are an obligation of the central bank, denominated in national currency, having a digital representation and the ability to serve as a means of payment, measure, and store of value. [9] The underlying technology for CBDCs will be blockchain. The Bank of Russia describes the operation of the digital ruble as follows: "In simplified terms, the digital ruble can be described as traditional banknotes and coins that are issued and transferred electronically. Each banknote and coin retains its uniqueness, and the digital ruble system allows for tracking their movement. To control the intended use of funds in the digital ruble, they can be marked with a special indicator indicating the permissible purposes of spending these funds. The use of the digital ruble will allow the state to automatically track the movement of funds allocated within the framework of government contracts or other budgetary payments and prohibit their use for purposes that do not correspond to their intended use." [10]

With the help of CBDC, central banks of different countries will be able to send each other digital national currency, which will be converted from the importing country's national currency to the exporting country's national currency using the XRP cryptocurrency developed by Ripple as a bridge. Thus, all countries will be able to trade with Russia without fearing secondary sanctions, as the transaction history will only be available to the settling central banks, and it is impossible to prohibit settlements in national currencies.

All countries in the world are working on their own CBDCs. In Russia, digital rubles will begin to be used from May 1, 2023, while China launched the testing of the pilot version of e-CNY during the 2022 Winter Olympics.

CONCLUSION

I believe that blockchain technology today is like the Internet in the 1990s. With the gradual integration of blockchain into our lives, and its integration with technologies such as the Internet of Things, Artificial Intelligence, and Big Data, it is capable of changing our lives beyond recognition and to some extent contributing to humanity's emergence to a new level of development.

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WAYS TO SIMPLIFY THE CUSTOMER EXPERIENCE

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ABSTRACT

the article examines the customer experience as a factor in the development of the company and explores effective ways to improve the customer experience in interacting with the company. A number of actions are proposed to help achieve the best customer experience.
Keywords: marketing, customer, customer experience, customer path, product, simplification, interaction.

The customer journey is the entire experience of their interaction with a brand or company. By delivering a successful customer journey, an organization can reduce costs, increase revenue, and win and maintain customer loyalty. The touchpoints with the company shape the customer experience along the way.

A customer journey map is an illustration of the steps a customer goes through when interacting with a company.

The result of the interaction between the client and the company is called the client experience. The more points of contact between the client and the company, the more complex such a map becomes.

The classic customer journey map includes the first interaction with the buyer, the purchase of a product or service, their use, the exchange of the customer's experience with other consumers, and then the choice of the customer - to stay with the company or replace with a competitor (pic.1) [1]:

Understanding how the company supports the client throughout his journey is achieved by organizing points of contact, that is, defining the connection «company – client». There are several types of points of contact [2]:

1. Products. The term «product», in addition to the product characteristics themselves, includes hardware and software, for example, a website that a consumer can familiarize himself with before purchasing.

2. Interactions. Communication between the company and the client can take place directly live - in the store, by phone or virtually - through the site, forums, blogs.

3. Messages. One-way communication is aimed at spreading information about the brand, management, advertising, packaging and delivery.

4. Settings. This type of touchpoint is the most difficult for the manufacturer and retailer to track because it is impossible to have a complete picture of how the customer is using the product.

The key to turning a set of touchpoints into a great customer experience is to coordinate and integrate them, leading to their gradual convergence. Marketing research has shown that in order to achieve convergence of points of contact, it is necessary to simplify the customer journey itself.

Experienced marketers, citing consulting work and conversations with clients, have identified several interrelated steps that can help any organization deliver the simple experience that consumers demand today [3].

First, you need to define what simplicity means for a company. Simplicity has many aspects. This entails rethinking both product development and sales and marketing efforts from a “less is more” perspective. Each organization must determine which areas will benefit the most from simplification, depending on its unique context and circumstances. Management then needs to clearly communicate this to the entire organization. This means adding language that emphasizes the importance of simplicity to an organization's value proposition, corporate value list, or guiding principles.

Secondly, it is important to create a simple not a product, but a customer journey. This means that a company's sales and marketing efforts should make it as easy as possible to find, buy, and start using a product. To make sure a company prioritizes simplicity throughout the customer journey, the manager should ask the following questions:

1. How to make it easier for customers to perceive and evaluate the company's offers? Is it possible to reduce the number of products, features, or capabilities without compromising the effectiveness of the solution?

2. How to create targeted marketing campaigns that will be as clear and useful to customers as possible?

3. How to make pricing more transparent?

4. How to optimize the appearance of the point of sale and apply modern point of sale technologies to make the shopping process seamless?

Third, internal complexity must be accepted in order to achieve external simplicity. To create the most useful and targeted product, you need to determine what work the client himself must do. It cannot be assumed that the customer will use the product the way the manufacturer wants it to be. Instead, the company must identify customer pain points and design the product to satisfy its target audience in the smoothest and easiest way possible.

Fourth, there must be an understanding that simplicity is not always the answer. In some cases, simplicity can have negative consequences. Using a simplistic approach in marketing communications is not always effective for experienced clients. In addition, there may be situations where the customer will need a product to which individual settings and functions can be applied.

Creating a simple customer experience is an incredibly difficult task. It can be tempting to offer an extensive array of options and features in an attempt to give the customer exactly what the company thinks they need. But in most cases, customers will choose the simplest option, not the “perfect” one. By identifying and prioritizing simplification to every member of the organization, analyzing the entire customer journey, accepting internal complexity, and leaving room for exceptions, a company is well on its way to creating the smooth and simple experience that customers really want.

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LEXICAL TRANSFORMATIONS IN RUSSIAN TRANSLATION OF "THE SIGN OF THE BROKEN SWORD" BY G. K. CHESTERTON.

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ABSTRACT

The paper presents result of comparison of the English short story "The Sign of the Broken Sword" by G. K. Chesterton with its Russian translation by K. Savelieva. Based of analysis of the source and target texts more than 300 examples of lexical transformations were identified and classified into seven groups: concretization, generalization, differentiation, meaning development, antonymic translation, integral transformation and loss-meaning compensation. As a result of the research the closeness of source and target texts was established.
Keywords: translation transformations, translation, lexical transformation, G. K. Chesterton, "The Sign of the Broken Sword".

Literary translation is an individual creative process, which involves numerous transformations in both, lexis and grammar. These transformations depend not only on features of both source and target languages but also on subjective understanding and experience of a translator. The purpose of the current study is to find out what are lexical transformation and how they can be realized in the text. The object of the study is lexical transformations in the translation from English into Russian.

The term translation has different definitions, e.g. A. V. Feodorov defines translation as an "ability to express correctly and fully by means of one language what has already been expressed earlier by means of another language" [7], while L. A. Chernyahovskaya suggests another definition: "Translation is a transformation of the structure of a speech work, as a result of which, while keeping the plan of content unchanged, the plan of expression changes: one language is replaced by another" [8]. All definitions agree on one thing – translation implies transfer of information from one language into another. This transfer requires certain changes in all levels of a language, which are called transformations. This term also has numerous definitions but the definition suggested by L. S. Barkhudarov is considered as fundamental and the most precise. In it he emphasizes that with the help of transformations a translator has to convey information of a source language into target language with maximum possible completeness, under strict compliance with the norms pf the translation language [2]. This means that transformations play a great role in the process of translation and that they can serve as a marker of a good translation.

Babaeva M. A. in her article defines lexical transformations as a replacement of lexical units of a source language by lexical units of a target language. She also gives three reasons for using lexical transformations in translation; Firstly, from the point of view of semantics words reflect the picture of the world of native speakers, that is why features, that function as a basis of words are significantly different in languages. This makes the process of translation more difficult, especially when we talk about stylistic devises based on the play of words. Secondly, one and the same word may have broader or narrower meaning in another language, this tendency M. A. Babaeva calls the difference in scope of words. The third reason consists in differences in collocations. In each language there are some patterns and clichés according to which words can or cannot be used together [1].

Attempts to classify transformations were made by many researches. One of the first classifications was made by L. S. Barkhudarov, where all types of transformations were split into four basic groups: rearrangements, replacements, additions and omissions. N. I. Trofimov-Kovalenko notes that L. S. Barkhudarov considered his classification as relative [6]. A. D. Shveitser based his classification of translational transformations on sub-levels of equivalence. Developing his own classification, J. I. Retsker divided all transformations into two large groups: grammatical and lexical. All lexical transformations were split into 7 types: concretization, generalization, differentiation, meaning development, antonymic translation, integral transformation and loss-meaning compensation [5]. However, all authors agree that in study of transformation classification of types of transformation is less important than research aims of their usage.

In her article T. A. Manina says that translation consists of two stages: perception and understanding of a source text and its recreation it in the target language [3]. She emphasizes, that translation is intuitive and based on a so called "sense of the language", that is why we can agree with N. E. Nikitina, when she emphasizes the high level of subjectivity in translation [4] and the necessity of comparison not only professional but also author's translation with the source text.

As the object of current research we chose the short detective story "The Sign of the Broken Sword" by G. K. Chesterton. We have studied the translation carried out by K. Savelieva and found more than 300 examples of lexical transformations. They were classified into the following groups: concretization, generalization, differentiation, meaning development, antonymic translation, integral transformation and loss-meaning compensation [5].

By concretization we understand such a type of lexical transformation in the result of which a polysemantic word gets a narrower meaning in the source language, e.g. graves were on a slant [10, p.93] – могилы располагались на склоне [9, с. 145]; he had made [10, p.93] – был создан руками [9, с. 145]; the uniform [10, p.93] – мундир [9, с. 145]; a sword [10, p.93] – шпага [9, с. 145].

Generalization is used when something in the source language is expressed using concepts with broader meaning, e.g. went up [10, p.94] – приблизились [9, с. 146].

Differentiation means a transfer of meaning of an abstract broad concept without any concretization, e.g. "I'm looking for one word," said Father Brown [10, p. 95] – "Я ищу всего лишь одно слово," - произнёс Отец Браун [9, с. 147].

Meaning development consists in the replacement of vocabulary compliance in translation with contextual one, e.g. a hell of incalculable cold [10, p.93] – обитель невыразимого холода [9, с. 145]; queer night [10, p.93] – неподходящая ночь [9, с. 145], worthy of exploring [10, p.93] – заслуживало внимания [9, с. 145]; prominent [10, p.93] – самой заметной [9, с. 145]; was forgotten [10, p.93] – бледнела [9, с. 145]; by touches [10, p.93] – лёгкими штрихами [9, с. 145]; suburbans [10, p.93] – местные жители [9, с. 145]; sepulcher [10, p.93] – памятник [9, с. 145]; think [10, p.93] – возникнуть ощущение [9, с. 146]; first silence [10, p.94] – продолжительное молчание [9, с. 146]; to the other [10, p.94] – к своему спутнику [9, с. 146].

Antonymic translation is the replacement of any concept expressed in the source language with the opposite concept in the target language, e.g. wondered if they were human themselves [10, p.94] - могло показаться, что они сами не принадлежат к роду человеческому [9, с. 146].

Integral transformation is a type of meaning development as a result of which transforms not only meaning of a single word, but an inner form of any stretch of speech, e.g. a sort of hump or shoulder [10, p.93]– на горбатом холме [9, с. 145]; as steep as [10, p.93] – напоминала [9, с. 145]; it showed [10, p.93] – очерчивал [9, с. 145]; no human [10, p.94] – ни души [9, с. 146]; said in a low voice [10, p.95]– тихо отозвался [9, с. 146]; well [10, p.95] – может быть [9, с. 147].

Loss-meaning compensation is a replacement of non-transferable elements of the source language. It usually refers to non-equivalent lexis such as realia or lacuna, e.g. to the abhorrence of the civilized world [10, p. 95] – к ужасу и негодованию всего цивилизованного мира [9, с. 147].

As a result of comparative analysis the high level of accuracy of the translation can be observed, despite numerous transformations, among which meaning development and integral transformations are the most numerous, we can say, that the translator was able to convey the information from the source language into target language without significant distortions.

CONCLUSION

The term translation can be defined in many ways, but all definitions agree in saying that translation involves the transfer from the source language into the target language. Literary translation is an individual creative process and involves numerous changes which are called “transformations”. They occur within the text according to some reasons, among which difference in lexical and grammatical structures of languages are most significant. As the process of translation is individual and the choice of using transformations in each particular case depends on experience and choice of translator, transformations can serve as a marker of good translation.

After analyzing of several classifications of transformations, the most significant were singled out and classification created by Retsker J. I. was chosen to analyze transformations in the translation of the short detective story by G. K. Chesterton “The Sign of the Broken Sword”.

With the help of comparative analysis more than 300 transformations were found in the translation of the “The Sign of the Broken Sword”, among which so called meaning developments and integral transformations were used in the text most often. Translation of the short story by K. Savelieva can be considered as accurate, as it conveys the idea of the text without distortions and vast majority of transformations convey the meaning of original words and phrases quite accurately.

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DIGITALIZATION OF EDUCATION AS A KEY TREND IN MODERN DEVELOPMENT

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ABSTRACT

This article examines the digitalisation of education. The rapid development of the digital economy is seen as one of the main driving factors behind the digitalization of education. The main obstacles to the development of digital education are analysed on the example of the Russian Federation. Examples are given of educational institutions that have begun to actively use digital technologies as part of the educational process.
Key words: development, digital economy, digitalization of education, school, higher education institution, digitalization challenges, main trends, prospects for digital education development.

The rapidly developing digital economy is penetrating all spheres of modern society, which, therefore, generates the need for systemic technological breakthroughs and the mastery of new ways of processing information. The process of total digitalization is inevitably changing the education system as well, having a huge impact on human capacity-building and development in the face of a shortage of required digital skills. Digitalization of education has become a key feature of the last few years. From an interpersonal communicative process, education has essentially turned into a technological process dependent on the use of rapidly developing information technologies. Over the past few years, fundamentally new online educational projects have emerged, comparable to an "avalanche of Digital Innovation".

The aim of this research is to identify the main trends in the digitalization of education and to analyse their impact on the current educational model and society.

Digitalization of education and online distance learning are different concepts. Digitalization includes the use of different software and other digital resources to deliver e-learning remotely or when learning at school or university. For example, it may be tasks carried out in the classroom using electronic media, such as a computer or tablet.

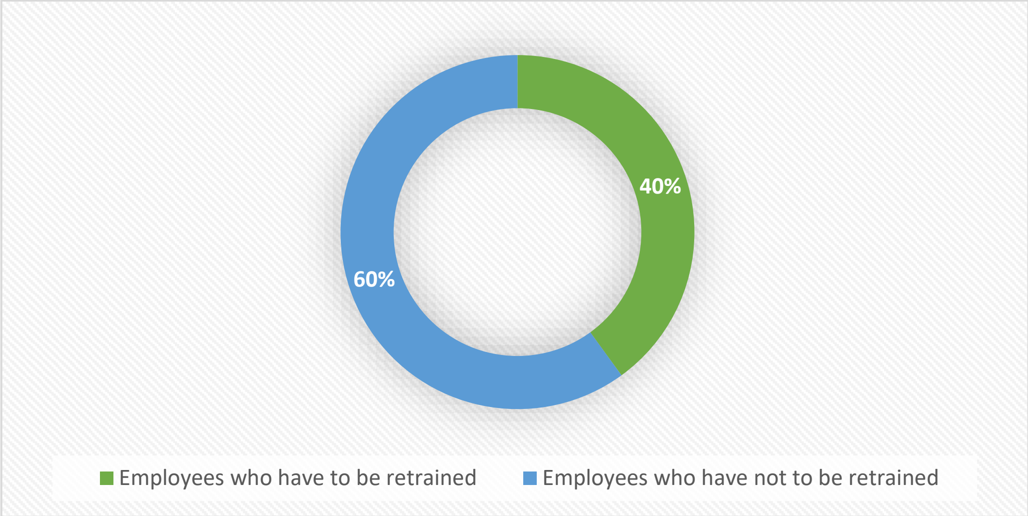
Digitalization is not only about learning processes but also about organization. These might include electronic class diaries and journals, the possibility of contacting a teacher remotely, etc.

The trend towards digitalization of education has been particularly pronounced with the onset of the coronavirus pandemic. Schools and universities have moved to distance learning everywhere and almost all students, their parents and teachers are affected.

What became apparent with the pandemic began much earlier. The digitalization of education is growing in scale. The size of the education technology (EdTech) market testifies to this. It is growing rapidly and, according to the World Economic Forum, will reach $342 billion by 2025. [3]

One of the key trends is the development of a culture of continuous learning. An in-demand professional needs to constantly improve and upgrade his or her skills. Thanks to online learning, everyone could build several careers over the course of their lives, including changing fields of work. This is why organisations are developing their corporate universities to help employees achieve success. According to a report by the International Economic Forum, by 2025 40% of employees will have to learn new skills.

Figure 1. Number of employees who will have to learn new skills by 2025 according to International Economic Forum estimates. [5]



This is since hybrid occupations, such as biomedical and neuroinformatic engineers, are already becoming in demand, with the demand for IT training continuing to adapt to market demands. Specialists with advanced digital skills are now required in all sectors of the economy, including the public sector. There is also a growing market demand for soft skills training. They are the ones that help adapt to the changing environment and work as part of a team to achieve their goals.

Digital learning platforms create a range of benefits for the user: they increase motivation to complete courses, save time and money, solve the problem of 'getting away' from work and wasting resources on travel. Technologies such as big data manipulation allow systematisation of many learning processes and artificial intelligence is already helping to create recommendation systems for a wide range of users of online platforms.

Modern resources offer a huge range of programs and courses that can be studied online at any time, plan your schedule, combine with your work, choose short or long programs and, importantly, choose the best offer in terms of recommendations and cost.

Educational e-markets, which bring together courses from different providers on a single platform, play a special role today.

Today, Russia is also in the process of digitalization of education, which is focused on entering the international information and education space. According to Article 14 of the Russian Federation Education Act, the content of education is one of the factors of economic and social progress in society and must be oriented towards the self-determination of the individual and the creation of the conditions for his/her self-realization. Based on this provision, it may be concluded that one of the main tasks of general education and higher education establishments today is to create the optimum conditions for learning, ensuring not only the qualitative assimilation of a complex system of knowledge by graduates but also their development.

Over the last few years, the RF Audit Chamber has been positively evaluating a number of changes that have taken place in the education system. Thus, according to the report, thanks to the measures taken by the Russian Ministry of Education, from 2016 to 2020 the number of schools with a maximum Internet access speed below 30 Mbit/s has more than halved, while the number of organisations with a maximum access speed above this level has increased by 3.7 times. The number of personal computers in educational institutions has increased by 27.9% since 2016.

2 billion rubles have been allocated for the development of verified digital educational content in 2020-2021. The materials were created in accordance with Federal State Educational Standard (FSES) and are divided by levels and academic subjects. The library of digital educational content already contains more than 3,000 digital lesson outlines, and this number will increase annually. [6]

The above information allows us to conclude that education in the Russian Federation is currently undergoing a certain reform. However, there are a number of factors that significantly complicate the full digitalization of education in the country. One of the main obstacles that complicates the digitalization process in Russia can be considered the size of the country. For large and developed cities like Moscow, St. Petersburg or Yekaterinburg, the problem is not that big, but if we look at smaller cities in more remote areas of the country, it is very clear that the problem is big. Thus, many rural schools may still lack personal computers or a stable Internet connection. Based on this situation, it can be concluded that the process of digitalization of school education for the Russian Federation may be delayed for quite a long time.

The global digitalization process has also affected higher education, which became most noticeable during the quarantine period. During this period, almost all higher education institutions in the country switched to a distance learning format, which made it possible to significantly change not only the learning process itself, but also enrolment in university. Information and educational Internet resource "Urait" carried out a statistical study on the use of digital technologies in higher education, which made it possible to identify the leaders in the digital learning process. For example, the Russian Academy of National Economy and Public Administration under the President of the Russian Federation (RANEPA), the Financial University under the Government of the Russian Federation and Plekhanov Russian Economic University (REU) secured their digital leadership by addressing an important internal challenge - the three universities have an extensive branch network across the country, and intensive digitalisation allows them to ensure uniform educational "brand" standards.

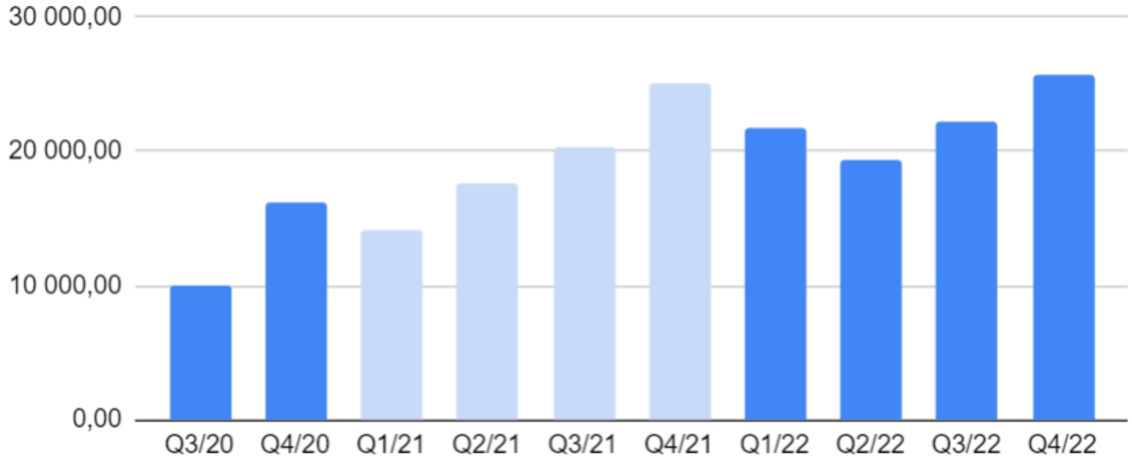
Table 1: Top 10: leaders in digital learning process according to the evaluation of the Internet educational resource "Urait" as of April 10, 2020. [7]

1	Russian Academy of National Economy and Public Administration under the President of the Russian Federation (Moscow).	16127
2	Ural State Law University (Ekaterinburg).	9955
3	Russian State University of Justice (Moscow).	9006
4	Financial University under the Government of the Russian Federation (Moscow).	8648
5	The Irkutsk State University (Irkutsk).	5445
6	O.E. Kutafin Moscow State Law University (Moscow).	4787
7	Plekhanov Russian University of Economics (Moscow).	4419
8	Kuban State University (Krasnodar).	3898
9	National Research University "Higher School of Economics". (Moscow).	3114
10	The Russian Customs Academy (Lyubertsy).	2804

It is also worth noting that the process of digitalisation of education at this stage of economic and informational development of society goes beyond the application of new technologies in schools and higher education institutions. The online education market is characterised by significant growth. The agency Smart Ranking has compiled a new ranking of the largest companies in the market of online education in Russia according to the results of the IV quarter and 2022. At the end of the year, the companies showed 33% growth compared to Q3, which was higher than forecasted. The total annual revenue of the top 100 ended up being about 87 billion rubles, which is 17% more than in 2021. The market leader remains Skillbox Holding (including Geekbrains and SkillFactory), which, according to Smart Ranking estimates, posted annual revenue of RUB 10.6 billion. The merged Skyeng Group (+Skysmart, Skypro) is in second place with RUB 9.7 billion, while Yandex Praktikum is in third place with RUB 5.5 billion.

Children's education was the expected leader in the segment's growth at the year-end, adding nearly 30%. Business education remains the leader among the main segments, which is undoubtedly due to the current economic and political situation in the world.

Figure 2: EdTech market dynamics by quarter from mid-2020 to the end of 2022 [8].



CONCLUSION

Having carried out the above study, we can conclude that the digitalization of education has become a pattern in the modern world. Despite the factors that complicate the process in the Russian Federation, digitalization continues to move forward, and even currently, many schools and universities continue to introduce digital technologies in the educational process. The positive trend is also noticeable in the field of online education, which is clearly reflected in the research of the market of these services.

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A. P. CHEKHOV “ANYUTA”: TRANSLATION OF DIMINUTIVES

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ABSTRACT

In this article, the author analyzes diminutives used in the story by A. P. Chekhov “Anyuta” in the original and translations into English by Constance Garnett, Richard Pevear and Larissa Volokhonsky. The author considers the advantages and disadvantages of presented translations concerning conveying expressive inflexions from the original text into translations. Research objective: to analyze the usage of diminutives in the translations of A. P. Chekhov’s “Anyuta”. Research Methodology: The article uses methods of general analysis, methods of synthesis and comparison, as well as literary analysis. Conclusions: During the study, the author found that despite the fact that translators mostly succeeded in their presented variants of translations, showing the high level of adequacy of translation, they did not approximate to the original text due to avoiding the usage of diminutives which prevail in the lexis of the Russian language.
Keywords: A. P. Chekhov, “Anyuta”, diminutives, translation, C. Garnett, R. Pevear and L. Volokhonsky.

INTRODUCTION

A. P. Chekhov's story “Anyuta” was first published on February 22, 1886 in the magazine “Осколки / Oskolki”. In “Anyuta” previous humorous characters are replaced by completely new ones: «люди, умеющие чувствовать и любить и оттого страдающие в бездушном окружении» [5].

In the article by E. G. Potapova , it is noted that the story “Anyuta”, although being not the most famous work of A. P. Chekhov, nevertheless received an imposing amount of impressive reviews. For example, A. I. Bogdanovich noted that «чувство стыда и жалости вырастает почти до физической боли» and A.I. Solzhenitsyn wrote that this is «незабываемый рассказ, от первого прочтения – и навсегда» / an unforgettable story, from the first reading – and forever”. It’s very peculiar that in Chekhov’s time the story was already translated into several foreign languages: German, Bulgarian, Czech, Serbo-Croatian [5, p. 94].

The story describes the fate of a young seamstress girl who lives with different med-students, forced to endure insults from them, but continues to love her beloved ones. As E. G. Potapova notes, the writer managed to express strong emotions using minimal artistic means, as well as a circular structure of the story's composition.

In this article, I have examined the features of the translations of "Anyuta" carried out by Constance Garnett [9], as well as Richard Pevear and Larisa Volokhonsky [8]. The translation of Constance Garnett was included in the collection of short-stories "The Darling and Other Stories" first published in 1916. A version of the translation made by the married couple of translators was included in the collection of stories "Anton Chekhov. Stories" and published in 2000.

One of the important aspects considered in this article is the translation of the title of A. P. Chekhov's story "Anyuta". Constance Garnett, Richard Pevear and Larisa Volokhonsky translated the title "Anyuta" in the same way – "Anyuta".

Anyuta / Анюта is the name of the main character, it is a diminutive version of the name "Anna / Анна" [1]. Due to the suffix «ют», referring to the expressive inflectional elements of the language, the Russian reader can immediately understand the author's attitude towards the character. A. P. Chekhov sympathizes with the young girl, no judgement is shown. The narrator uses diminutive form which in Russian sounds very affectionate. Here are a few examples: «Клочков взял уголек и начертил им на груди у Анюты несколько параллельных линий, соответствующих ребрам» / [Klotchkov took his crayon and drew on Anyuta's chest several parallel

lines corresponding with the ribs] [6, p. 562]; «Анюта оставила вышиванье, сняла кофточку и выпрямилась» / [Anyuta put down her sewing, took off her blouse, and straightened herself up] [6, p. 562].

In two versions of the translation, the translators used the method of the phonetic transcription, keeping the original form of the name, which indicates the equivalence in the translation. For example, this is how Constance Garnett describes Anyuta's first appearance: "In the window, covered by patterns of frost, sat on a stool the girl who shared his room – Anyuta, a thin little brunette of five-and-twenty, very pale with mild gray eyes" [9, p. 94]. We will consider the same sentence translated by Richard Pevear and Larisa Volokhonsky, which they decided to split into two parts: "By the window, coated at the edges with icy designs, his roommate Anyuta sat on a stool. She was a small, thin brunette of about twenty-five, very pale, with meek gray eyes" [8, p. 30].

Despite the fact that the translators retained Chekhov's form of the name, they did not provide the reader with a commentary in which they would explain what a diminutive is and why it was important for the narrator to use the main character's name in its diminutive form. It should also be noted that the important characteristics of the female character's image, complementing the overall picture, are worded with the expressive suffix -еньк- in the words «маленькая» and «худенькая» in the same sentence: «У окна, подернутого у краев ледяными узорами, сидела на табурете его жилица, Анюта, маленькая, худенькая брюнетка лет 25-ти, очень бледная, с кроткими серыми глазами» [6, p. 561] According to Vakulich L.A. [1], the suffix -еньк- refers to word-formation units, with the help of which, the positive or special attitude of the speaker to a person or object is conveyed. Here one can see the special attitude of the narrator to the main character, using the adjectives «маленькая» and «худенькая» in their diminutive forms, the narrator speaks not only about Anyuta's physique, but also about the fragility and sensitivity of the inherent girl. Let us consider how the translators conveyed the connotative meaning of the adjectives in their works. Constance Garnett writes: "In the window, covered by patterns of frost, sat on a stool the girl who shared his room – Anyuta, a thin little brunette of five-and-twenty, very pale with mild gray eyes." [9, p. 94] It can be seen that Constance Garnett omitted the word small altogether, and used "thin" to refer to the word «худенькая». According to the Cambridge Dictionary the word "thin" has the following meaning: "(of the body) with little flesh on the bones." [7] Indeed, Constance Garnett conveyed only denotative meaning of the word, English-speaking readers can not obtain rightful experience, they receive only one-sided image of the main character, Richard Pevear and Larisa Volokhonsky translated as follows: "She was a small, thin brunette of about twenty-five, very pale, with meek gray eyes." [8, p. 30] According to the Cambridge Dictionary the adjective "small" means "little in size or amount compared what is typical or average" [7]. In this case, the narrator spoke not only about the height of the main character, but also about how fragile she is and unable to change the situation in which she's been put. The adjective "small" does not convey this connotative meaning, so this version of the translation cannot be considered adequate.

The word "thin" was presented in two hypostasis «худенькая» and «тощая», they reflect the attitude of the narrator and the attitude of Klochkov himself towards Anyuta. The narrator says: «У окна, подернутого у краев ледяными узорами, сидела на табурете его жилица, Анюта, маленькая, худенькая брюнетка лет 25-ти, очень бледная, с кроткими серыми глазами» / [In the window, covered by patterns of frost, sat on a stool the girl who shared his room-Anyuta, a thin little brunette of five-and-twenty, very pale with mild gray eyes] [6, p. 561]; but this is what Klochkov says: «Тощая ты такая на вид, а ребра едва прощупываются» / [You're so gaunt to look at, yet I can barely feel your ribs] [6, p. 562]. Instead of the word «худенькая» with a positive connotation, he uses the word «тощая».

According to Ozhegov's dictionary, the word «тощий» has following meaning: исхудалый, худощавый (gaunt) [4]. The word «тощий» has a negative connotative meaning, with the help of which the narrator immediately reveals how badly Klochkov treats the main character, she is nothing more than a mannequin for him, he does not feel any compassion for her. Constance Garnett translated as follows: "You look such a skinny thing, and yet one can hardly feel your ribs." [9, p. 96] She separated the words «худенькая» and «тощая» by using different adjectives "thin"– "skinny". However, it is worth noting that the word "skinny", according to the Cambridge Dictionary, means "very thin" [7]. This word does not contain any negative meaning, so the translator did not reveal the original intention of the narrator. Richard Pevear and Larisa Volokhonsky translated as follows: "You're so thin to look at, yet I can barely feel your ribs." [8, p. 30], the translators did not even replace the word "thin", they only added the particle "so" to increase the characteristic of the adjective. In their translation, the difference between the word «худенькая» and the word «тощая» was not presented, thus they not only omitted an important means of artistic expression used by Chekhov, but also failed to fulfill the author's intension to emphasise positive and negative connotations of words.

The narrator uses another diminutive to show the attitudes of people belonging to a higher class towards the poor girl. It is worth noting the moment when the painter Fetisov comes to Klochkov and asks to borrow his «девица» / [deviza]: «Сделайте одолжение, одолжите мне вашу прекрасную девицу часика на два!» [6, p. 564] He speaks of her as if she were Klochkov's pet. The word «девица» according to Dahl's dictionary has the following meaning: "A female person who has reached puberty but is unmarried." [2] However, this is only the denotative meaning of the word, in which case the usage of the diminutive «девица» shows Fetisov's dismissive and even indifferent attitude towards the female character. Let us see how the translators have managed to convey the connotation of the word. Constance Garnett writes the following: "Do me a favour; lend me your young lady just for a couple of hours!" [9, p. 98] Constance Garnett's use of the phrase "young lady" as equivalent to the word «девица» is incorrect. In this case, she only displays a few aspects - gender and age, the word «девица» contains much more meaning as family status and position in society no one would say «девица» to a girl belonging to a high-class society. By using the method of generalisation in the phrase "young lady", the translator has failed to show the painter's disgusted attitude to Anyuta and the entire female sex, who for him are just exhibits, tools to achieve his goals. And this is how Richard Pevear and Larissa Volokhonsky decided to translate it: "Be so good as to lend me your beautiful maiden for an hour or two!" [8, p. 31] There are several aspects to which we can say that this translation is neither equivalent nor adequate:

Firstly, the translators have not retained Chekhov's original style, giving his character an affectation. Fetisov is a rude man, not very clever, often repeating his own words. For example, he said: «Сделайте мне одолжение – одолжите» [6, p. 565] / [Do me a favour - do me a favour]. The translators destroyed a slender series of repetitions, and repetitions are the basis of Chekhov's style, replacing one word leads to the destruction of the whole structure.

Secondly, they used the word "maiden" as an equivalent to the word «девица». According to the Cambridge dictionary "maiden" means "a girl or a young woman" [7], which also reveals only the denotative, one-sided meaning of «девица».

Thirdly, it is unclear why they added the word beautiful before the word "maiden". The character did not mention or mean it, this unjustified addition only misleads the reader. In fact, Fetisov further reveals himself to be even worse, showing unjustified cruelty to his sitters, English-speaking readers may wonder "how can a man with such beautiful manners act so hideously ?"

The last diminutive we are observing shows the narrator's relation to the main male character, specifically it is the use of the diminutive «зубрячка» / [zubryachka]. With this word at the beginning of the story the narrator introduces Klochkov: «В самом дешевом номерке меблированных комнат "Лиссабон" из угла в угол ходил студент-медик 3-го курса, Степан Клочков, и усердно зубрил свою медицину. От неустанной, напряженной зубрячки у него пересохло во рту и выступил на лбу пот» / [6, p. 561]. There is a crucial example of inflection: зубрить - зубрячка / [zubrit' – zubryachka]. It is very interesting but the word «зубрячка» is not found in the Russian dictionary, it is a Ukrainian word, which Chekhov used instead of «зубрёжка» / [zubryozhka]. According to Dahl's dictionary the word «зубрёжка» means "to learn one and the same thing senselessly by heart" [2]. The dictionary already gives a negative connotative meaning, which reveals the essence of the narrator's use of it. The narrator tells us that what Klochkov is doing is something insignificant, meaningless, not worth paying attention to, another important aspect is that he is cramming “his” medicine, that is, everything what he does is ridiculously wrong, irrelevant to the real thing. It will be reasonable to compare the narrator's description of what the student is doing and what Anyuta is doing in the next few sentences: «Согнувши спину, она вышивала красными нитками по воротнику мужской сорочки. Работа была спешная… [6, p. 561] / [Sitting with bent back she was busy embroidering with red thread the collar of a man's shirt. She was working against time] / но Анюте некогда было сегодня убрать. Всё время занята» [6, p. 565] / [But Anyuta has had no time to tidy up today, she’s been busy all the time]. This is how Chekhov presents Anyuta's work – she works hard, she has no time for mindless cramming of the same topic, because she is the only one who provides them with food and shelter, she basically provides the student with everything. As we can see, the student first crams the same topic and then falls asleep. Let's see how the translators were able to convey all the shades of meaning of the word «зубрячка». Constance Garnett translated it as follows: “IN the cheapest room of a large block of furnished apartments Stepan Klotchkov, a medical student in his third year, was walking to and fro, zealously conning his anatomy.” [9, p. 94] The translator uses the slang word “conning” as the equivalent of «зубрячка». According to the Cambridge dictionary this word has the following meanings: 1) to learn; study; peruse or examine carefully; 2) to commit to memory [7]. As we can see, the word “conning” shows only the mechanical process of the action itself, compared to Dahl's dictionary, which reveals the negative connotative meaning of the word in general, the word “conning” has no similar expressive connotations. Nevertheless, this translation may be considered adequate.

Now shall we consider the translation by R. Pevear and L. Volokhonsky: “In the cheapest furnished rooms of the Hotel Lisbon, the three-year-old medical student, Stepan Klochkov, paced up and down and diligently ground away at his medicine.” [8, p. 30] According to MacMillan dictionary the phrasal verb “ground away” means: “to work hard and in a determined way over a long period of time, often on something that is boring or difficult.” [10] The translators have displayed a slightly different side of the word “ground away” by providing a similar equivalent, it really is quite a boring process, the only thing missing is the narrator's reprimand, in their translation, as in Constance Garnett's translation, one cannot understand what the narrator himself thinks about it. Nevertheless, we can say that the translators have provided us with an adequate translation.

RESULTS

In order to summarise all information that has been presented, I will introduce a table with all translations observed in this article.

A.P. Chekhov	C. Garnett	R. Pevear, L. Volokhonsky
«Анюта» [6, p. 561]	“Anyuta” [9, p. 94]	“Anyuta” [8, p. 30]
«маленькая» [6. p. 561]	–	“small” [8, p. 30]
«худенькая» [6, p. 561]	“thin” [9, p. 94]	“thin” [8, p. 30]
«тощая» [6, p. 562]	“skinny” [9, p. 96]	“so thin” [8, p. 31]
«девица» [6, p. 564]	“a young lady” [9, p. 98]	“a beautiful maiden” [8, p. 31]
«зубрячка» [6, p. 561]	“conning” [9, p. 94]	“ground away” [8, p. 30]

CONCLUSION

In conclusion, I would like to say that despite the fact that all translators did not completely succeed in their translations, they have provided the readers with more or less descend translation of Chekhov’s story “Anyuta”.

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RUSSIAN-INDIAN ECONOMIC RELATIONS IN THE CONTEXT OF THE WEST'S SANCTIONS POLICY AND THE POSSIBILITY OF THEIR FURTHER DEVELOPMENT

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ABSTRACT

Under extreme pressure from Western countries, Russia needs to find new allies, but it is even more important not to lose long-established economic ties with its longstanding partners. One such partner is India. Economic ties with this country have been developing for several decades. Nevertheless, there was a period of decline in Russian-Indian relations, caused not only by internal problems of both countries, but also by their foreign policy. This article examines the current trade relations between the two countries and the possibilities for their further development.

Keywords. Indo-Russian trade relations, energy exports, military-technical cooperation, Western countries, sanctions pressure.

INTRODUCTION

During the Soviet era, India and Russia were linked by decades of close ties at the highest levels. However, the turmoil of the early post-Soviet years also affected Indo-Russian relations, as the newly created Russian Federation sought to reshape its foreign policy. In the years immediately following the collapse of the Soviet Union, our administration adopted a pro-Western foreign policy orientation. Meanwhile, for India, it was a time when it began liberalising its economy and turning to the West for trade and investment. Both countries were thus preoccupied with domestic priorities, adjusting to a changed world order with the United States as the sole superpower. Notwithstanding this, India and Russia have made efforts to revive their relations. In 1993, they signed a Treaty of Friendship and Cooperation and a year later signed a military-technical cooperation agreement.

The India-Russia relationship, which has been time-tested, consistent and mutually beneficial, has been put to the test in recent months . India has withstood collective pressure from the West as it adopted a position of neutrality and implicit support for Russia, while the

Western alliance has criticised the Russian operation in Ukraine. India chose not to support Western efforts to isolate and condemn Russia in several international forms. NATO's policy as outlined in its new ten-year strategy document (29 June 2022) is essentially a Cold War 2.0 declaration. For NATO, the main threat in Europe is Russia, while its main competitor and long-term threat is China. Any force that is not in line with the wishes of the West can be chosen to be included as a threat. Western tactics, led by the US, to counter threats are hybrid and cross-sectoral, as their goal is supremacy, from space to sea. Threats have strategic, military and nuclear dimensions, but can be addressed through financial and trade exemptions as well as control of technology and telecommunications. Neutrality is unacceptable in this split and countries outside the blocs will be under pressure to take sides. This is where India and other countries of the Global South matter.

RESULTS

To date, the potential of a partner such as India, the world's third largest economy, has clearly been underutilised.

Table 1

"GDP at PPP according to IMF data for 2020-October 2022 (in billions of dollars)».

COUNTRY	**2020**	**2021**	**October 2022**
China	24191	27312	30074
USA	20894	22996	25035
India	8975	10218	11665
Japan	5312	5396	6109
Germany	4537	4815	5316
Russia	4133	4785	4649

Lets now analyse the geographical structure of Russia's foreign trade in 2021. The leading trading partner was China. The foreign trade turnover between Russia and China amounted to $140.71 billion, or 17.9% of the total trade turnover of the Russian Federation. In the top ten trading partners we find such countries as Germany (7.3%), Netherlands (5.9%), Belarus (4.9%), USA (4.4%), Turkey (4.2%), South Korea (3.8%), UK (3.4%), Kazakhstan (3.3%) and France (2.8%). And India is only in 13th place (after Poland and Japan). Last year, its trade with Russia was US$13.56 billion, a share of 1.7%. [1] There is a clear discrepancy between the level of Russian-Indian trade and the economic potential of India, a country that is our neighbour and a member of the BRICS and SCO.

Thus, in 2021, Russia's largest trading partner was the European Union (27 countries in total), which accounted for 36% of Russia's foreign trade - versus 18% for China. In August 2022, the European think tank Bruegel calculated that EU trade with Russia fell to $19.5

billion, and China trade with Russia rose to $19.2 billion. In the autumn, Sino-Russian trade continued to grow in annual terms. [3] The strong growth in Sino-Russian trade in 2022 has been one of the main stories of the Russian economy since the imposition of harsh Western sanctions beginning in February. Russia has diverted significant amounts of oil and coal to the PRC, which it had stopped supplying to Western countries. Chinese companies, in turn, have sharply increased their exports to Russia, taking advantage of the withdrawal of many Western companies from the Russian market (voluntarily or because of sanctions).

Russia's close relationship with China has caused many geopolitical problems for India in the last few years. A special military operation has given a new impetus to the development of Russian-Indian relations.

India's Ministry of Commerce and Industry recently released data showing that India's bilateral trade with Russia rose to a record high of $18,229.03 million in just five months (April-August) of fiscal year 2022-23.[8] Russia has now become India's seventh largest trading partner - up from the 25th position last year. The US, China, UAE, Saudi Arabia, Iraq and Indonesia were the six countries that recorded higher trade volumes with India in the first five months of 2022-23.

Of the total $18,229.03, India's imports from Russia were $17,236.29 million, while India's exports to Moscow were only $992.73 million, resulting in a negative trade balance of $16,243.56 million.

Analysis of the data shows that Russia's share of India's total trade has increased to 3.54% from 1.27% in 2021-22. While Russia's share of India's total trade was 2.1% in 1997-98, it has fluctuated below 2% in the last 25 years. [8] This is mainly due to a sudden surge in imports from Russia, mostly oil and fertilisers, which started rising earlier in 2022. There was an increase of over 500% in three months - 561.1% in June, 577.63% in July and 642.68% in August - compared to the same months a year earlier.[8] Petroleum oil and other fuels (mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral waxes) accounted for 84% of India's total imports from Russia. Fertilizers were second, with fertilizers and fuels together accounting for over 91% of total imports from Russia this year.

India is the world's third largest consumer of oil and imports almost 85 per cent of its requirements, a figure the International Energy Agency predicts will reach 90 per cent by 2040. [7] Western economic sanctions imposed on Russia since February 2022, which include attempts to curb its oil exports and revenues, have been a boon for India. New Delhi did not join the sanctions regime. Instead, taking advantage of discounts on Russian oil, India has dramatically increased its purchases, from less than 50,000 barrels per day in 2021 to nearly 1 million barrels per day, or just under 20 per cent of projected total oil imports, in June 2022 [5]. India's major purchases of Russian oil are projected to continue as long as it remains economically attractive. [11] However, this aspect of the economic relationship can only be seen as positive in that Russia has found a market for its oil fairly quickly, but on the other hand Russia has now become a supplier of raw materials to a country it once considered to be its customer.

Until a few years ago, Russia was one of the largest arms exporters to India. Even though Russia's share of India's arms imports in the last five years (2016-2021) has declined by more than 50% compared to the previous five years (2011-2015).[4]

According to the Stockholm International Peace Research Institute, which tracks global turnover, India has imported $35 billion worth of arms from Russia in the last 20 years.[12]

About 90% of the Indian army's equipment comes from Russia. More importantly, India's armoured convoys consist of T-90 and T-72 tanks. As for anti-tank and anti-aircraft systems in the army, a significant portion of them are Russian-made, such as the Konkurs anti-tank guided missiles (ATGMs), Korent, OSA anti-aircraft missiles, Pechora anti-aircraft missiles, Strela and Igla anti-aircraft missiles. Apart from Smerch and Grad, the multiple launch rocket systems in service with the army are Russian.

The T-90s are currently manufactured in India under a Russian license without any technology transfer. They are an upgrade of the T-72. Also on December 6, 2021, a contract was signed in New Delhi during a meeting of Russian and Indian defense ministers to supply the Indian Defense Ministry with more than 600,000 AK-203 assault rifles manufactured in India. The factory in Korwa, Uttar Pradesh, India, was inaugurated by the country's Prime Minister Narendra Modi. Subsequently 100% localization of production in India will be achieved, which is unprecedented and fully in keeping with the "Do it in India" policy declared by the Indian leadership. The Indo-Russian Rifles Private Limited joint venture certainly opens a new page in Russian-Indian military-technical cooperation. [2]

In the face of constant competition from Western countries offering India a wide range of weapons, the Russian Federation should by no means lose the Indian military-technical market. India's willingness to access, co-develop or lease the technology needed to build its own systems still makes Russia an important partner, as it is relatively more willing to share the secret technology required and has more lenient standards for transfer. In contrast, strict U.S. guidelines on end-use systems, classified technology, copyright protection, and operational restrictions constitute a significant obstacle to licensing and transferring defence technology to India, especially when India requires operational autonomy, seeks to retrofit acquired systems with materials from other foreign suppliers, and is seen as a poor treatment of intellectual property rights or classified and sensitive technologies India, on the other hand, is gradually drawing closer to Western countries within the Indo-Pacific region, as the US and European countries hope that New Delhi will help them counterbalance China in the region.

The Russian Federation needs not to miss out on such an important strategic partner as India, especially in the current environment of harsh sanctions from Western countries.

CONCLUSION

India's neutral stance after the start of EWS by the Russian Federation, disappointed and frustrated many US and other observers, who had expected a more principled stance from the world's largest democracy. While India's full-fledged trade with Russia after February is not inconsistent with international sanctions, it has raised questions about India's role as a partner of the US. While many of the world's major economies are actively seeking to curtail or reduce their trade relations with Russia, India is on the opposite trajectory, repeatedly increasing its purchases of Russian oil, coal, fertilisers and other goods.

Three central factors - international strategy, diplomacy, arms trade and energy trade - account for India's current neutral position in the EWS in Ukraine and prevent New Delhi from antagonising the United States or Russia. But the Russian Federation needs to bear in mind that India does not much like the rapprochement and cooperation between Russia and China in ways that promote Chinese aspirations in Asia, which many analysts describe in terms of Beijing's quest for regional hegemony.

Russia has long been India's primary arms supplier, and for its armed forces to function effectively, India needs a steady flow of Russian-supplied arms and spare parts. Finally, India's growing appetite for energy imports makes Russia an important supplier and investor in this sector, offering oil and coal at prices attractive to a government whose primary goal is development and poverty reduction.

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DON MUNG INTERNATIONAL AIRPORT SERVICE FALICITY FOR THE AGING SOCIETY

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ABSTRACT

This research aimed 1) to study the present condition of the aging facilities services at Don Muang International Airport, 2) to study the obstacles and the need for facility design serving the aging society and 3) to propose guidelines for providing services that are designed to facilitate the elderly at Don Muang International Airport. The research method was in-deptn interview and focus group. The key informants consist of 4 senior staff members of Airports of Thailand (AOT), 5 airline supervisors working at Don Muang International Airport, and 50 elderly customers whose frequency of using the services about 10 times. The findings showed that (1) Don Muang International Airport has facilities designated for elderly people as specified in the ministerial regulations. However, the facility is insufficient to meet service demand and includes leading, senior, wheelchairs, and up-and-down vehicles that are currently unavailable. Restrooms, elevators, reserved seating, and signs were among the concerns affecting an older society, and the most requested elements were signage indicating equipment or facilities, contact information, an information desk, and travel information and parking spaces (2) There are some facilities that the elderly shouldn't access because of their poor condition. Airports should always monitor and inspect the facilities, especially those that can be harmful to the elderly. The recommendations of this research were that a budget should be provided to AOT, particularly for facility development. "Design for Everyone" which implies that the Don Muang International Airport should apply "civilized architecture," which is a set of design principles that work for everyone, in the design of all aspects of the airport.

Keywords: Aging society, Universel Design, Don Muang International Airport

INTRODUCTION

Over the past few decades, Thailand has dramatically increased the size and proportion of its aging population, providing Thai society a fast-paced entry into older society data from the Health Department indicate that in 2020, Thailand would have a population of more than 12 million people aged 60 or older, or 18% of the population, rising to 20% in 2021. The National Bureau of Statistics predicts that Thailand will enter an aging society and will become a completely aging society over the next few years. The National Bureau of Statistics predicts that Thailand will enter a fully aging society in 2022, and, in 2030, will have an increase in population of 26.9 percent for the whole country (National Bureau of Statistics, 2021)

Air travel is popular, and elderly passengers are more likely to use Don Muang International Airport for the domestic flights. Though, the elderly might find it hard or impossible to travel because of their physical and mental limitations. There is a need for airport facilities to accommodate the elderly. In this study in the beginning, the researcher reviewed laws governing the design of facilities for the elderly and the universal design principles because the airports need to comply with the Ministrerial Regulations specifying facilities in buidings for the disabled and the elderly (Department of Interior. 2022) and the Universal Design Principles, which is designed for all, such the disabled, pregnant women, the elderly and people. Though, the universal design is not compulsory like the ministerial regulation. However, it showed civilization, Corporate Social Responsibilities (CSR) and national tourism development in the future (Iamsaard and Sonsuphap, 2017).

Based on the above problems, this research aimed to explore the current condition of facility service, identify the obstacles and requirements for aging facilities and to provide the guidelines for providing facilities to support the elderly passengers of Don Muang International Airport.

Objective

1. To study the present condition of the aging facilities services at Don Muang International Airport.
2. To study the obstacles and the need for facility design serving the aging society
3. To propose guidelines for providing services that are designed to facilitate the elderly at Don Muang International Airport.

Research Questions

1. How is the present condition of the aging facilities service at Don Muang International Airport?
2. What are the obstacles and the needs for facility design serving the aging society?
3. What are the guidelines for providing services that are designed to facilitate the elderly at Don Muang International Airport?

LITERATURE REVIEW AND THEORY

This research included concepts and related study on aging society, airport service faciliies for aging society and the design concept as the following:

1. Aging or the senior citizen is defined as people whose age are more than 60 years old. (WHO, 2019). Statistically, the senior citizen will increase in numbers and they are the potential customers who use service from the airline and airport since many of them can learn technologies and services from their children and media (Witthawassamrankul and Nanthasing, 2021).
2. Airport service facilities is broadly defined as physical, informational and assistant service. Legally, airport service facilities are required by ministerial laws. However, the supply and the quantities of airport service may not be enough. The research titled guidelines of service facilitation serving the aging society of Suvarnabhumi International Airport showed that some airport service facilities which are need to be improved for Suvarnabhumit Airport were lifts, toilets and toilet bowls for the seniors. Signal, pathways and informaiton service are needed to improved (Anusorn, Apirada and Srisil, 2019).
3. The design concept of service facilities for the senior or the elderly included physical safety, accessiblity, mental and use inspriation, and easy maintainance. The resasons of the design are the senior may have some limitation of their physical movement due to seeing, moving, and their congenital disease. In addition, they may find it difficult to the service facilities. Thererfore, the design needs to be accessible and simple. The design should inspire the senior to use such as shape and color which encourage the senior to use *(Klaikleung*, 2017).

METHODOLOGY

This research is qualitative. The data collection methods are mainly derived from in-depth interviews and focus group discussions after the study of related documents, particularly laws. Participants in this research are a group of people who have had direct experience with the issue. Therefore, the methods to collect data are interview, recording, and descriptive analysis. Participants in this study are chosen from 4 senior Airports of Thailand (AOT) staff members, 5 airline supervisors working at Don Muang International Airport, and 50 elderly consumers who have utilized the service approximately 10 times. The criteria selection of key informants in study was the experience of 5 years or more. The data were collected in December, 2022. The semi-structured questions were used. The content analysis was used.

RESULTS

The results of the study based on the questions were:

1. Present condition of the aging facilities services at Don Muang International Airport was not satisfactory in both quantities and quantities based on the Ministerial Regulation B.E. 2548, Ministerial Regulation B.E. 2555, and Ministerial Regulation B.E. 2556, all 27 items (Iamsaard and Sonsuphap, 2017).

-The airport still lacks the necessary equipment to transport the elderly or those in wheelchairs up and down from the transportation. Elderly people are still unable to use the facilities properly. The huge problems were not enough toilets and readiness for use of the elderly.

-The facility is insufficient to accommodate service demand, although the number of facilities provided is up to standard, of all 3 ministerial regulations, such as elevators, toilets for the elderly, seats for the elderly, and a place to contact, public relations, or a service point for travel information specifically for the elderly.

-Assistants and equipment should be provided for convenience and safety such as light in the nighttime, platform for the elderly who could not walk or sit on wheelchair. In addition, there should be a man who could advice on floor at all time.

2. The obstacles and the needs for facility design serving the aging society were found from unawareness and inquiry of information from the elderly. One of the major obstacles were from not enough budget allocated. Furthermore, design was developed for long time and have not supported for the today use. The development and increase of facility design are not created based on the participation and opinions of the users. The design was delivered from the head and may not be enough for today change, particularly an increase in the elderly and international tourists.

3. Guidelines for providing services that are designed to facilitate the elderly at Don Muang International Airport included that develop skills of human resources to enhance the elderly needs and the facilities and equipment should be installed based on the required ministerial laws. The equipment should be provided with human assistants at all time. The monitor should be kept and rechecked regularly. The public relations or travel information desks for the elderly should be approachable and done via both online and offline. The manual, map, tags and signs should be post. Furthermore, the service facilities should be planned for the future, universal design principles should be concerned as equitable use, flexible use, simple and intuitive use, perception information, tolerance for error, low physical effort and size and space for approach and use, rather than 5 fundamental facilities as slope, toilet, parking lot, sign and symbol, information service (Follett, 2006). There should be long-term plan collaboration from both government and tourism industry sector, rather than centralized planning. (Hongsakul, B. and Sirisombat, 2022).

DISCUSSION AND RECOMMENDATION

The research results showed that the facilities and equipment services were very crucial for the airports, particularly for the elderly and disabled (Phonkankeaw, Namsang, and Srisil, 2019). The updated information services were also important for the elderly users, especially during Covid-19 pandemic

Kitnukul and Pichitpatja, 2022). The safety confirmation can reduce the use of personal vehicles and reduced traffic jam and congestion inside the airport (Chang, 2011). Some planning should be well prepared such as reservation system and passenger expectation study (Chang, 2008). The research recommendation for AOT based on the findings of this study to improve the quality of life for elderly and disabled travelers traveling through Don Muang Airport were as:

1. Budget should be allocated in order to increase the quantities of facilities and equipment and be ready for use.
2. Don Muang International Airport should adopt design principles for all people, or "civilized architecture," to be utilized in the design of the facilities in every item in order to conform to the principles of "Design for All." It might be a huge cost in the beginning; however, the fixed cost would be lower when comparing to the amounts of users and global tourists in long-run (Hongsakul and Sirisombat, 2022).
3. Human and demonstration should be with the facility, equipment and technology. The airport service facility should have demonstration by human or officer. The problem of first-time users from language and physical problems, such as seeing, problems or moving will be none.

Regarding the further research, some topics should be studied including

technology and application use for the airport since the technology and application are currently replacing the physical use. The research showed that the elderly are facing difficulty in using the application and technology (Suwansingha, 2017).

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IPA ANALYSIS OF TOURISTS' EVALUATION OF TOURIST TOILETS IN LANZHOU CITY, CHINA: A GENDER-BASED COMPARISON

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ABSTRACT

Tourist toilet is an essential infrastructure of scenic spots and an organic part of the overall tourism ecology. The reality of tourism development has proved that the more basic tourism facilities at home and abroad, the more they can reflect the hard strength of a region's tourism.

This study first reviewed the previous research on tourist toilets, and pointed out the shortcomings of the existing research, that is, the lack of research on the importance evaluation and satisfaction evaluation of tourist toilets in the central and western regions under resource constraints. Secondly, this study takes the tourist toilets in scenic spots in Lanzhou City, Gansu Province as the research object, evaluates the perception of tourist toilets in scenic spots from the perspective of tourists in scenic spots, and adopts the method of questionnaire survey and uses statistical software such as SPSS22.0 to analyze First-hand research data obtained through questionnaire survey. Through the analysis of the current situation of the construction of tourist toilets in Lanzhou City, this study believes that the selection of tourist toilets in this area is suitable for the research situation of this study. At the same time, in order to ensure the reliability and validity of the questionnaire survey, this study strictly regulated the technical route of the questionnaire survey, so as to study the accuracy and reliability of the data source of tourists' perception of the importance and satisfaction of tourist toilets.

This survey helps tourists better establish tourism decisions according to their personal preferences, provides decision-making basis for Lanzhou tourism public service providers to more accurately grasp the subjective feelings and perceptions of different groups on tourism toilets, and improves the construction and management efficiency of tourism toilets in Lanzhou scenic spots, so as to enhance the city image.

Keywords: Tourist toilet; IPA method; Importance perception; Performance perception; Toilet revolution

INTRODUCTION

At first, UNICEF proposed the “Toilet Revolution” for developing countries. The term revolution is not normally associated with toilets, but in this case, it is entirely fitting, toilet provision has even been called the barometer of civilization (Stanwell-Smith, 2010). Toilet revolution comes down to the definition that “toilet revolution is a step-wise campaign which tries to ensure hygienic separation of human excreta from human contact, to provide sanitary and comfort space for users, to prevent human excreta from pollution of environment, and to realize the resource recycling" (Cheng et al., 2018). Especially in tourism, it is the most essential infrastructure.

Meanwhile, many countries have revolutionized toilets to improve public health status and state image in the eyes of other citizens who visit both on vacation, watching matches, attending education or other purposes (Sunarsa & Andiani, 2019). Subsequently, other international organizations gradually paid attention to the "toilet revolution" and began to solve the increasingly serious public health problems, such as the United Nations, the World Toilet Association (WTA) and the World Health Organization (WHO). For China, from 2015, the National Tourism Administration plans to start and promote the tourism toilet revolution in three years. As a major action for the construction and management of tourism toilets launched nationwide, the toilet revolution is a starting point. It should form a point to area trend and build a chain of all elements of tourism services, so that tourists can feel the joy and beauty of tourism in the whole process of tourism (赵阳, 2018).

Devi & Yasa (2021) proposed the concept of customer satisfaction, which laid the foundation for subsequent satisfaction evaluation and related research (Devi & Yasa, 2021). With the explosive growth of tourism in China, the problems existing in tourism toilets affect the tourism experience of tourists. Tourist satisfaction surveys over the years show that tourist toilets in scenic spots have always been the focus of tourists' complaints (戴斌, 2015).

Objectives

This study analyzes the image dimension of tourism toilets in Lanzhou by investigating tourists' perception of the importance and satisfaction of tourism toilets in Lanzhou. In addition, people of different ages, occupations and incomes have significantly different needs and perceived evaluation of tourist toilets, especially male tourists and female tourists. Therefore, it is objectively necessary and practical to evaluate and understand the different preferences, satisfaction and important sensuality of different groups, including men and women.

Research questions

Gender theory holds that the differences between men and women are not only natural and biological, but also social and cultural. Affected by this, the behavior of tourists of different genders often differs. In tourism behavior research, gender differences are an important variable explored by scholars. Grasping the behavioral differences of tourists of different genders is of great significance for improving tourists' satisfaction.

Theoretical framework

After obtaining the first-hand questionnaire of tourists' satisfaction and importance to the tourist toilet, the analysis and research of the tourist toilet questionnaire is carried out from four aspects. Firstly, the correctness of the questionnaire is tested through the reliability and validity of the sample, and then the exploratory factor analysis is used to verify whether the extraction of the main factor can effectively represent the content covered by the overall evaluation index, Focus on the comparative analysis of the importance and satisfaction of tourist toilets by gender. Finally, according to the I-P evaluation and analysis method, investigate the perceived differences of tourist toilets between male and female tourists, draw corresponding conclusions and insufficient management of tourist toilets, and provide relevant improvement suggestions. The specific theoretical framework is shown in figure 1.

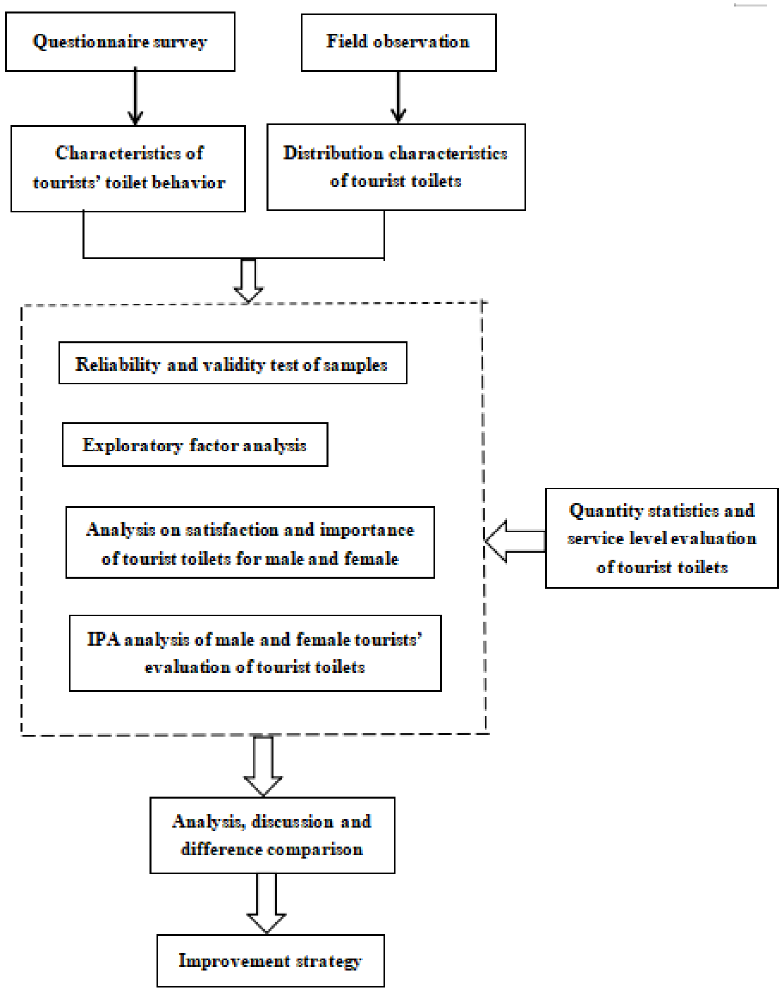

Figure 1. Research questionnaire analysis theoretical framework
Source: drew by the author

LITERATURE REVIEW AND THEORY

Literature Review

Scholars study the problem of public toilets more from the perspective of public facilities, which is reflected in a public service function of the government, and tourism toilets (tourist toilets) are also included in public toilets. Some scholars have studied the environmental protection and sustainable development of tourism public toilets, and proposed the construction of compost toilets, zero emission toilets and ecological toilets, so as to improve the environment and facilities of public toilets, so as to increase the social benefits of tourism toilets. For example, Anand and Apul (2014) believe that in the United States, water and wastewater infrastructure is insufficient (Anand & Apul, 2014).

Some scholars have found that tourist toilets have an impact on attracting tourists and tourists' satisfaction. For example, Saxton et al., (2017) believe that water resources are scarce in urban slums in India (Saxton et al., 2017). However, water is a prerequisite for maintaining the cleanliness of public toilets. The experiment of flushing public toilets by low-cost water storage can change the original behavior and habits, and improve the maintenance and user satisfaction of public toilets in urban slums.When studying tourist toilets or public toilets, a few scholars have considered the needs of special interest groups such as the disabled and women. For example, Tales et al., (2017) believed that simple and clear public toilet signs should not only serve special people with dementia, but should be available to all users, and suggested relevant professionals to raise awareness and take corrective measures in time (Tales, Burholt, Nash, Bichard, & Clayton-Turner, 2017).

In the provision of tourist toilets and corresponding facilities in major scenic spots, the toilet needs of special groups are not effectively met, such as the disabled, the elderly, female and opposite-sex parents, parents and opposite-sex children, mothers and infants, women, etc. With the increasing demand of special people for tourism toilets with special functions and humanized design, its provision is gradually getting the attention of relevant scholars. For example, Zeng and Zhong (2017) found that the barrier free toilet facilities can not meet the increasing needs of citizens and tourists year by year based on the current population and infrastructure of Yangzhou, and there are some problems in the process of use and management, such as low frequency of use, unscientific design, lack of supervision and maintenance management (曾慧敏 & 钟青, 2017).

Many scholars began to think about how to improve the importance and satisfaction of tourist toilets from the perspective of tourists' needs and perception. For example, based on the sampling survey data of national tourism and leisure, Liu et al., (2018) analyzed and compared the differences in the importance and performance perception of tourist toilets between male and female tourists in four scenic spots in Shandong Province by using IPA method (刘杰, 白佳茵, 王怡文, & 马发旺, 2018).

The condition of tourist toilets is directly related to tourist' impression and evaluation of tourist cities. The blowout development of local tourist attractions is in sharp contrast to the insufficient and lagging construction of tourist toilets in scenic spots. There are many loopholes in the design, construction and management of tourist toilets in scenic spots, which has attracted the attention of many scholars. Cheng (2015) discussed the necessity of "toilet revolution" in tourism cities, combined with the key points of tourism toilet landscape design, in order to provide useful reference and reference for the cause of "toilet revolution" in tourism cities in China (程麟, 2015).

Theory

An encompassing approach to the understanding of tourist satisfaction and its outcome can be found in Sirgy's proposed theory of evaluative congruity (Chon & Olsen, 1991); (Sirgy, 1983); (Joseph Sirgy & Tyagi, 1986). Evaluative congruity is defined as the tourist cognitive processing directed to assess and interpret the stimulus object or destination (Sirgy, 1987). Evaluative congruity theory suggests a theoretical position related to tourist satisfaction in terms of discrepancies between perceived and actual performance levels. Based on the theory, satisfaction is a function of evaluative congruity, which is a cognitive matching process in which perceived value is compared to a cognitive experience (e.g., service performance) for the purpose of evaluating a stimulus action of travelling (Chon & Olsen, 1991). The cognitive process in evaluative congruity theory is postulated to generate an emotional state (i.e., satisfaction) that prompts the tourists to formulate overall post-visit image to ignore minor unpleasant state and/or to enhance destination loyalty.

To sum up, according to the existing relevant research, most scholars' research stays at the level of general descriptive analysis, and the research depth is still insufficient. The research on tourist toilets has been paid more and more attention by researchers.This paper uses an empirical research method to investigate the importance and performance perception of male and female tourists on the evaluation indicators of tourist toilets, in order to promote the further development of this research field. Methodology.

METHODOLOGY

The questionnaire for this study consists of two parts. The first part consists of items that measure the demographic characteristics of the respondents, including gender, age, educational level, occupation, and monthly income.

The second part is about the perception of tourists' importance and satisfaction level, including 37 items. For the measurement of related items, this study mainly uses a 5-point Likert scale, in which the measurement of importance perception includes five levels: very unimportant, unimportant, generally important, important, and very important; The measurement includes five levels: very dissatisfied, dissatisfied, generally satisfied, satisfied, and very satisfied. At the same time, the measurement of the two variables is assigned 1, 2, 3, 4, and 5 points in sequence from low to high, allowing tourists to evaluate the importance and satisfaction of each factor of the tourist toilet according to their actual perception.

Measuring Tools

The initial items of the second part refer to the promulgated by the National Tourism Administration of China “Classification and Assessment of Quality Levels of Tourist Toilets” (GB/T18973-2003), the evaluation clauses were designed and formed, covering four aspects including organization management, layout design, toilet environment,basic skills.

Data Collection

In order to ensure the smooth conduct of the research work, the investigators are 5 freshmen and sophomore college students majoring in tourism management of Lanzhou Vocational and Technical College. For the impact of the survey, pre-investigation and pre-training will be carried out for relevant investigators.

This study asked experts and scholars in the field of tourism research, and combined with the actual situation of the interviews, moderately modified and perfected the setting of related topics. The specific time began in October 2017, and successively interviewed the staff of the tourist reception centers of some scenic spots in Lanzhou City and the managers of relevant departments of the Lanzhou Tourism Bureau. In addition, this study also consulted the suggestions of many tourism professors, and modified the corresponding wording. On this basis, the questionnaire was amended and supplemented to form 36 evaluation indicators in the formal questionnaire (one item was removed when the formal questionnaire was determined), and a relatively complete questionnaire of importance and satisfaction was extracted.

This survey adopts the method of on-site interception, and selects tourists and citizens who have used tourist toilets in the above 12 selected scenic spots, as well as managers and service personnel of tourist toilets to distribute and collect questionnaires, and number the completed questionnaires. For tourists who are willing to fill in the questionnaire, the investigators will distribute the questionnaire to them on the spot to fill in, and then carefully check the filled items, and return the questionnaire as soon as possible after confirming that it is correct. During the survey process, first explain the purpose of the survey to tourists, and explain that the questionnaire has a large number of questions, and ask tourists whether they have enough time to fill in, so as to ensure the recovery rate of the questionnaire and the reliability of the answer results. When taking the questionnaire, the investigators will patiently explain it at any time, and immediately check whether there are any missing answers in the questionnaire when returning it, and ask tourists to fill it in completely if there are any. A total of 207 questionnaires were distributed in this survey, of which 115 people participated in the questionnaire star platform, 115 questionnaires were recovered, and 1 invalid paper was eliminated; 92 questionnaires were distributed on the spot, 92 questionnaires were recovered, and 12 invalid papers were eliminated. Questionnaires that only fill in part of the degree of importance and satisfaction are considered invalid. The online and offline survey methods finally obtained 194 valid questionnaires, with a recovery rate of 93.72%.

Research methods

This study uses Importance Performance Analysis (IPA) to analyze the tourist toilet satisfaction of male and female tourists. This method considers that satisfaction is not only affected by the importance of evaluation indicators, but also by the performance of these indicators. Taking importance and performance as the vertical axis and horizontal axis respectively, and taking the overall average of the importance perception and performance perception scores of each evaluation index as the intersection point to draw horizontal and vertical lines respectively, a grid diagram including four quadrants can be constructed: The first quadrant is the area of high importance and high performance. The indicators in this area are both very important and perform well. Poor, the corresponding countermeasures are focused attention; the third quadrant is the area of low importance and low performance, the indicators in this area are not of high importance and performance is not good, and there is no need to give priority to these indicators when improving customer satisfaction; the fourth quadrant It is a low importance and high performance area. The indicators in this area are not important but perform well. It is recommended not to make excessive efforts on these indicators to avoid excessive use of resources.

Data Analysis

The effective questionnaire data collected in the field survey was entered into the database using Excel software, and the data was imported into IBM SPSS22.0 statistical software for processing and analysis. First, the male sub-samples (n=82) and female sub-samples (n=112) in the total sample (n=194) were used for reliability analysis of the demographic characteristics of the two sub-samples using descriptive analysis, and the reliability of the obtained data was analyzed. Secondly, the frequency and frequency statistics and analysis of the variables in the tourist toilets are carried out, and the mean and standard deviation are used to measure the importance and satisfaction of the respondents on the various influencing factors of the tourist toilets in various scenic spots in Lanzhou City, female tourists to the relationship between the evaluation indicators of Lanzhou tourist toilets, and then carry out the sample T test. Finally, the satisfaction and importance of all influencing factors are mapped to the IPA model matrix in the form of coordinates, the IPA model is analyzed, and countermeasures and suggestions are put forward for improving the satisfaction of male and female tourists in tourist toilets.

RESULTS

After statistics, the sample characteristics are summarized as follows: The female group is more than the male group (57.89% female, 42.11% male). The age group is mainly 19-34 years old (44.74%), most of them have University (College/undergraduate) degrees (79.82%), most of the respondents are enterprise employees (38.60%), most of the tourists' monthly income is 3,501-5,000 yuan (32.46%), and most of the tourists are local residents living in Lanzhou (63.16%).

Comparison between male and female tourists' perceptions of importance and satisfaction of tourist toilets

By using IBM SPSS 22.0 software and excel and other software, this study calculates the importance and satisfaction perception of male and female tourists on the evaluation indicators of tourist toilets in Lanzhou, adopts independent sample T-test analysis, and ranks them from high to low according to the average value. The analysis results are shown in Table 2-2 and Table 2-3.

2.2.1 Important perceptions of male and female tourists on the evaluation indicators of tourist toilets

It can be seen from Table 2-2 that the average value of male tourists' important perceptions of the indicators in the tourism toilet questionnaire is between 4.79 and 3.85, and the average value of female tourists' important perceptions of the indicators in the tourism toilet questionnaire is between 4.88 and 3.62, both of which are higher than the general level of 3 points, indicating that both male and female tourists have high expectations and requirements.

From the standard deviation of the scores of the evaluation indicators of each item in the tourist toilet questionnaire, the standard deviation of the importance scores of male tourists is between 1.579 and 0.683, and the standard deviation of the importance scores of female tourists is between 1.634 and 0.541, and the maximum value is greater than 1.5, indicating that whether male tourists or female tourists, there are significant differences in the perception of the importance of the evaluation indicators of these questionnaires.

The test results of independent sample t show that there are significant differences in the mean value and ranking of male and female tourists' perceptions of the importance of the indicators in the questionnaire, except for the three evaluation indicators of "X3. clean and sanitary ground of tourist toilets" (T=1.500, P=0.019), "X4. clean and tidy decoration of tourist toilets" (T=2.792, P=0.030) and "X37. consistent or longer opening hours of tourist toilets and business" (T=1.500, P=0.019), There was no significant difference in other items.

Both male and female tourists have high requirements on "X1. disinfection of tourist toilets" and think it is very important, ranking first. Male and female tourists have the same perception of "X18. men's toilet and women's toilet have eye-catching signs and are easy to identify", ranking sixth. Male tourists and female tourists have the same perception of "X32. tourism toilets have background music" and both think it is not important. They rank last, ranking 36th.

Table 1 average and ranking of male and female tourists' perceptions of the importance of tourist toilets

Factor term	Evaluation index	Male tourists			Female tourists			T value	Significance
		Mean value	Order	Standard deviation	Mean value	Order	Standard deviation		
Factor 1	**Toilet environment**								
X1	Disinfect tourist toilets	4.79	1	0.683	4.88	1	0.541	-0.76	0.164
X2	The tourist toilet is well ventilated without peculiar smell	4.65	2	0.863	4.55	4	0.931	0.586	0.406
X3	The floor of tourist toilet is clean and sanitary	4.65	3	0.897	4.23	26	1.345	1.500	0.019
X4	Clean wall decoration of tourist toilet	4.50	8	0.875	3.91	34	1.262	2.792	0.030
X5	Tourist toilets have hooks / shelves	4.48	10	0.967	4.41	16	0.911	0.395	0.973
X6	Urinal has automatic flushing system	4.60	5	0.869	4.53	7	0.915	0.435	0.443
X7	The toilet is equipped with unmanned indicating device and the door lock is firm	4.44	11	1.253	4.32	21	1.326	0.485	0.389
Factor 2	**Layout design**								
X11	Easy operation of faucet	4.29	24	1.288	4.18	27	1.467	0.415	0.582
X12	Reasonable queuing time in tourist toilets	4.27	26	1.395	4.52	9	1.085	-1.052	0.088
X13	Reasonable number of tourist toilets	4.44	12	1.335	4.42	14	1.382	0.051	0.857
X14	Tourist toilets are prominently marked on the tourist guide map of the scenic spot	4.27	27	1.608	4.48	12	1.373	-0.764	0.248
X15	There are eye-catching tourist toilet guide signs on the tourist trail	4.42	14	1.285	4.55	5	1.139	-0.564	0.397

X16	The tourist toilet signboard indicates the distance between the tourist toilet and the toilet in meters	4.29	25	1.320	4.42	15	1.164	-0.567	0.445
X17	Tourist toilet buildings are easy to identify and find	4.35	20	1.313	4.52	10	1.113	-0.707	0.216
X18	Men's and women's toilets have eye-catching signs, which are easy to identify	4.56	6	1.219	4.55	6	1.060	-0.416	0.492
X19	Two kinds of squatting toilets for tourist toilet design	4.33	21	1.294	4.02	32	1.387	1.244	0.217
X21	The road leading to the tourist toilet is flat without steps	4.27	28	1.317	4.33	20	1.219	-0.261	0.989
Factor 3	**Basic function**								
X8	Toilet compartment with safety handrail and emergency call	4.37	19	1.347	4.14	31	1.164	-0.209	0.466
X9	The tap is supplied with hot and cold water	4.19	33	1.315	4.29	22	1.424	0.195	0.913
X10	Hand sanitizer, hand dryer, toilet paper, etc. are complete	4.44	13	1.287	4.18	28	1.212	0.634	0.807
X22	There is a third toilet (mother and baby room, children’s toilet, etc.)	4.40	15	1.284	4.29	23	1.262	0.448	0.769
X23	Special access for the disabled	4.33	22	1.562	4.56	2	1.139	0.899	0.160
X24	There are toilet seats and handrails for the disabled	4.40	16	1.300	4.53	8	1.193	0.572	0.521

Factor 4	Organizational Management								
X25	Tourist toilets are equipped with face mirrors	4.23	30	1.341	4.39	17	1.188	-0.692	0.413
X26	The tourist toilet has good daylighting	4.12	35	1.579	4.18	29	1.227	-0.216	0.501
X27	Tourist toilets are well illuminated	4.33	23	1.243	4.38	18	1.250	-0.192	0.728
X28	Tourist toilets are equipped with emergency lights at night	4.27	29	1.395	4.47	13	1.243	-0.801	0.308
X29	Tourist toilets are free of mosquitoes, flies, cockroaches and other insects	4.50	9	1.238	4.56	3	1.349	-0.245	0.931
X30	Tourist toilets are decorated with green plants	4.19	34	1.283	3.91	35	1.634	0.981	0.350
X31	Tourist toilets have decorations to promote civilized toilet use	4.23	31	1.356	3.98	33	1.452	0.912	0.993
X32	The tourist toilet has background music	3.85	36	1.384	3.62	36	1.379	0.889	0.966
X33	The tourist toilet is free	4.52	7	1.255	4.38	19	1.586	0.514	0.359
X34	Tourist toilets have administrators	4.40	17	1.284	4.14	30	1.477	0.978	0.480
X35	The interior design of the tourist toilet reflects the culture	4.21	32	1.304	4.25	25	1.193	0.241	0.760
X36	The surrounding environment of the tourist toilet is clean and sanitary	4.38	18	1.282	4.52	11	1.126	-0.619	0.511
X37	Tourist toilets have the same or longer opening hours as the operation	4.62	4	0.841	4.26	24	1.582	1.465	0.041

Male and female tourists’ satisfaction perception on the evaluation indicators of tourist toilets

From the standard deviation of evaluation index scores, the standard deviation of male tourists’ satisfaction scores is between 1.783 and 1.237, and the standard deviation of female tourists’ satisfaction scores is between 1.496 and 1.027. The maximum value of male tourists’ satisfaction is greater than 1.5, and the maximum value of female tourists' satisfaction is less than 1.5, indicating that male tourists' perception of the importance of these questionnaire indicators is quite different from their expectation, while female tourists have a small difference, See Table 2-3.

According to the T-test results of two independent samples, in the average and ranking table of male and female tourists’ satisfaction with the evaluation indicators of tourist toilets, except “X4. the tourist toilets are well decorated” (T=0.254, P=0.043), “X7. the toilets are equipped with unmanned indicating devices, and the door locks are firm” (T=0.305, P=0.013), “X10. hand sanitizer, dryer, toilet paper, etc. are complete” (T= -0.313, P = 0.039) “X28. there is a significant difference among the four evaluation indicators that the tourist toilets are equipped with night emergency lights (T=0.065, P=0.029)”.

Both male and female tourists have high satisfaction perception in “X18. men’s toilet and women’s toilet have eye-catching signs and are easy to identify”. Male tourists’ satisfaction ranking is the second and female tourists’ satisfaction ranking is the first. Both male and female tourists have high satisfaction perception in “X27. tourism toilet lighting is good”. Male tourists’ satisfaction ranking is the sixth and female tourists’ satisfaction ranking is the seventh. Male tourists have higher satisfaction perception than female tourists in “X6. urinals have automatic flushing system”, “X31. tourist toilets have decorations to promote civilized toilet use”, “X33. tourist toilets are free”, “X34. tourist toilets have Administrators” and “X37. tourist toilets have the same or longer operating hours”. Female tourists have higher satisfaction perception than male tourists in “X14. tourist toilets are prominently marked on the tourist attraction map”, “X15. tourist trails are prominently marked with tourist toilets”, “X21. the road leading to tourist toilets is flat without steps”, “X36. the surrounding environment of tourist toilets is clean and sanitary”. Male and female tourists have almost the same satisfaction on “X11. easy operation of faucet”, “X28. night emergency light in tourist toilet” and “X35. cultural design in tourist toilet”. Male and female tourists have low satisfaction with “X3. the ground of the tourist toilet is clean and sanitary”, “X8. the toilet compartment is provided with safety handrails and emergency pagers”, “X9. the faucet is provided with hot and cold water supply”, “X10. the hand sanitizer, hand dryer, toilet paper, etc. are complete”, “X24. there are special toilet seats and handrails for the disabled”, “X29. the tourist toilet is free of mosquitoes, flies, cockroaches and other insects” and “X32. the tourist toilet has background music”. Female tourists have the lowest satisfaction with “X22. having a third bathroom (mother and baby room, children's toilet, etc.)”, ranking the last, ranking 36th.

Table 2 average and ranking of male and female tourists' satisfaction with the evaluation indicators of tourist toilets

Factor term	Evaluation index	Male tourists			Female tourists			T value	Significance
		Mean value	Order	Standard deviation	Mean value	Order	Standard deviation		
Factor 1	**Toilet environment**								
X1	Disinfect tourist toilets	2.63	35	1.409	2.73	31	1.319	-0.397	0.381
X2	The tourist toilet is well ventilated without peculiar smell	2.81	31	1.593	2.88	26	1.319	-0.243	0.157
X3	The floor of tourist toilet is clean and sanitary	2.96	26	1.304	2.89	25	1.254	0.266	0.619
X4	Clean wall decoration of tourist toilet	3.00	21	1.414	2.94	23	1.135	0.254	0.043
X5	Tourist toilets have hooks / shelves	3.00	22	1.459	2.85	27	1.428	0.554	0.702
X6	Urinal has automatic flushing system	3.31	4	1.532	3.08	15	1.46	0.837	0.571
X7	The toilet is equipped with unmanned indicating device and the door lock is firm	3.15	13	1.750	3.06	17	1.239	0.305	0.013
Factor 2	**Layout design**								
X11	Easy operation of faucet	3.24	10	1.464	3.24	11	1.177	-0.306	0.481
X12	Reasonable queuing time in tourist toilets	3.13	15	1.468	3.00	22	1.324	0.475	0.270
X13	Reasonable number of tourist toilets	3.06	18	1.405	3.09	14	1.224	-0.115	0.737

X14	Tourist toilets are prominently marked on the tourist guide map of the scenic spot	3.00	23	1.425	3.48	3	1.153	-0.368	0.444
X15	There are eye-catching tourist toilet guide signs on the tourist trail	3.17	12	1.506	3.45	4	1.139	-1.162	0.239
X16	The tourist toilet signboard indicates the distance between the tourist toilet and the toilet in meters	3.04	20	1.443	3.06	18	1.380	-0.071	0.905
X17	Tourist toilet buildings are easy to identify and find	3.19	11	1.299	3.41	6	1.136	-0.968	0.740
X18	Men's and women's toilets have eye-catching signs, which are easy to identify	3.58	2	1.442	3.91	1	1.286	-1.269	0.247
X19	Two kinds of squatting toilets for tourist toilet design	3.10	16	1.418	3.30	8	1.15	-0.826	0.430
X21	The road leading to the tourist toilet is flat without steps	3.25	9	1.345	3.50	2	1.027	-1.126	0.438
Factor 3	**Basic function**								
X8	Toilet compartment with safety handrail and emergency call	2.71	33	1.738	2.74	34	1.339	-0.118	0.051
X9	The tap is supplied with	2.75	32	1.564	2.77	30	1.401	-0.081	0.481

	hot and cold water								
X10	Hand sanitizer, hand dryer, toilet paper, etc. are complete	2.60	36	1.783	2.70	35	1.381	-0.313	0.039
X22	There is a third toilet (mother and baby room, children's toilet, etc.)	2.90	30	1.547	2.62	36	1.496	0.954	0.801
X23	Special access for the disabled	3.00	24	1.444	3.02	21	1.318	-0.058	0.904
X24	There are toilet seats and handrails for the disabled	3.00	25	1.516	2.91	24	1.367	0.335	0.917
Factor 4	**Organizational Management**								
X25	Tourist toilets are equipped with face mirrors	3.27	7	1.484	3.27	9	1.158	-0.008	0.144
X26	The tourist toilet has good daylighting	3.27	8	1.554	3.27	10	1.171	-0.007	0.345
X27	Tourist toilets are well illuminated	3.29	6	1.398	3.38	7	1.092	-0.373	0.229
X28	Tourist toilets are equipped with emergency lights at night	3.06	19	1.668	3.05	20	1.143	0.065	0.029
X29	Tourist toilets are free of mosquitoes, flies, cockroaches and other insects	2.96	27	1.557	2.80	28	1.395	0.559	0.328
X30	Tourist toilets are decorated with green plants	2.96	28	1.473	2.76	32	1.489	0.714	0.861
X31	Tourist toilets have decorations to promote civilized toilet use	3.15	14	1.516	2.80	29	1.480	1.209	0.802

X32	The tourist toilet has background music	2.71	34	1.336	2.76	33	1.426	-0.187	0.517
X33	The tourist toilet is free	3.63	1	1.378	3.44	5	1.479	0.681	0.285
X34	Tourist toilets have administrators	3.31	5	1.386	3.20	12	1.280	0.998	0.999
X35	The interior design of the tourist toilet reflects the culture	3.10	17	1.477	3.08	16	1.326	0.234	0.234
X36	The surrounding environment of the tourist toilet is clean and sanitary	2.96	29	1.762	3.06	19	1.334	0.009	0.099
X37	Tourist toilets have the same or longer opening hours as the operation	3.54	3	1.237	3.15	13	1.406	0.883	0.883

IPA analysis of male and female tourists' Evaluation on tourist toilets

Taking tourist satisfaction of tourist toilets as the horizontal axis and importance as the vertical axis, drawing horizontal and vertical lines based on the intersection of the overall mean of satisfaction scores of various items and the overall mean of importance scores, the IPA quadrants of the evaluation indicators of tourist toilet services provided by the scenic spot from the perspective of male and female tourists are drawn respectively, as shown in Figure 2. The specific analysis is as follows:

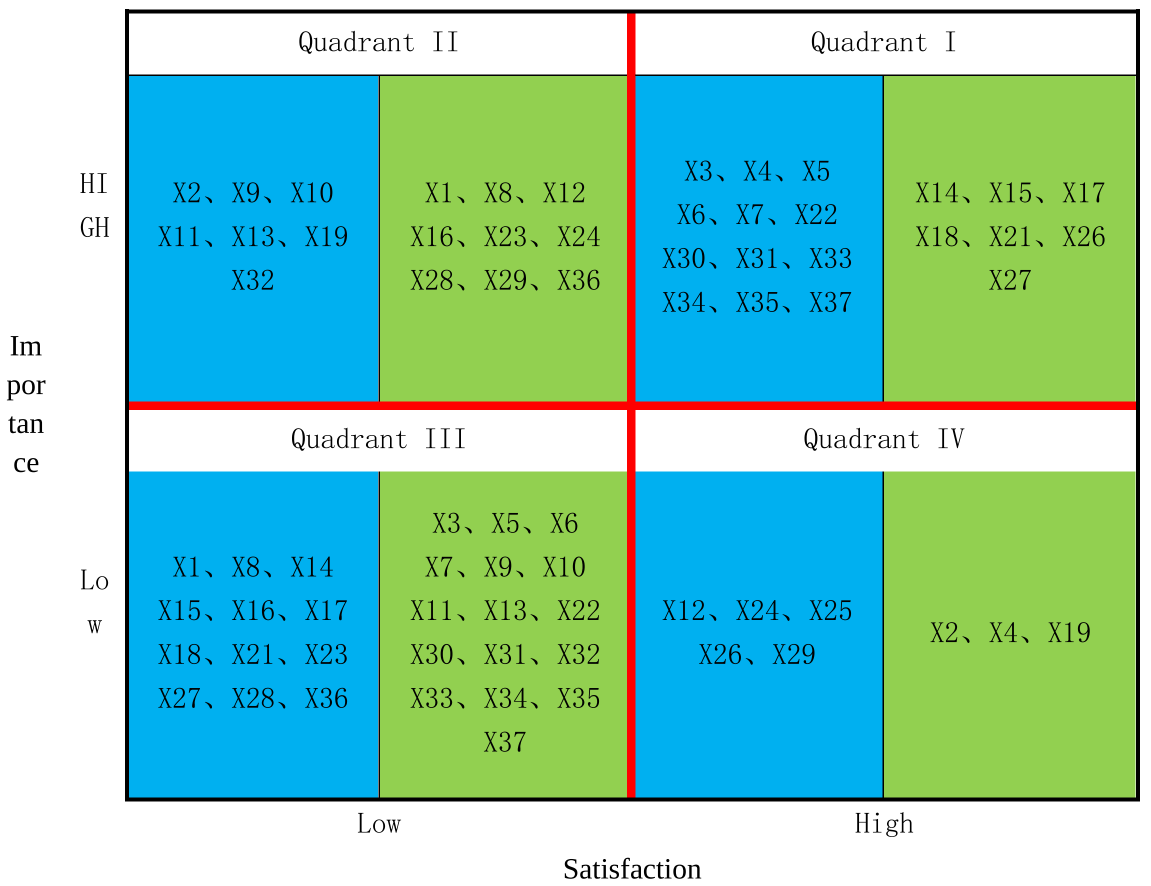

Figure 2 IPA block diagram of male and female tourists' perception of tourist toilets

Note: the blue area in the figure represents men and the green area represents women. The horizontal red solid line represents the overall mean value of the importance evaluation of relevant indicators of tourists; The vertical red solid line represents the overall mean value of the satisfaction evaluation of tourist related indicators.

- **Quadrant I: "Icing on the cake"**

It can be seen from quadrant I of Figure 2-1 that male tourists are "X3. the ground of the tourist toilet is clean and sanitary", "X4. the wall of the tourist toilet is well decorated", "X5. the tourist toilet is equipped with a hook/shelf", "X6. the urinal is equipped with an automatic flushing system", "X7. the toilet position is equipped with an unattended indicator and the door is firmly locked", "X22. there is a third toilet (mother and baby room, children's toilet, etc.)", and "X30. the tourist toilet is decorated with green plants" "X31. the tourist toilet has decorations to promote civilized toilet use", "X33. the tourist toilet is free", "X34. the tourist toilet has Administrators", "X35. the internal design of the tourist toilet reflects culture" and "X37. the tourist toilet has the same or longer opening hours as the operation". It can be found that men have a high sense of importance and satisfaction with some aspects of toilet environment and organizational management. Among them, men's perception of the "third toilet" (mother and baby room, children's toilet, etc.) exceeded their expectations. The possible reason is that, compared with women, men pay more attention to the provision of this kind of tourist toilet when they bring children of the opposite sex to the scenic spot to avoid the embarrassment of toilet use, which also reflects a culture of male chauvinism.

Female tourists are shown in "X14. tourist toilets are prominently marked in the scenic area guide map", "X15. tourist toilets are prominently marked on the tourist trail", "X17. tourist toilets are easy to identify and find", "X18. men's toilets and women's toilets are prominently marked and easy to identify", "X21. the road leading to tourist toilets is flat and without steps", "X26. tourist toilets have good lighting" The perception score of "X27. the tourist toilet is well illuminated" is high. It can be seen that women are more satisfied with some layout designs and organizational management and have a higher sense of importance.

To sum up, both male and female tourists have good perception in terms of organization and management, but their specific management service needs are different. In detail, men prefer that the tourist toilets are free and cleaned by specially assigned personnel. They have low requirements for the internal decoration and cultural connotation of the tourist toilets, so they have a better perception of these aspects of organization and management. Women prefer to hope that the lighting and lighting of the tourist toilet are good. However, male and female tourists do not show consistency in layout design and good perception of the toilet environment. Therefore, the scenic spot managers should continue to provide high-quality services in terms of indicators of good perception of male and female tourists, so as to improve the popularity of tourist attractions.

- **Quadrant II: "Do your best"**

As can be seen from quadrant II of Figure 2-1, male tourists scored high on the important perception of "X2. good ventilation and no odor in the tourist toilet", "X9. hot and cold water supply in the faucet", "X10. complete hand sanitizer, hand dryer, toilet paper", etc., "X11. simple faucet operation", "X13. reasonable number of tourist toilets", "X19. two kinds of squatting toilets in the tourist toilet design", "X32. background music in the tourist toilet". It can be found that men have high importance and low satisfaction perception of some basic functions and layout design. This is because men usually carry less articles for toilet use, so they prefer the toilet to provide these articles compared with women; At the same time, men are more rational and pay attention to the hardware facilities and layout design of toilets, rather than the perceived needs of safety.

Female tourists are requested to "X1. disinfect the tourist toilet", "X8. the toilet compartment is equipped with a safety grab and an emergency pager", "X12. the queue time for using the tourist toilet is reasonable", "X16. the tourist toilet signboard indicates the distance between the toilet and the toilet", "X23. there is a special passage for the disabled", "X24. there is a special toilet seat and handrail for the disabled", "X28. the tourist toilet is equipped with night emergency lights" "X29. the tourist toilet is free of mosquitoes, flies, cockroaches and other insects" and "X36. the surrounding environment of the tourist toilet is clean and hygienic" have a high perception score. It can be seen that women have high importance and low satisfaction perception of some basic functions and organizational management. It can be seen that women have high awareness of the importance of safety and special facilities, but low satisfaction, which reflects their higher standards of safety needs and more concern for the needs of vulnerable groups.

To sum up, both male and female tourists have good sense of importance and low satisfaction in terms of basic functions, but there are differences in organizational management. Specifically, men prefer to improve the service of additional facilities in the tourist toilet, and pay more attention to the convenience provided by toilet facilities, such as hand sanitizer, toilet paper, hand dryer, etc., while women pay more attention to the toilet functions related to safety, such as emergency light, safety grab, emergency pager, etc. This also reflects that there are more rational elements in the process of men's behavior, and women's behavior characteristics reflect strong perceptual characteristics. Therefore, women pay more attention to whether the tourist toilets are disinfected, clean and sanitary, and have higher requirements for them. Therefore, managers should try their best to provide basic toileting supplies, provide more toileting facilities to protect women’s safety, and further improve the level of health management.

- **Quadrant III: “Step by step”**

It can be seen from Quadrant III of Figure 2-1 that male tourists are respectively in “X1. disinfection of tourist toilets”, “X8. toilet compartments are equipped with safety grips and emergency pagers”, “X14. tourist toilets are prominently marked on the tourist map”, “X15. tourist toilets are prominently marked on the tourist walkways”, “X16. tourist toilets are marked with meters away from the toilets”, “X17. tourist toilet buildings are easy to identify and find” “X18. the men's and women’s toilets have eye-catching signs and are easy to identify”, “X21. the road leading to the tourist toilet is flat and without steps”, “X23. there is a special passage for the disabled”, “X27. the tourist toilet is well illuminated”, “X28. the tourist toilet is equipped with night emergency lights”, “X36. the surrounding environment of the tourist toilet is clean and hygienic” and other aspects have low perception scores. It can be found that men have low importance and low satisfaction perception of some layout design and organizational management. Among them, men are not important or satisfied with the perception of safety grab, emergency pager and indication signs. The possible reason is that men pay more attention to practical functions and tend to be overly arrogant in safety cognition. Therefore, male tourists think that the provision of these facilities is neither important nor recognized.

Female tourists have made the following comments respectively: “X3. the ground of the tourist toilet is clean and sanitary”, “X5. the tourist toilet is equipped with a hook/shelf”, “X6. the urinal is equipped with an automatic flushing system”, “X7. the toilet seat is equipped with an unmanned indicator device and the door is firmly locked”, “X9. the faucet is provided with hot and cold water supply”, “X10. the hand sanitizer, hand dryer, toilet paper, etc. are complete”, “X11. the faucet is easy to operate”, “X13. the number of tourist toilets is reasonable” “X22. there is a third toilet (mother and baby room, children's toilet, etc.)”, “X30. the tourist toilet is decorated with green plants”, “X31. the tourist toilet is decorated with decorations to promote civilized toilet use”, “X32. the tourist toilet has background music”, “X33. the tourist toilet is free”, “X34. the tourist toilet has Administrators”, “X35. the internal design of the tourist toilet reflects culture”, “X37. the opening time of the tourist toilet is the same as or longer than that of the business”. It can be seen that women have low importance and low satisfaction perception of some toilet environment and organizational management. Among them, women have high requirements for toilet hygiene, hand sanitizer, toilet paper and other basic toilet services and supplies, or do not match their own needs, especially for toilet paper and other sanitary supplies, which are basically self-sufficient. Therefore, their perception of these goods or services provided by the toilet is neither important nor satisfied.

To sum up, male and female tourists have low importance and low satisfaction in some aspects of organization management, toilet environment and layout design, but they are different. For men, they tend to be arrogant in their own safety. Therefore, tourism managers should strengthen the safety tips and publicity for male tourists and provide more high-quality sanitary products for female tourists. At the same time, continuously strengthen the improvement and promotion of toilet hygiene.

- Quadrant IV: “Decrease or increase”

It can be seen from quadrant IV of Figure 2-1 that male tourists are “X12. the queue time for using the tourist toilet is reasonable”, “X24. there are special toilet seats and handrails for the disabled”, “X25. the tourist toilet is equipped with face mirrors”, “X26. the tourist toilet has good lighting” and “X29. the tourist toilet is free of mosquitoes, flies, cockroaches and other insects”. It can be found that men have low importance and high satisfaction perception of some aspects of organizational management. For men, they don't pay much attention to toilet use, such as face mirror, daylighting and whether there are insects, but the implementation or services provided by tourist toilets exceed their expectations.

Female tourists have “X2. good ventilation and no odor in the tourist toilet”, “X4. clean wall decoration in the tourist toilet” and “X19. squatting toilets designed in the tourist toilet”. It can be seen that women have low importance and high satisfaction perception of some toilet environment and layout design.

To sum up, tourism managers should continue to maintain the management of toilet environment such as face mirror, day lighting, ventilation and wall decoration. At the same time, they should devote more energy and resources to the improvement of other aspects of tourism toilets.

CONCLUSION AND RECOMMENDATIONS

As a part of the tourism environment, the tourist toilet is one of the necessary infrastructure in the scenic spot. Based on the questionnaire survey, this study empirically analyzes the tourist satisfaction level of tourist toilets in Lanzhou scenic spots. It is found that the factors affecting tourist satisfaction of tourist toilets in Lanzhou mainly include organization and management, layout design, toilet environment and basic functions. At the same time, based on gender differences, this study uses IPA method to explore the differences between male and female tourists’ perceptions of tourist toilets in the scenic spot. The results show that male and female tourists have significant differences in the above four aspects, but some also show some similarities. Therefore, the following aspects should be paid attention to in the management of tourist toilets in scenic spots.

(1) Improve the cultural attributes of tourist toilets and continue to improve safety and other management services

At present, the management service of tourist toilets in Lanzhou scenic spots is relatively perfect, but the cultural attributes and safety services of toilets need to be further improved. First of all, we should enrich the cultural connotation of tourist toilets, and we can increase the service content of toilet culture in a targeted way, such as playing background music with northwest characteristics or appropriately adding some posters and slogans in the toilets to publicize northwest tourist attractions. Secondly, we should further improve the safety standards of tourist toilets, especially continue to increase the safety guarantee measures for women's toilets to prevent their privacy and personal safety from being threatened. For men, safety warnings should also be appropriately increased to prevent the safety of their personal privacy, property and other items.

(2) Promote the construction of smart tourism and reasonably plan the layout of toilets

With the combination of “Internet+” and many traditional industries, it provides consumers with a lot of convenience, improves efficiency and improves services. Recently, the tourism industry has also taken the initiative to embrace the Internet. Smart tourism has become an important measure for scenic spots to improve the service quality of tourists. Therefore, the traditional tourist toilet signs and signs are difficult to attract tourists' interest and attention. Although these basic layout designs have provided convenience for tourists' travel in history, they are also suffering from service bottlenecks. Therefore, the Internet transformation of traditional tourist toilets has become an inevitable trend in the development of scenic spots. First of all, the scenic spot should create its own app services, and actively combine with those map apps to provide tourists with more accurate tourist toilet routes and reduce the time spent searching for tourist toilets. Secondly, the number of toilets in the scenic spot should be set reasonably to reduce the queuing time of tourists, especially the ratio of toilet seats in the women’s toilet.

(3) Strengthen toilet civilization education and cultivate tourists’ awareness of environmental protection

Firstly, the sanitary environment of tourist toilets needs the continuous maintenance of scenic spot personnel and the cooperation of tourists. In order to keep the clean and tidy image of the toilet environment for a long time, we should further strengthen the toilet civilization education for tourists. First, visitors can be reminded to pay attention to maintaining the toilet environment through the posting of signs, repeated playing of promotional videos, voice prompts after toilet use, etc. Secondly, in view of the resource constraints in the northwest region, environmental protection concepts such as water conservation can be publicized, so that every tourist can realize the importance of water conservation and participate in the construction of environmental protection.

(4) Constantly improve the functions of tourist toilets and consider the needs of special groups

With the economic development, special groups have also joined the tourism army. Therefore, the construction of tourism toilets pays more attention to the needs of special groups, such as the disabled, children and the elderly. Then, the functions of traditional tourist toilets can no longer meet the needs of tourists, which requires toilet managers to increase corresponding service facilities. First of all, with the arrival of the wave of aging in China, the number of travel of the elderly will continue to rise. Therefore, special attention should be paid to increasing the facilities related to the toilet habits of the elderly, such as handrails, emergency pagers, etc. Secondly, children's toilet needs need special attention, and facilities such as the third toilet, children's washing table, children's urinal, mother and baby room can be appropriately added.

LIMITATIONS

Based on the questionnaire survey method, this study conducted an empirical analysis on the satisfaction of visitors to tourist toilets in Lanzhou, which has the following limitations: first, this study collected 207 questionnaires, of which 13 did not meet the filling criteria, and the remaining 194 were valid questionnaires, and the sample size is still small; Secondly, the tourism image of Lanzhou has been improving in recent years. This study failed to study this dynamic change, but only focused on the tourists' perception at that time. Therefore, in the future research, we should increase the sample size, or choose second-hand data for large sample empirical research; At the same time, we should dynamically investigate the changes of tourists' perception, and provide more appropriate policy suggestions for the improvement of tourism toilet services.

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PECULIARITIES OF THE TRANSLATION OF CHEKHOV'S STORY "THE GRASSHOPPER" INTO ENGLISH.

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ABSTRACT

Anton P. Chekhov is a master of a narration. The article is focused on different peculiarities of the translation of Russian phraseology and problems connected with the translation of the title. The author covers different types of translation theory that are used in practice, explores the problems the interpreters faced with. Research objective-is to analyze the

specifics of literary translation from Russian into English. Research Methodology: The article uses methods of general analysis, methods of synthesis and comparison, as well as literary analysis. Conclusions: the whole process of translation requires lots of experience, time and perfect command of the foreign language. Interpreters express themselves in the original text. But, of course, some information would be omitted or lost due to linguocultural identity. Anton. P. Chekhov wrote: “I can’t forbid it, anyone can try himself in translation…, just I should not be blamed for it” [5, p. 80].
Keywords: Anton P. Chekhov, phraseological units, translation, interpreter, the title.

INTRODUCTION

Anton Pavlovich Chekhov is known all over the world for his works: the Russian writer is beloved both in the West and the East, and his works are translated into hundreds of languages nowadays. Why is the Russian writer so popular? One Russian philologist N. Dodonova, in her article devoted to Chekhov’s translations, writes: “He did not try to construct an “image for others”, he expressed an “image for himself”, not trying to hide, to embellish, to conceal, to seem better... Not to hide, but, on the contrary, to uncover, to think about it”. [5, p. 82]. Anton Pavlovich combines the general and the particular in an amazing way. He raised in his texts all the familiar themes, such as love, life, freedom, and many others, but at the same time revealed each of them very deeply and diversely, often giving his readers the opportunity to find something special. The author admitted that he just tried to write about Russian people, about their life and soul. For this reason, the speech of Chekhov’s characters is rich in various phraseological units or idioms, which perfectly fit into this or that situation, helping to reveal the characters and describe the events.

In this article, by “phraseological units” I mean connected combinations of words and sentences, which are reproduced in speech in a fixed ratio of semantic structures and a certain lexico-grammatical composition [10]. This term, according to some linguists, can also refer to different types of combinations: idioms, proverbs, aphorisms. However, this question is still controversial.

The characters of Chekhov’s works are people from different social groups, so their speech is filled with appropriate vocabulary. The aristocrats skillfully use emotionally expressive words, while the peasants are characterized by archaisms and colloquialisms. For interpreters, the correct translation of such phrases is quite difficult. Of course, there are many ways to reform the original text: calques, equivalents, antonymous translation, and many others. However, the difficulty of translating phraseological units lies not so much in the fact that the meaning of the whole unit does not depend on each individual component, as in the realities of Russian culture. Consequently, the national-ethnic component must also be taken into account. With “universal” concepts, known to most linguocultures, it is much easier to work, but with the first group of phrases the following methods are used:

1) phraseological translation (depends on the proximity of the “equivalents” of the two languages);
2) non-phraseological translation (literal translation, descriptive method, etc.).

Let's look at different translations of phrases from Russian into English, from “The Grasshopper” translated by C. Garnett and R. Crozier as an example:

«Мой дымов **врезался по самые уши.**» (The original text) [9, p. 1];
“my Dymov **fell head over ears in love**.” (Constance Garnett) [11, p. 1];
“My Duimoff **was up to his neck *in love***!” (Robert Edward Crozier Long) [12, p. 1].

The phraseological unit “fell head over ears” means “to fall in love”. However, we see that the two translations use different phrases. C. Garnett used the phraseological equivalent “to fall head over ears in love”. The lexeme “ears” was retained. In the second translation, Crozier used a very different phrase “to be up to someone’s neck”, which rather carries negative connotations and means “to have many affairs / problems” (example of use in Russian: “to be up to my neck in debt”). Thus, the interpreter retained the “reference” to the physiological component, but combined a less successful phraseological phrase with the word “love”, thus giving the entire sentence a negative characteristic.

Sometimes phraseological phrases are omitted because according to the interpreter’s opinion, the logic of the narrative should not be disturbed. For example:

«сделал предложение... **как снег на голову**... Я всю ночь проплакала и сама влюбилась адски.» (The original text) [9, p. 1];

“and one fine evening, all at once he made me an offer . . . like snow upon my head. . . I lay awake all night, crying, and fell hellishly in love with myself” (Constance Garnett) [11, p. 1];

“he proposed to me! ... I cried all night, and myself fell in love with him” (Robert Edward Crozier Long) [12, p. 1]

If in the first version, the interpreter preferred to use literal translation (there is the same phrase in English, but it is rarely used, instead, the phrase “to be out of the blue” is usually used), in the second version, the phrase expressing “suddenness” was omitted.

We should note that the translation of idioms in the works of Anton Chekhov causes particular difficulties, as the author liked to “play” with the language, i.e. to transform and modify established expressions for the better understanding of a certain theme or situation.

In addition to translating idioms special attention must be paid to proper names, many of which already bear the characteristic of the characters (the speaking names / surnames). For example, the surname ‘Хрюкин’ becomes “Khryukin” after the transliteration, which does not contain any information for the reader at all. However, there is a direct connection between the character and the pig, that tells us about his true nature. In the examples that had been mentioned earlier, we can see the different ways in which the surname of the hero of the story is transcribed (Dymov - Duimoff - Dymov).

One of the central problems in translation is in the inconsistency of the name with the original [7]. Of the 202 stories Chekhov wrote, half of the titles consist of one word, and the other half consist of word combinations. It is known that the title of a text carries an idea, a “hint” to the author’s opinion. Thus, a mistranslation leads only to confusion and disruption of the logical connection.

Constance Garnett and Robert Edward Crozier Long translated “The Grasshopper” and “La Cigale”. It is interesting that the original Chekhov’s title for a Russian would be associated with the lines from the work of a famous Russian fable writer A. Krylov, “The Dragonfly and the Ant”. However, the English interpreter C. Garnett chose the translation “The Grasshopper” Another English interpreter R. Crozier chose another insect “La Cigale” (“The Cicada” literally from the French).

C. Garnett drew an analogy between the word “jump” and the grasshopper. Indeed, dragonflies do not jump, unlike the insect chosen by the interpreter. And the image perfectly suits the main character. Olga Ivanovna is constantly on the move, she has a regular routine, and she surrounds herself with “geniuses”. From one interesting person she “jumps” to another: «В пятом часу она обедала дома с мужем. Его простота, здравый смысл и добродушие приводили ее в умиление и восторг. Она то и дело вскакивала, порывисто обнимала его голову и осыпала ее поцелуями» [9, p. 2]. And here is the same passage translated by C. Garnett: “Between four and five she dined at home with her husband. His simplicity, good sense, and kind-heartedness touched her and moved her up to enthusiasm. She was constantly jumping up, impulsively hugging his head and showering kisses on it” [11, p. 2].

The next example draws a parallel between the heroine and an insect: «и чувствовала себя уж не Ольгой Ивановной и не художницей, а маленькою козявкой» [9, p. 7] / “and felt herself, not Olga Ivanovna, not an artist, but a little insect” [11, p. 7].

Another English interpreter saw Olga Ivanovna in a different way. R. Crozier called her a cicada. The text refers to the young woman’s wonderful voice, which is quite appropriate for the chosen insect: «если бы она не ленилась и взяла себя в руки, то из нее вышла бы замечательная певица» [9, p. 1] / “if she gave up idling and took herself in hand, she would make a famous singer” [12, p. 1]. However, there is another reason for the choice of this title. Writing “The Dragonfly and the Ant”, Krylov relied on “La Cigale et la Fourmi” by La Fontaine. The Russian fable writer decided to replace the cicada with the dragonfly, because the last one was more understandable and familiar to the Russian people. The main character in Chekhov's story is easily recognizable as “the hoppy dragonfly” by Krylov. Olga Ivanovna was giddy and careless enough to “lose” her talented husband [1, p. 120]. Thus, we can assume that R. Crozier choice is relied on this connection in the world of literature.

CONCLUSION

In conclusion, I would like to say that the whole process of translation requires lots of experience, time and perfect command of the foreign language. Interpreters express themselves in the original text. But, of course, some information would be omitted or lost due to linguocultural identity. Anton. P. Chekhov wrote: “I can’t forbid it, anyone can try himself in translation…, just I should not be blamed for it” [5, p. 80].

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SYMBOLISM OF PHYTONYMS IN "HAMLET" BY W. SHAKESPEARE

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ABSTRACT

The aim of this article is to identify the meaning of the flower symbols, and their translation options in "Hamlet" written by William Shakespeare. They are observed from the point of view of such a science as Phytonymy. The study reveals the features of the rendering of flower symbols and their names in the play by W. Shakespeare in the original and when translated into Russian. Research Methodology: The article uses methods of general analysis, methods of comparison, as well as literary analysis. Conclusions: Phytonyms play an important role in artistic literary works, and quite often conceal a great meaning behind them. When one translates flowers names the main idea and meaning might be under the risk of losing its importance due to cultural and linguistic inaccuracies. But translators mostly succeeded in their presented variants of translations, showing the high level of adequacy of translation, without

losing the meaningful elements in flower's names.

Keywords: W. Shakespeare, "Hamlet", phytonyms, translation, symbol, names of flowers.

INTRODUCTION

W. Shakespeare repeatedly turned to the diverse symbolism of plants, revealing an awareness of the smallest nuances of the allegorical foundation of herbs, flowers, and trees, dating back to folklore and biblical, magical, alchemical, mythological, and other traditions of floral symbolism.

The most mysterious motive associated with flowers is still Ophelia's famous "bouquet" from Hamlet. It consists of seven plants. These are rosemary (розмарин), pansies (фиалка трёхцветная или анютины глазки), fennel (фенхель), columbines (голубки или водосбор), rue (рута), daisy (маргаритка), and violets (фиалки).

Translators believe that it is possible to clarify the allegorical meaning of Ophelia's bouquet for the Russian-speaking reader by introducing Russian botanical "analogues" of the corresponding meanings: wormwood (горькая полынь) instead of rue (рута) and forget-me-nots (незабудки) instead of pansies (анютины глазки). But such "flower mysteries" are not historically synchronous with Shakespearean meanings, and such substitutions do not clarify but obscure the meaning of the episode with the bouquet [7].

This is what Ophelia says, appearing with flowers before her brother, the king, and the queen in the original:

There's rosemary, that's for remembrance; pray you,
love, remember: and there is pansies, that's for thoughts.
There's fennel for you, and columbines;
there's rue for you; and here's some for me:
we may call it herb-grace o' Sundays:
O you must wear your rue with a difference.
There's a daisy: I would give you some violets,
but they withered all when my father died:
they say he made a good end… [10, p. 98].

It is traditional to divide the bouquet according to who receives them: Laertes, Gertrude, Claudius, those present in the scene. There are no Shakespearean remarks, but logically we can be guided by Ophelia's words "for you". In these moments she highlights the change of recipient.

To Laertes: There's rosemary, that's for remembrance. Pray you, love, remember. And there is pansies, that's for thoughts [10, p.98].

The symbolism of rosemary is explained in Ophelia's own words - for remembrance. Rosemary was anciently supposed to strengthen the memory. And was not only carried at funerals, but worn at weddings. In the language of flowers means fidelity, and is also considered a flower of mourning. Rosemary has always been associated with memories. Not only was it thrown into the grave so as not to forget the deceased, but it was also woven into the hair.

Pansies (Анютины глазки), according to Ophelia, are for thoughts. Pansies are traditionally sent on Valentine's Day. Ophelia later sings: Tomorrow is Saint Valentine's day [10, p. 98]. The second name of the flower in English is "hearts ease" - heart soothing, heart joy. However, Shakespeare uses exactly a variant of the name from the French - "pansee", thoughts, reflections.

To Claudius or Gertrude: There's fennel for you, and columbines [10, p. 98].

Fennel (фенхель) is the so-called "fragrant dill" and is not equivalent to "dill". In folk medicine, fennel decoction is drunk for insomnia, among other things.

In the commentary to the collection of translations A. Gorbunov writes: "The dill was considered an emblem of flattery and pretense, and the columbine meant adultery in love, marital infidelity ". In this semantics of flowers there is a polemic concerning the addressee: Claudius seduced his brother's wife with the help of flattery, and Gertrude is an unfaithful wife.

To Claudius or Gertrude: There's rue for you, and here's some for me. We may call it herb of grace o' Sundays. O, you must wear your rue with a difference! There's a daisy . I would give you some violets , but they wither'd all when my father died. They say he made a good end [10, p.98].

Rue (рута) is an emblem of grief, sorrow and remorse. A. Gorbunov writes about it: "The Sunday herb of grace was apparently called rue because those who repented of their sins carried it to church on Sundays". Opinions are also divided as to whom Ophelia in her madness gives rue. Some believe that Gertrude gave it to Gertrude to mourn her betrayal of her husband, others that Claudius gave it to Claudius to repent of what he had done.

The violets here are a symbol of loyalty. According to A. Gorbunov, the violets wilted with Polonius' death are a symbol of the fact that "fidelity has disappeared at the Danish court. If Ophelia addresses them to Gertrude, it is obvious the meaning of faded marital fidelity, if Claudius, of fidelity to duty and the laws of honor.

The composition of the bouquet as translated by Vronchenko: forget-me-not (незабудка), rosemary (розмарин), cumin (тмин), bellflower (колокольчик), rue (рута), daisies (маргаритки). Violets (фиалки) are only mentioned, they are not in the bouquet.

Ophelia. Вот незабудки вам – на память: не забудь меня, друг милый! – вот розмарин, в знак верности.

Laertes. Символы в безумстве! Верность и воспоминание!

Ophelia. Вот вам тмин и колокольчики; вот рута для вас, вот для меня. Мы можем праздничным цветком назвать ее; но вы носите свою руту с отметкою. Вот маргаритки. Я бы хотела подарить вам фиалок; но они все завяли, когда умер отец мой; говорят конец его хорош был [1, p. 49].

In Vronchenko's translation, the semantics of the flowers conventionally included in the category "for Laertes" are more obvious to the reader from the Russian name «незабудка» (forget-me-not). The inner form of the word thus reveals the functional meaning "for memories". «Незабудка» replaces «розмарин» (rosemary) , and the latter acquires the meaning "for faithfulness. "

Cumin and bellflower are parallel substitutes for fennel and columbine. Externally, these plants are indeed similar. However, the plants chosen by Vronchenko are more familiar to the Russian reader and evoke specific visual associations.

In Sokolovsky's translation, dill (укроп) appears for the first time in the history of translations of "Hamlet", which will then be present in every translator studied [4]. Dill is a more familiar plant to the Russian people, unlike fennel. It is widely used in cooking as a spice.

Sokolovsky's "Hamlet" becomes more Russian. Familiar images are used in the translation, and unfamiliar ones are further interpreted.

Composition of the bouquet as translated by Lozinski: rosemary, pansies, dill, columbines, rue, daisy.

Ophelia. Вот розмарин, это для воспоминания; прошу вас, милый, помните; а вот троицын цвет, это для дум.

Laertes. Поучительность в безумии: думы в лад воспоминанию.

Ophelia. Вот укроп для вас и голубки; вот рута для вас; и для меня тоже; ее зовут травой благодати, воскресной травой; о, вы должны носить вашу руту с отличием. Вот маргаритка; я бы вам дала фиалок, но они все увяли, когда умер мой отец; говорят, он умер хорошо [3, p. 417].

Lozinski's translation generally follows the original, but there are still differences. The most interesting of these is the use of folk names. This is related to Lozinski's general aim to make the translated Shakespeare's syllable archaic and old-fashioned. His Ophelia uses folk names that are inherently more ancient than the commonly used or scientific ones.

RESULTS

By the observation of the above discussed examples, one is most likely to come to the realization of the significance of flowers and their names in literary works. There is a tendency to strike a balance between the precision and the liberty of the translator. The later works adapt the images equally to the consciousness and picture of the world of the target language and, where possible, follow the original faithfully.

CONCLUSION

In conclusion, I would like to say that the names of the plants are as important as any detail in the Shakespeare’s work. It is very important to pay attention to this when translating and when reading. And the translation given above conveys from different sides one or another meaning that W. Shakespeare has invested in his work.

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STUDY ON TOURIST EXPERIENCE OF CULTURAL TOURISM INDUSTRY UNDER DIGITAL ECONOMY IN CHINA

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ABSTRACT

Digitalization has brought opportunities to the development of the cultural travel industry. In terms of digital technology, OTA platform usage, digital media marketing, etc., digital technology on the one hand brings new ways of cultural travel experience, and on the other hand improves the effect of cultural travel experience. In cultural travel experience, consumers perceive the virtual environment before traveling, and actually participate in cultural travel experience, forming a contrast between the two. After the actual experience, feedback is formed and spread on the Internet and other platforms, triggering new crowd experience. For consumption destinations, digital skills and channels to improve consumer perception and experience have become an important way for destinations to improve efficiency. Therefore, with the help of digital technology and experience, the development status of cultural and tourism industry and consumers' perceived satisfaction will become the future direction of research. This paper describes the tourism industry experience framework of digital economy, from the cultural layer to the technical layer to the infrastructure layer.
Keywords: Digital literature travel, technology, experience, China

INTRODUCTION

This paper discusses the current situation and influencing factors of digital cultural tourism experience. For most people, the obstacle to travel is lack of money or time (Hedman, 2022). Online travel provides important access. In addition, in the context of COVID-19, the political and economic environment has prevented many people from traveling. During the COVID-19 pandemic, the development of the cultural and tourism industry has been greatly affected, but it has also prompted changes in the cultural and tourism industry. With the continuous development of online tourism and immersive experience, cultural tourism under digital technology presents the characteristics of The Times, such as content iterative innovation, accelerated upgrading of science and technology and experience interactive empowerment, and has entered a new stage of transformation and upgrading and high-quality development, which will become an important way of development and a new profit point in the future. With the rise of the age of digital intelligence, the experience economy brings the peak of marketing. For example, the integrated development of all-region tourism and cultural tourism has broken the linear value division system of the tourism industry. The mobile Internet and big data technologies have reconstructed the tourism system model of the industrial era as the key to "overall understanding of tourism", and smart tourism has become the logical process of tourism industry upgrading. Digital situation has become an important direction of future digital cultural travel experience. Digital economy expands production scale and improves production efficiency; The construction of digital infrastructure promotes the accumulation of factor endowment, optimizes the spatial allocation of resources, remodel the spatial pattern of economy, drives regional economic development, attracts investment, and produces industrial driving effect. Under the digital economy, cultural tourism experience is not only in product sales and services, but also integrated into the entire cultural tourism ecosystem, where multiple subjects participate and digital technology plays an important role. Digital media plays the role of marketing feedback communication, good experience to promote repeated consumption and promote marketing and culture and tourism benign system.

BACKGROUND

The integration of digital technology and traditional tourism industry creates new value

Digital technologies in tourist attractions, such as face recognition, intelligent explanation, route planning, and big data analysis of human and passenger flows, provide data support for cultural tourism development and enterprise management, reduce manpower pressure and enrich experience. Virtual cultural tour is an important way of tourism. Based on digital technologies, such as cultural experience projects based on extended reality, augmented reality, artificial intelligence, virtual reality, holography, big data and other technologies, it generates "flow experience", thus forming a good consumption experience and promoting the realization of deep consumption and re-consumption.

Big data, digital platform and digital technology are important contents in the development of cultural and travel experience economy

Big data extraction, analysis, research and prediction of the tourism market, as well as consumer analysis, understanding and evaluation feedback, management and improvement, and prevention of market risks all play an important role in improving consumer experience.

Based on the support of immersive technologies such as virtual reality, augmented reality and mixed reality, IMAX projection terminals such as stereo giant screen, ball screen theater, 4D theater and space digital theater, and digital cultural tourism interactive experience scenes with text, sound and video as symbols, driven by scene theory, The integrated development of digital cultural tourism will also form a digital cultural tourism ecosystem with the perceived comfort of digital cultural tourism as the core, cultural resource innovation as the source, cultural governance as the content and the improvement of consumption quality as the goal.

Digital economy runs through all development stages of the cultural and tourism industry and provides good follow-up support

with the development of Industry 4.0—Web 4.0-- Tourism 4.0, Attach importance to smart tourism under digitalization, individuation and customization. In Tourism 4.0, the influence of digital technology on travelers' pre -trip, during trip and post-trip behaviors becomes increasingly important, even to the point of transforming traditional travelers into digital travelers and smart tourists(Pencarelli, T. 2020.).In the process of tourism, consumers are full of diversified experiences and feelings in the whole process of purchasing, browsing, comparing, feeling, sharing and participation. Using technology, visitors become co-creators of animators and the industry's ecosystem of information and communication values, favoring new social connections. Thanks to new technology, smart travelers can increase their focus on social and environmental sustainability during their travels.

Experience economy is the advanced stage of digital economy

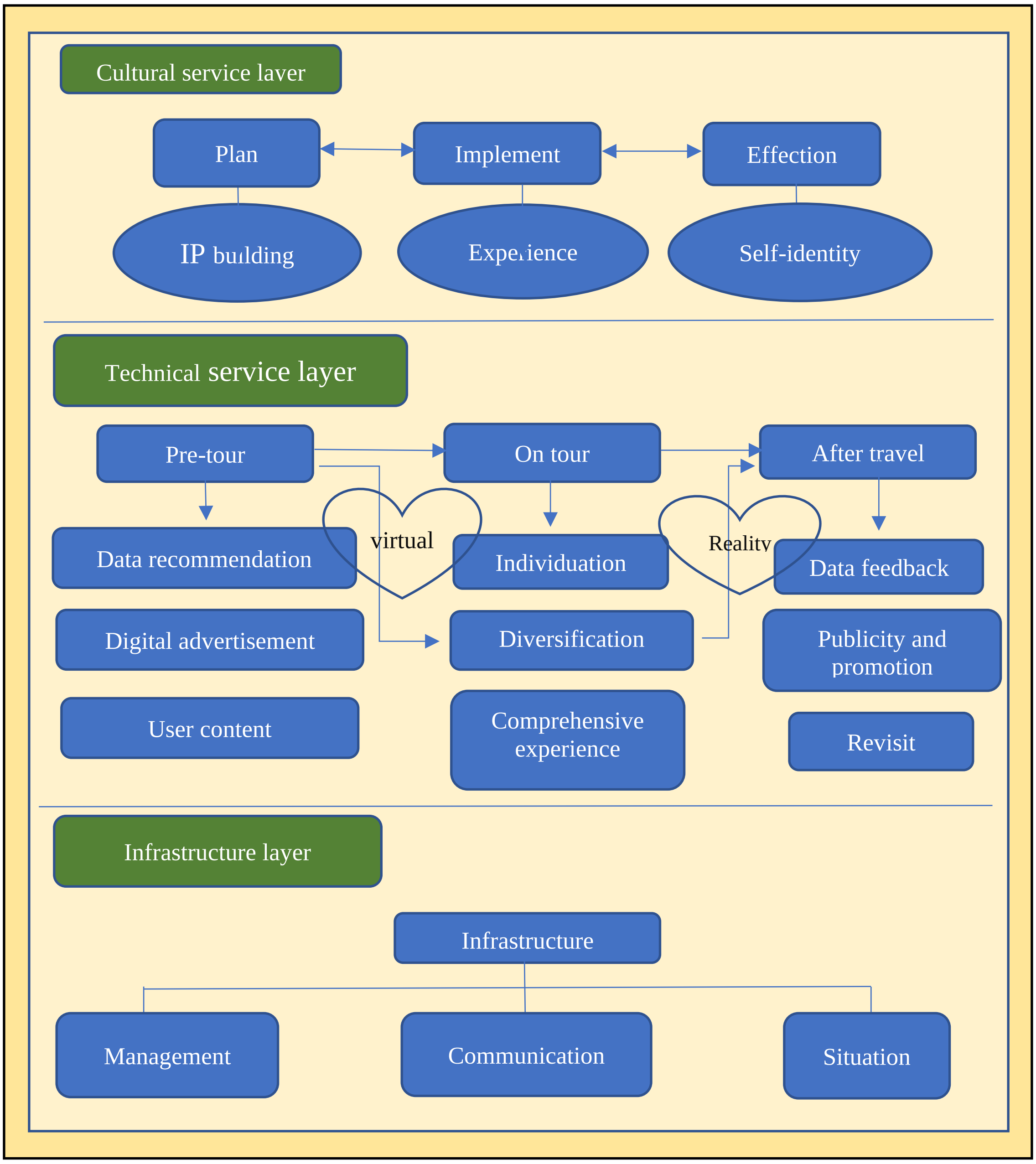
Digital economy has brought efficient, fast, convenient, profound, entertaining and other rich social and life experience. In the development of cultural tourism, digital experience brings new development tools and channels to experience economy. Experience economy meets the development of The Times, conforms to the essence of digital economy, meets the spiritual, cultural and emotional needs of consumers, meets the customized needs, and provides all-round services. It has become an important way to change the supply of Chinese cultural tourism market.

LITERATURE REVIEW

Tourism experience research originated from western academia in the mid-1960s. In the 1970s, the famous American futurist Toffler predicted that the future economy would be the experience economy. In 1999 two American entrepreneurs fully explained the theory of the experience economy, American scholars B. Joseph Pine II and James H. Gilmore put forward in their book Experience Economy that the biggest feature of the era of experience economy is personalized consumption and production, and the value created by experience comes from the response of individual freedom(Pine, B. J., & Gilmore, J. H. 1998). Maksim Godovykh et al. provide a definition of the overall experience, including emotion, cognition, sensation and ideation, and suggest the use of a combination of measures to capture the overall pre-visit experience, both on-site and post-visit (Godovykh,& Tasci. 2020). Electronic word-of-mouth and tourist satisfaction interact with each other and influence each other, showing a positive relationship (Rasoolimanesh,Seyfi Hall,& Hatamifar 2021);Siamak Seyfi conducted in-depth face-to-face interviews with 29 visitors at cultural sites in Paris, using grounded theory methods to propose six key influencing factors: perceived experience before meaning, authenticity, engagement, cultural exchange, culinary attraction, and service quality(Seyf Hall, & Rasoolimanesh 2020). Sfandla et al. built a tourism experience network based on the logic of value line. The network is composed of companies/service providers, consumers tourists and other elements as well as the relationship among them, and also discussed the problem of co-creation of tourist experience(Sfandla & Björk 2013). Neuhofer et al. built a research framework for technology enhanced tourism experience by unifying the three elements of tourism experience, experience co-creation and multiple information and communication technologies(Neuhofer, Buhalis, & Ladkin 2014).Khurramov proposes that the nature and structure of tourism are changing rapidly and that new technologies in turn enable flexible and fragmented organization of leisure and recreation time, which compets with the traditional provision of tour operators, producers of professional tourism products(Kayumovich, 2020). Social Media - This service based on the Web 2.0 concept that allows users to create content based on their social connections and share them.

With the development of technology, digital cultural tourism (smart tourism), online tourism is a relatively new research field, which usually focuses on the feeling of being there.(Hedman, 2022).Web 2.0 is the emergence of interactive online behavior, user-generated content, and the idea of sharing content through new technological devices and new social media such as Facebook, Twitter, YouTube, etc. Web 3.0 features a more connected and open concept of "intelligent" networks, with new networks of semantic Web technologies, distributed databases, machine learning, recommendation agents, and artificial intelligence technologies. Opening up new experiences for future travelers by directly connecting travelers with digital friends in virtual reality (VR), augmented reality (AR) and Web 4.0(Pencarelli, g 2020). This is due to the emergence of the mobile world and smart phones. In digital technologies, such as 3D printed personalized souvenirs, sports cameras (180° dual-lens cameras) and uploaded directly to their social media pages. Hotel robots can perform routine tasks such as booking and managing rooms.

Research Framework



The development of the tourism industry is facing new opportunities, especially the rise of the metauniverse, Information has richer forms of expression and embodiment (Wu Jiang, Cao Zhe, Chen Pei, et al.2022). Under the digital economy, the culture, and tourism industry has natural advantages in digital technology and infrastructure construction, OTA platform, digital marketing, immersive experience, and in-depth mining of cultural resources. With the continuous development of the experience economy, consumers' sensory perception, cultural perception, situational perception, emotional perception, and other aspects bring new space and benefits to the development of the cultural tourism industry. Through experience, consumers' satisfaction is improved, which leads to civic behaviors such as online praise and recommendation sharing and offline re-travel. Therefore, the mechanism and effects of experience under digital cultural tourism are studied Evaluation becomes important.

Digital situation creation

Under the digital economy, consumers know the status quo of destination tourism through online comments, pictures, sharing, short videos and other means, arrange travel routes, book and contact other activities such as food, clothing, housing, transportation, entertainment and so on. The spare time and remote experience in the context of the tourism world engender unique characteristics of tourism experience. User-generated Content (UGC) has become an important way of online connection on social media and virtual community platforms. The UGC formed by tourists through a large number of words, pictures, audio and video reflects the belief, knowledge, idea, feeling and overall impression of the tourist destination with its authenticity, reliability and intuitiveness, and constitutes the projected image and perceived image of the online tourist destination.

The concept of tourism scene

In the digital age can be defined as the connection, switch and integration between the life world and the tourism world through digital technology, forming a field of emotional tourism experience and pedestrian-machine-object space-time interaction. In the spatial and temporal structure of the field, the intelligent connection makes the physical elements, social elements, individual elements and time elements in the tourism context connect into a monadic space. In terms of subject-object relationship, online fit makes tourists change from participants of tourism situation to builders. In terms of manifestation, the big data platform brings stakeholders in the tourism world and the life world into the tourism context to a larger extent, forming a smart tourism ecosystem with ubiquitous experience.

Digital experience economy ecosystem -- a virtuous cycle mechanism

The combination of scene and product service in digital economy environment constitutes a new business model of culture and tourism industry. The integrated development of all-region tourism and cultural tourism has broken the linear value division system of the tourism industry. The mobile Internet and big data technologies have reconstructed the tourism system model of the industrialization era as the key to "overall understanding of tourism", and smart tourism has become the logical process of tourism industry upgrading. Using "infinite time and space", we can combine online and offline to develop new business forms such as customized tourism and online museums. Using "identity diversity", we can turn consumers into producers, disseminators and marketers, and develop new models such as online live streaming and Internet celebrities punching cards. By being "data-driven", we can turn cultural relics and scenic spots into digital assets and continuously benefit from digital creativity and digital movies. Using "unlimited resources", we can reprocess data to generate new valuable data and turn it into data assets. And so on.

Digital literature travel is an enhancement of user experience mixed with the real world and digital content

Mixed reality lays the foundation for digital culture and travel interaction. Currently, digital support in tourism activities is a fragmented space that includes print or digital guides, maps, social media, audio/video devices, mobile apps and kiosx. There is a lack of standardization and little understanding of intended use. For many people, digital or physical support can distract from their experience at a particular tourist attraction and reduce the sense of presence.

ACKNOWLEDGEMENT

This thesis is Supported by Project fund support Key Project of Philosophy and Social Sciences of Anhui Province,China（2022AH051929, Funded by Hui Cultural Research Project,China（2018xhwh012），Subject of Huangshan Federation of Social Science，China（2019106）

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A COMPARISON OF OPINIONS ON THE 4ES MARKETING MIXES OF LOW-COST AIRLINES BETWEEN THAI GENERATION Y AND GENERATION Z PASSENGERS

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ABSTRACT

The objectives of this research were to compare attitudes of two different generations about their flight preferences and study personal factors of both groups in terms of gender, occupation, income, travel purposes, and frequency of travel related to low-cost airlines' 4Es marketing strategy. The quantitative data was collected from 400 samples: 200 Thai passengers traveling on low-cost airlines aged between 29 to 41 years old (generation Y), and 200 Thai passengers aged between 18 to 28 years old (generation Z) in 2022. SPSS was used to analyze data in order to find frequency, percentage, standard deviation, and independent sample t-test, One-way ANOVA and Chi-square Tests were also analyzed in this study. The results of the study revealed that the respondents were majorly females from both generations Y and Z. The majority of Gen Y worked in corporate settings and earned around 20,001 to 30,000 Baht. Gen Z were students who earned approximately 10,000 baht per month. Overall, the opinion of generation Y and generation Z regarding the 4Es was high. Generation Z considered Everyplace as the most important ($\bar{x}$ = 4.16), followed by Evangelism ($\bar{x}$ = 4.14), and Experience ($\bar{x}$ = 4.03), respectively. Generation Y considered that Every place as the most important ($\bar{x}$ =3.88), followed by Evangelism and Experience ($\bar{x}$ = 3.82), equally.

Keywords: 4Es Marketing Strategy, Low-cost Airlines, Generation Y, Generation Z

INTRODUCTION

Currently, there are a variety of options for transportation. Aviation is often a preferred means of travel, because it is the fastest and useful to travel a very long distance in a short period of time. As such, the aviation industry has become very competitive. The airlines' marketing and strategy will overall aim to find new products and services to reach their clients. Before deciding, most customers intend to select the airline based on their preference, experience, and service. However, the airfare is more reasonable than other transportation. In 2017, customers chose Low-Cost Airline Carriers or LCC as the first priority. The growth rate of these carriers was 9.37% higher than the year before. Comparing LCCs, Thai Air Asia was the highest (43%), followed by Nok Air and Thai Lion Air (25%) (Airport of Thailand, 2018).

The Department of Tourism had strategic plans to develop the Thai tourism industry from 2018-2021, considering this change of traveling behavior. Generation Y and Z are considered as the potential market (The Department of Tourism, 2018). Generation Y enjoyed traveling to local communities in order to learn their customs. They were the generation to travel most frequently, at about 4.3 times per year for approximately 8.5 days. Meanwhile, 90% of generation Y would travel based travel promotions, while 70% of traveled to see new places (Wongwaikul, 2017). 60% of generation Z invested in travel. They put more effort into their work in order to earn more money to take vacations. However, 65% of generation Z invested in property. (Chaiwiboonwet, 2019). To understand generations Y and Z, the researcher developed 4Es Marketing Mixes, which include: Experience, Exchange, Everywhere and Evangelism. The results of this study would help a researcher to understand their needs with the 4Es.

Objectives

1. To study personal factors between generations Y and generations Z
2. To compare personal factors between generations Y and generations Z regarding gender, age, occupation, income, objective, and frequency of travel on the 4Es Marketing Mix of Low-Cost Airlines

Research Questions

1. What are the levels of opinions of generation Y and generation Z regarding the 4 Es?
2. What the aspects of the marketing mix 4Es affect generation Y and generation Z passengers?

LITERATURE REVIEW AND THEORY

The concepts and theories used in this study were the Generation Differences, 4E Marketing Mixes, which are Experience, Exchange, Everyplace, and Evangelism.

The related researches in this study were about the 4E Marketing Mixes in different products and services as tourism (Thammasorn and Deshyangul, 2020 and Oeusoonthornwattana, 2018), hotel (Ivasciu, 2015), sports and events (Santichai and Pooripakdee, 2021) and coffee (Suwanantarat, and Nasomboon, 2022).

The researcher developed the questionnaires and distributed to 400 samples who are of generation Y and generation Z who traveled with low cost airlines. The opinion were rated by Likert' Scale (5 levels). The questionnaire quality was validated based on IOC by 3 experts. The validity was 0.67. The reliability of 30 items was 0.93. The researcher applied quota sampling by distributing 200 sets to generation Y and 200 sets to generation Z, equally.

RESULTS

The results showed 1) personal factors 2) opinions of generation Y and generation Z regarding the 4 Es 3) A comparison of personal factors affected marketing mix 4Es of Low Cost Airlines (Table 3-7)

Table 1 Personal factors

Personal factors	**Gen-Y**		**Gen-Z**	
	Respondents	**Percentage**	**Respondents**	**Percentage**
Gender	**200**	**100**	**200**	**100**
- Male	90	45	49	24.5
- Female	110	55	151	75.5
Total	**200**	**100**	**200**	**100**
Occupation				
- Students	4	2.0	142	71.0
- Government/State enterprise officers	56	28.0	19	9.5
- Private company employees	64	32.0	28	14.0
- Business owners	56	28.0	4	2.0
- Past-time employees	17	8.5	6	3.0
- Other	3	1.5	1	0.5
Total	**200**	**100**	**200**	**100**
Income				
- Below or 10,000 Baht	3	1.5	108	54.0
- 10,001-20,000 Baht	52	26.0	72	36.0
- 20,001-30,000 Baht	91	45.5	19	9.5
- 30,001-40,000 Baht	32	16.0	-	-
- 40,001 Baht or more	22	11.0	1	0.5

Personal factors	**Gen-Y**		**Gen-Z**	
	Respondents	**Percentage**	**Respondents**	**Percentage**
Total	**200**	**100**	**200**	**100**
Frequency				
- Less than 1 /month	82	41.0	117	58.5
- 1-2 times/ months	93	46.5	70	35.0
- 3-4 times/ months	23	11.5	10	5.0
- More than 5 times / months	2	1.0	3	1.5
Total	**271**	**100**	**264**	**100**
Purpose of traveling				
- Visiting family, relatives, friends	90	33.2	100	37.9
- Traveling on vacations	104	38.4	127	48.1
- Conferences/Seminars	67	24.7	8	3.0
- Religious practices	7	2.6	3	1.1
- Education	3	1.1	24	9.1
- Other	-	-	2	0.8

Table 2 Opinions of generation Y and generation Z regarding the 4 Es.

Marketing mix 4Es	**Generation Y**			**Generation Z**		
	($\bar{x}$)	**S.D.**	**Levels of Agreement**	**($\bar{x}$)**	**S.D.**	**Levels of Agreement**
Experience	3.66	.962	High	4.03	.764	High
Exchange	3.82	.945	High	4.08	.702	High
Everyplace	3.88	.951	High	4.16	.620	High
Evangelism	3.82	.950	High	4.14	.635	High
Total	**3.79**	**.902**	**High**	**4.10**	**.607**	**High**

Table 3 A comparison of gender affected marketing mix 4Es of Low Cost Airlines

A Comparison of gender affected marketing mix 4Es of Low-Cost Airlines								
Gender	**Generation Y**				**Generation Z**			
	$\bar{x}$	**S.D.**	**F**	**Sig.**	**$\bar{x}$**	**S.D.**	**F**	**Sig.**
Male	3.89	.966	1.299	.053	4.05	.606	-.632	.764
Female	3.72	.843			4.12	.608		

Table 4 *A comparison of occupations affected by marketing mix 4Es of Low-Cost Airlines*

A comparison of occupation affected marketing mix 4Es of Low-Cost Airlines								
Occupation	**Generation Y**				**Generation Z**			
	$\bar{x}$	**S.D.**	**F**	**Sig.**	$\bar{x}$	**S.D.**	**F**	**Sig.**
Students	3.98	.685			4.10	.596		
Government/ State enterprise officers	3.75	.951			3.85	.622		
Business owners	3.83	.872	.651	.661	4.23	.573	1.905	.095
Part-time employees	3.63	1.21			4.20	.887		
Other	3.10	.849			3.00	0.00		

Table 5 *A comparison of income affected by marketing mix 4Es of Low-Cost Airlines*

A comparison of income affected by marketing mix 4Es of Low-Cost Airlines								
Income	**Generation Y**				**Generation Z**			
	$\bar{x}$	**S.D.**	**F**	**Sig.**	$\bar{x}$	**S.D.**	**F**	**Sig.**
Below or 10,000 Baht	3.25	.410			4.05	.619		
10,001-20,000 Baht	3.71	1.013			4.11	.604		
20,001-30,000 Baht	4.01	.811	3.491	.009*	4.38	.489	1.929	.126
30,001-40,000 Baht	3.67	.869						
40,001 Baht or more	3.33	.865			3.50	.607		

Table 6 *A comparison of purpose of traveling affected marketing mix 4Es of Low-Cost Airlines*

A comparison of purpose of traveling affected marketing mix 4Es of Low-Cost Airlines								
Purpose of traveling	**Generation Y**				**Generation Z**			
	Respondents	**Percentage**	**X^2**	**Sig.**	**Respondents**	**Percentage**	**X^2**	**Sig.**
Visiting family, relatives, friends	90	33.2	51.03	0.35	100	37.9	34.63	0.53
Traveling on vacations	104	38.4	50.20	0.38	127	48.1	54.84	0.02*
Conferences/Seminars	67	24.7	38.64	0.83	8	3.0	31.87	0.66
Religious practices	7	2.6	42.90	0.68	3	1.1	27.54	0.84
Education	3	1.1	38.69	0.82	24	9.1	30.25	0.73
Other	-	-	-	-	2	0.8	65.32	0.00*

Table 7*: A comparison of frequency of traveling affected marketing mix 4Es of Low-cost Airlines*

A comparison of frequency of traveling affected marketing mix 4Es of Low-cost Airlines								
Frequency of traveling	**Generation Y**				**Generation Z**			
	$\overline{x}$	**S.D.**	**F**	**Sig.**	$\overline{x}$	**S.D.**	**F**	**Sig.**
Less than 1/month	3.44	.798	8.175	.000*	4.02	.615	1.789	.151
1-2 times/months	4.05	.928			4.22	.590		
3-4 times/months	4.20	.549			4.20	.549		
More than 5 times/months	4.25	.616			4.25	.616		

** Correlation is significant at the 0.05 level (N=400)

CONCLUSION

The results showed that mostly females from both generation Y and generation Z responded the questionnaire. Generation Y who worked in a private company were, the highest followed by students in generation Z. Members of generation Y who earned around 20,001-30,000 Baht were the highest, followed by generation Z who earned lower. Generation Y was the highest frequency of traveling (1-2 times per month), while generation Z traveled less than 1 time per month. Both generations traveled with low-cost airlines for their vacations. Overall, the opinion of generation Y and generation Z regarding the 4Es was high. Generation Y considered that Every place as the most important ($\overline{x}$ =3.88), followed by Evangelism and Experience ($\overline{x}$ = 3.82), equally. The results showed that the both generations considered and rated every factor almost equal since the ranking was almost the same. When considering each question in Everyplace, it found that the respondents prefer to have more choices to shop or to buy tickets. They would like to have more choices for information.

DISCUSSION AND RECOMMENDATION

Hypothesis testing showed that there is different gender and occupation did not affect use of low cost airlines for both generations. The results were similar to the related research about incomes and occupation factors for generation Z (Oeusoonthornwattana, 2018). Price is often used to compare for experience in using low-cost line (Thammasorn and Deshyangul, 2020). The results of the study showed that both generation rated the Experience as the lowest. This means that in order to get more customers, the experience should be more valuable than or equal to the prices. The recommendation of this study was the ailines should increase experiences of low cost airlines for both generations since experience affected using the low-cost airlines.

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ONOMASTICS IN HARRY POTTER NOVELS AND ITS RUSSIAN TRANSLATION

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ABSTRACT

The article focuses on the "Harry Potter and the Philosopher's Stone" written by Joanne K. Rowling. We study Onomastics — anthroponyms and their translation into the Russian language. The study reveals the features of the rendering of proper names in the novel by Joanne K. Rowling in the original and when translated into Russian.

Index Terms — *Joanne K. Rowling, "Harry Potter", fantasy, Onomastics, translation, names.*

This article is devoted to the problem of translation of proper names in J. K. Rowling's "Harry Potter and the Philosopher's Stone", "Harry Potter and the Chamber of Secrets", "Harry Potter and the Prisoner of Azkaban" and "Harry Potter and the Goblet of Fire". Proper names play an important role in artistic literary works. They always conceal a great meaning behind them. When one translates certain proper names, especially those of the characters, the main idea might be under the risk of losing its importance due to cultural and linguistic inaccuracies or the lack of attention to the etymology. Many linguists speak of a particularly significant place of anthroponyms in a literary text. A proper name obtains a special association given by the author. It can be fully comprehended only in the context of the work. In translation, the meaning can be distorted for various reasons. One of them, for example, the difference in cultures. It can also be the absence of certain realia that causes significant changes in the translation of characters' names.

The purpose of the study is to establish the etymology of some names from the novels, to identify significant differences in the names of the characters in the Harry Potter books in the original language and in translation into Russian, and compare two variants of Russian translations in order to distinguish the one that is more accurate.

This research aims at the display of the books from the point of view of Onomastics, search of differences in meaning shades based on the alterations in names caused by the process of translation, finding the original idea behind certain characters' names, and forming a conclusion about the importance of an appropriate translation in order to preserve the authenticity of the original text.

According to the definition given in online Oxford dictionary, "Onomastics is the study of the history and origin of names, especially names of people". There are many aspects that Onomastics takes into consideration, such as toponyms (proper names assigned to a place, either with or without inhabitants. Examples includes names for forests, hills, islands, mountains, towns, villages, woods, etc. May also be referred to as a "place name"), hydronyms (proper names used to label a body of standing or moving water such as a brook, pond, lake, ocean, river, sea, spring, strait, swamp, water fall, watering hole, well, etc.) and many others [14, p. 8].

One of the most important categories of names in a literary work is definitely anthroponyms. Anthroponyms stand for the names of people or groups of people. There's no doubt the significance of certain name categories differs in different texts and depends greatly on the concept of the story, but people always play the most important role in the literary work and their names are not chosen randomly. Authors pay attention to the personal traits, fates or associations related to their characters and choose the names based on these factors. Moreover, proper names give the author an opportunity to reflect a social status, spirituality, national characteristics etc. of a character to a certain extent [13, p. 3].

It is appropriate to mention such phenomenon as *charactonym*. It refers to a name of a fictional character that suggests a distinctive trait of that character [20]. It is widely used in literary practice all over the globe, including Joanne K. Rowling's fantasy series.

In the article dedicated to the translation of proper names from Harry Potter books into Malay, it is mentioned that "The fact that the Harry Potter series have been translated into many languages worldwide raises the question of how translators deal with the unique names in the novels. The interest in the translatability of names in the Harry Potter series is reflected in the number of studies devoted to this issue" [18, p. 109]. Moreover, in the Algerian article written by Hadjer Mahmoudi and Ahmed Nouredine Belarbi, the authors mention that proper names are multi-functional. By that they mean that "In literature, proper names are not simply used to identify and denote a certain character; but also, to characterize and connote him or her" [17, p. 669]. In their pursuit to characterize characters' appearance, personal traits and habits writers use allusions from history, mythology, sacred books and other literary works, or they invent new names. Names can also have symbolic meanings. Joanne K. Rowling's books were also observed by Ukrainian researchers. In their paper they provide a classification of anthroponyms and divide proper names of the characters into several groups based either on their personalities, profession etc [16]. Onomastics in the Harry Potter series is a popular topic for research, and it has been examined in terms of translation of proper names in different languages. However, what makes our research unique is that we observe anthroponyms and their translation into the Russian language, and there are very few works concerning Onomastics in Harry Potter books in the Russian translation.

Since this research focuses on the translation, it is crucial to mention that there are several methods that can be applied. Some may think that sticking to the original is the best option, but, in fact, sometimes it is better to use such translation method as domestication rather than foreignization. Domestication is a translation strategy in which the foreignness of the translated text is minimized, while adapting as much as possible to the reader of the target language. Thus, the text looks familiar, and foreign culture is becoming less alienated for the reader. The foreignization strategy, on the contrary, deliberately violates the usual canons for the recipient culture and introduces elements of foreign realities reflected in the translated text. This approach exists in order for the reader to plunge into an unfamiliar environment for them and realize the presence of cultural and linguistic differences [14].

In some cases, to fully grasp the meaning hidden behind a particular name, one should be in possession of specific knowledge.

There are also such notions in the theory of translation as an adequacy and equivalency of translation, and some consider them synonyms. However, according to the "Chrestomathy on Theory of Translation", "From V. Komissarov's point of view, an adequate translation has a broader meaning than an equivalent one, and basically means a "good" translation providing the necessary completeness of interlingual communication in specific conditions. At the same time, equivalence means the semantic commonality of units of language or speech equated to each other" [15, p. 36].

As a great example of the difference between these two terms one might pay attention to Russian translations of two different translators. One of the characters made his first appearance in the "Harry Potter and the Philosopher's Stone". His full name was mentioned in the middle of the book: «When Neville Longbottom, the boy who kept losing his toad, was called, he fell over on his way to the stool» [1, p. 129]. Such a description lets the readers know that this boy is rather awkward and clumsy, so his name fits him just right. Speaking of the Russian translation, in ROSMAN'S version the boy's name sounds as «Невилл Долгопупс» [9]. And that is a great example of an adequate translation which helps to convey the idea of the character's timid and coy nature. The other variant is «Невилл Длиннопоп» introduced by Maria Spivak and it sounds more indecent, although it copies the original name. The first version is more neutral [5].

The other example of different approach to translation is the way the anthroponym Severus Snape was translated in both Russian versions. The full name of the Potions Professor made its first appearance on page 162 of "Harry Potter and the Philosopher's Stone", and it is important to dwell on its meaning. His first name, Severus, has its roots in Latin and translates as "stern" or "harsh". As for the second name, it comes from the Old Norse word "sneypa" which means "to outrage, dishour, disgrace". Litvinova only made a slight change in the character's last name and used «Северус Снегг». What is interesting, the word she chose coincides with the Russian word for snow, that is being «снег». [9] It hints to his cold, sarcastic and soulless manner of behavior. Spivak decided to make it clearer and more obvious so she used «Злодеус Злей» instead. It literally means "Evil Evil" in English [5].

The following example is indeed a fascinating one. In "Harry Potter and the Philosopher's Stone" another teacher appears, her name being Madam Hooch [1, p. 198]. Hooch may be related to the Dutch surname De Hooch or De Hoog, which may derive from the German Hoch, meaning "tall, high", although the most common meaning for the word in English is as slang for illegal alcohol. So, based on this information, Spivak used «Мадам Самогони» that can be translated as "Madam Booze / Moonshine" [5]. On the other hand, Litvinova decided to link the name of the character to her activity, so since Madam Hooch is a flying instructor, she translated her name as «Мадам Трюк». In English it would sound as "Madam Trick" [9].

The extract "Three times a week they went out to the greenhouses behind the castle to study Herbology, with a dumpy little witch called Professor Sprout, where they learnt how to take care of all the strange plants and fungi and found out what they were used for" introduces another professor, and her appearance and field of interest is also being mentioned [1, p. 142]. Spivak translates her name as «Профессор Спражела» which means "Professor Asparagus" [5]. Litvinova chooses «Профессор Стебль» which translates in English as "Professor Stem" [9]. Both variants are appropriate and correspond to the context.

The names of four different houses of Hogwarts School of Witchcraft and Wizardy are also worthy of attention. They come from the surnames of people who founded the school. And if Gryffindor and Slytherin didn't undergo any changes in the process of translation and remained «Гриффиндор» и «Слизерин», the other two names were changed. Ravenclaw is translated as «Вранзор» in Spivak's adaptation. The first syllable means "Raven", too. But the second one stands for "sight". The other translation turned Ravenclaw into «Когтевран», and it is identical to the original name except for the position of word roots – they are switched. Hufflepuff was translated either as «Пуффендуй» by Litvinova which conveys the idea and fits in the context because it basically means the same. Spivak slightly changed it to «Хуффльпуфф» but it still just a transcription.

The next character quite interesting in terms of translation appears in the third chapter of "Harry Potter and the Chamber of Secrets". Gilderoy Lockhart is known for his bravery and amazing deeds that are described in his own books [2, p. 37]. He is quite boastful, vain and values his appearance, especially golden wavy hair, a lot. So, it's quite an appropriate name, and it was translated into Russian accordingly. It is translated as «Златопуст Локонс» by Litvinova [10] and «Сверкароль Чаруальд» by Spivak [6]. The former name sounds more authentic and natural while carrying the original concept, the latter one is quite exaggerated although it still sounds appropriate and refers to the original.

In the third book, "Harry Potter and the Prisoner of Azkaban", a new character makes their appearance [3, p. 79]. This character's name is Remus Lupin. What is fascinating about the origin of his name is that he is a werewolf, and his first name brings us back to the Roman mythology and the story of Romulus and Remus, two founders of the city of Rome, who were raised by a wolf. His surname, Lupin, is derived from Latin Lupinus and means «of a wolf». The correct name of the character of the Roman myth in Russian would be Рем, however, both translators just copied the English variant and used «Римус».

In "Harry Potter and the Goblet of Fire" such character as Mad-Eye Moody is presented [4, p. 135]. He is quite serious, even intimidating and secretive due to his profession as an Auror (that who fights dark magic). Mad-Eye refers to his artificial eye and, once again, his personal traits, while Moody means temperamental or tending to quickly change moods. In Russian it was translated as «Грозный Глаз Грюм» by Litvinova and it is a perfect adaptation of the original name because it conveys the exact same meaning [12]. Spivak translated it as «Шизоглаз Хмури» which, in general, has the same idea, but sounds rather rude and insulting [8].

CONCLUSION

By the observation of the above discussed examples, one is most likely to come to the realization of the significance of proper names in literary works. Names of characters might not be explicit and clear for understanding, so that is why it is highly important to check their etymology and pay attention to the accuracy of translation. Inadequate translation can distort the original idea that was implied by an author. However, we came to conclusion that the translation into the Target Language does not have to be identical to the original. Sometimes, in order to convey the meaning, it is better to change the structure of a name to make it easier for comprehension. It is connected with the peculiarities of different cultures. And that leads to the idea that translation is not a purely linguistic process, it also involves culture, history, geography and many other studies.

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POSITIVE POLICIES AS A STRATEGY FOR EFFECTING PURCHASE INTENTION OF ELECTRIC VEHICLES IN THE AUTOMOTIVE MARKET IN CHINA

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ABSTRACT

Based on environmental protection and resource sustainability requirements, the development of electric vehicles has become an inherent requirement for transforming and upgrading the automobile industry and establishing new advantages in international competition. To strengthen the market promotion of electric vehicles, governments at all levels have successively issued a series of policies to promote the purchase of electric vehicles, such as consumer subsidy policies. Enhancing the purchase intention is crucial to promote the development of the electric vehicle market. This paper constructs a theoretical model of the influence of national electric vehicle policies on consumers' purchase intention based on the self-determination theory of positive psychology. The results show that: policy as an external driver can predict consumers' tendency to purchase electric vehicles. Positive policies can influence Chinese consumers' attitudes toward the environment and national policies, and consumers will show a higher purchase intention. When national policies can satisfy consumers' intrinsic psychological needs (autonomy, competence, and relatedness), consumers are more willing to listen to the policy requirements and behave accordingly. As a result, this research proposed that: positive policies of electric vehicles should be emphasized to promote long-term and sustainable development of the electric vehicle market.

Keywords: Purchase Intention, Policy, Electric Vehicle, Positive Psychology, Self-determination Theory, China.

INTRODUCTION

With the rapid development of the electric vehicle industry, many countries have announced policies about the withdrawal of traditional fuel vehicles gradually (Logan et al., 2021). Traditional automakers have increased their support for the development of electric vehicles. China, the US, Japan, German, and South Korea, known as the big economy for car production, have turned to electric vehicles/new energy vehicles/clean vehicles earlier and gradually promulgated adaptable policies which strongly promoted the development of electric vehicles. Research and development on electric vehicles are an initial need of the automobile industry as well as many countries' resource integration, such as China. The electric automobile industry is not only expected to become a new driving force for China's "stabilizing the economy", but also an important way to achieve a "carbon peak" and "carbon neutrality" (State Council, 2021). China's electric vehicle industry goes on a rapid track with top production and sales in the world for 8 years (China Association of Automobile Manufactures Database, 2022), along with a comprehensive electric vehicle industry chain increasingly (Hu & Yuan, 2018).

Industry policy has played an important role in promoting the development and growth of the electric vehicle industry (Xiong & Wang, 2020). Policy adjustments have caused fluctuations in the expectations of electric vehicle companies for policies, affecting short-sighted and long-sighted speculative behavior when making company development plans (Dong & Liu, 2020). When electric vehicles become a trend in the automotive industry, countries launched corresponding policies, but the promotion effects were different (Zhou et al., 2022). Consequently, the impact of policies on consumers' purchase intention has become a hot topic and related research have gradually increased.

Objectives

The development of electric vehicles has already been an important and promising direction for the international automotive industry. With the gradual promulgation and implementation of national policies related to the promotion of electric vehicles, governments, enterprises, and consumers have become more concerned about the content and effect of policies.

This research analyzes the impact of policies on purchase intentions from a psychological perspective and provides solutions for policy formulation. The objective of the research is to find out how national policies psychologically affect purchase intentions of electric vehicles in China and the inner reasons for policies influencing purchase intentions of electric vehicles. Research findings could be useful for policy-making to stimulate industry development. Microscopic studies on how policies affect consumers' purchase intentions have been enriched under a positive psychology analysis.

Research Question

Can positive policies be used as a strategy for affecting the purchase intention of electric vehicles in the automotive market?

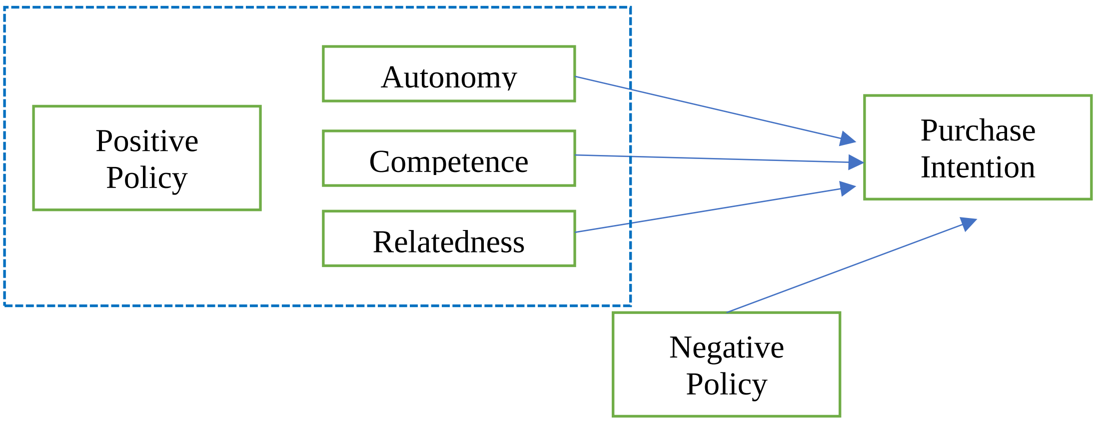
LITERATURE REVIEW AND THEORY

Previous studies on electric vehicle policies are usually conducted on policy content(Zhou et al., 2022), characteristics(Li et al., 2020), subsides, effect(Arslanagic-Kalajdzic et al., 2022), public perception(Wang et al., 2021), and some objective perspectives to influence, encourage and stimulate purchase intention. Some researchers have built structural equation models of the factors influencing the purchase intention of electric vehicles, including factors such as attitude, perceived behavior control (Wang et al., 2017), product perception, cognitive status, and monetary incentive policy measures (Huang & Ge, 2019), socio-culture (Chen et al., 2019), technology and environmental considerations (Dutta & Hwang, 2021), consumer's perception (Pei et al., 2014). Research objects now gradually shift from objective to subjective factors and psychological factors are mostly studied from perspectives of subjective norms, attitudes, and perceived behavior (Ki & Kim, 2016). General researches suggest that policy influences prices and thus increases purchase intentions (Chen et al., 2019). It is seldom from a psychological perspective to explore policy effect on purchase intention, since it is a good way to find out the inner reason for purchasing, which could react to policy making.

The self-determination theory (SDT) is a macro theory of motivation, emotion, and personality in social contexts. Individuals have intrinsic and extrinsic motivations to behave efficiently and healthily, while being influenced by social and cultural environments (Deci & Ryan, 2000). SDT focuses on individuals' purpose of achieving from behaviors and actions. Individuals behave to satisfy their psychological needs of autonomy, competence, and relatedness, which should be beneficial to their well-being (Kasser & Ahuvia, 2002). SDT has been applied in the fields of pro-social behaviors(Hardy et al., 2015), work organizations and motivation (Deci et al., 2017), luxury purchase(Deci & Ryan, 2008).

Policy formulation needs to consider subjective intentions as well as objective factors, so it is meaningful to analyze the impact of policies on consumers' behaviors from the SDT perspective. This research analyzes how policies affect purchase intention from consumers' psychological needs of autonomy, competence, and relatedness in the electric vehicle market in China.

Theoretical Framework



Research Hypothesis

H1: Do positive electric vehicle policies affect consumers' purchase intention?

H2: Do electric vehicle policies affect consumers' purchase intention from the perspective of autonomy?

H3: Do electric vehicle policies affect consumers' purchase intention from the perspective of competence?

H4: Do electric vehicle policies affect consumers' purchase intention from the perspective of relatedness?

H5: Do positive electric vehicle policies affect consumers' purchase intention better than negative ones?

METHODOLOGY

This paper studied 69 national electric vehicle policies in China, taking Chinese automotive consumers and potential consumers as the population surveyed. 500 questionnaires will be used. 69 policies will be divided into two: positive policies and negative policies. And according to self-determination theory in positive psychology, positive policies can be categorized. The questionnaire is designed according to these four levels and the Likert scale with 5 levels is used to measure respondents' answers.

CONCLUSION

The expected result could be that: positive policies can better influence the purchase intention of electric vehicles in China. The consumers' purchase intention is determined by individual decisions, while being limited by the infrastructure. According to the self-determination theory of positive psychology, electric vehicle policies should promote purchase intention by influencing the psychological attributes of consumer autonomy, competence, and relatedness. Electric vehicle policies should reinforce individual-level actions to promote purchase intention and minimize the portrayal of non-electric vehicles through restrictive policies. That is, instead of focusing on the pollution caused by fuel vehicles and restrictions on fuel vehicles, policies should focus more on the powerful contribution that electric vehicles can make to family life and personal needs.

Questions still remain. How to promote consumers' purchase intention through effective policy design? How to design electric vehicle promotion policies through consumer policy interpretation of psychological needs and psychological tendencies? There should be more research in this area.

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A CONCEPTUAL STUDY OF THE IMPACT OF FRANCHISE COFFEE SHOPS ON EMPLOYEE AND CUSTOMER SATISFACTION

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ABSTRACT

This paper aims to compare the customers and employees' satisfaction in franchise coffee shops. The main purposes are: 1) to identify and compare the determinants of the organizational and social factors that impact the employees' satisfaction at their jobs; 2) to assess the important factors in the organizations' structures and employees' satisfaction influencing customers' satisfaction. For this study, a self-administered survey is provided to employees and customers in cafes. The major global franchises, for example Starbucks and Dunkin are the ideal locations for data collection. The expected results are 1) family, pay, teamwork, and the organizational structure significantly affect the employees' satisfaction at their jobs; 2) The customers' satisfaction is affected by the service quality, drink quality, communication, environment of the café, and whether their overall expectations were met. The theoretical framework is organized according to the various types of organizational and social factors : the organization, salary, work environment, teamwork among co-workers and personal relationship with family and friends. The influence of these factors on the employee and customer satisfaction is based on the management organization theory.

Keywords: Coffee shop, Organizational factors, social factors, Employee Satisfaction, Customer Satisfaction

INTRODUCTION

Background

Coffee shop is where most of the people frequently visit for either working or socializing. (Anderson, n.d.) Approximately more than 500 billion cups of coffee are being consumed worldwide yearly. (Motoki et al., 2021) In South Korea, a standard adult, over 20 years old, consumed over 350 cups of coffee in a year, assuming 1 cup a day. There are more than 12000 coffee shops in South Korea. (Oh et al., 2019) "Coffee has become the go-to beverage for a majority of South Koreans, still growing in popularity. This leads to continuously increasing coffee consumption in the country." (Jobst, 2022) In the yearly reports of the World Coffee Consumption (2021), South Korea is 7th in the list of the Importing countries.

Total of 2,720,000,000,000 South Korean Won (KRW) or 2.72 trillion KRW worth of coffee and coffee products were sold in 2020. There is a gradual increase in the coffee sales over the years, since 2008. (Jobst, 2022) South Koreans drank 12.3 cups of coffee per week, per capita of 2.3 kilogram per year, based on the Korean Economic Institute of America. In 2018, 26.5 billion cups were served and average of 512 per capita were consumed. (CoffeeBI Editorial Team, 2019) The increase in sales and popularity leads to the suggestion of an increase in employee and customer satisfaction. The customer satisfaction is impacted by the indoor environment, service quality of the café and the employees' attitude. Hence, the employees must be satisfied with their jobs to provide an impactful service to the customers. Employees' job satisfaction is affected by the organization, co-workers, presence of teamwork, their personal relationships with their family and friends, their salaries, and other social and organizational factors. At least, 200,000 baristas are professionally trained in South Korea. The people believe owning and running a coffee shop is not another means to a livelihood; it is part of “social fabric”. (Park, 2018)

The topic of the relationship between employee and customer satisfaction has been gaining more attention of the scholars because it is related to service quality, employee behavior, customer behavior, organization structure and other outside factors. The organizations such as Starbucks, Dunkin, and Gong Cha have franchises worldwide. These organizations are constantly looking to expand globally due to high levels of competition. (Oh et al., 2019; Dani, 2014) This research is based on franchise coffee shops to improve their understanding of the employees and customers in South Korea.

Problem Statement and Research Gap

As trends change, companies in the coffee market have to make sure they are updated on the current and possible future trends to make sure people are satisfied with the changes in the café and their menus. These trends can also affect the interactions and environment that takes place in a coffee shop. For instance, coffee shops serve various kinds of seasonal beverages and cakes which attract customers to try different drinks rather than their regular coffee drink.

Research Objectives

- To identify the relationship between an organization’s structure and employee satisfaction.
- To explore the relationship between employee satisfaction and customer satisfaction.
- To figure out the organizational and social factors that impact employee satisfaction.

Research Questions

- What is the relationship between organizational structure and employee satisfaction?
- What is the relationship between social factors and employee satisfaction?
- What organizational factors influence the employee satisfaction?
- To what extent do the social factors influence employee satisfaction at job?
- What is the relationship between employee satisfaction and customer satisfaction?
- Which type of students (international, local and undergraduate, graduate groups) buy which type of beverage in the café?

Scope of the Study

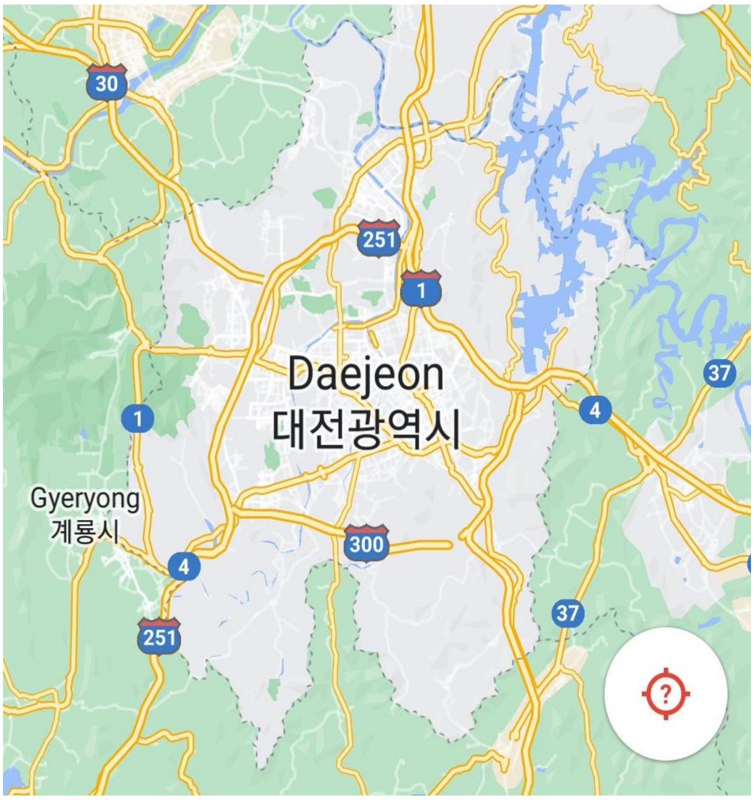

Figure 1. Daejeon, South Korea.

Significance of the Study

I am conducting this study because I want to understand what can influence employees be satisfied with their job in a café. I also want to explore how do those influences and employee satisfaction impact customer satisfaction. This research helps the coffee industry and related businesses to plan their future brand and organization management to improve employee and customer satisfactions.

LITERATURE REVIEW

Employee satisfaction

Employee satisfaction has been defined in various ways. This research focuses on the employees' feelings, behavior and attitude towards their job. "Locke (1976) stated that job satisfaction refers to pleasurable or positive emotional state of an individual, which results from the appraisal of one's job or job experience. Thus, job satisfaction indicates the general positive attitude of employees toward their job." (Kong et al., 2018)

Kong et al. (2018) mentioned that an employees' skills, hobbies, smoking, drinking, work commitments, and personal life commitments influences negative levels of job satisfaction. Also, the organizations' leadership, management policies, working conditions and environment, job demands, organizational trust, career development, social responsibilities and psychological support all contribute in impacting the levels of job satisfaction. (Nadiri &

Tanova, 2010)

The hospitality and tourism industry is going through a qualified workers' shortage. The unsatisfied workers have high turnover intentions and peculiar behavior at work. (Kong et al., 2018)

The high levels of satisfaction results in lower turnover intentions, provide high quality performance, and lower errors at work. The support provided by the organization, such as job training, pay raise or other benefits, and exceptional work environment among coworkers lead to higher levels of employees' job satisfaction. (Kong et al., 2018; Nadiri & Tanova, 2010)

Customer satisfaction

Customer satisfaction is bent on their service and drink qualities' expectations being met. The customer being satisfied with the employees and their service, the higher the chance of the customer becoming loyal to the organization. (Khairawati, 2020; Hsiao, 2016) The high levels of employees' satisfaction at their jobs influence their customer service qualities and customer experience. (Nadiri & Tanova, 2010) Social factors include the relationship among the coworkers, employees' personal social life with family and friends, food, and living conditions. The customers' behavior can fluctuate stress and satisfaction levels for the employees and organization. (Kong et al., 2018)

From a report in 2020, Ediya Coffee has the greatest number of coffee shops in RoK. These companies diversify their coffee & dessert menus, offer study or meeting rooms, parking, fresh food, discounts & membership policies, and many other amenities to attract customers. (Jobst, 2022; Dani, 2014). Students and young people are a good target audience because they are more open to innovative ideas for a coffee shop. (Nong, 2020) Khairawati (2020) mentions various previous research conducted on different types of membership services, loyalty programs, mobile apps, discount promos, and customer reactions to create marketing goals for the organizations. As a result, the discount promos and other loyalty-based programs attracted the customer to make a purchase and affect the customer satisfaction levels.

Hypotheses

1) There is a significant relationship between organization and employee satisfaction.
2) There is a significant relationship between coffee shops' indoor environment and employee satisfaction.
3) There is a significant relationship between personal relationships and employee satisfaction.
4) There is a significant relationship between teamwork among co-workers and employee satisfaction.
5) There is a significant relationship between employee's salary and employee satisfaction.
6) There is a significant relationship between organization and customer satisfaction.

7) There is a significant relationship between employee satisfaction and customer satisfaction.

Theoretical Framework

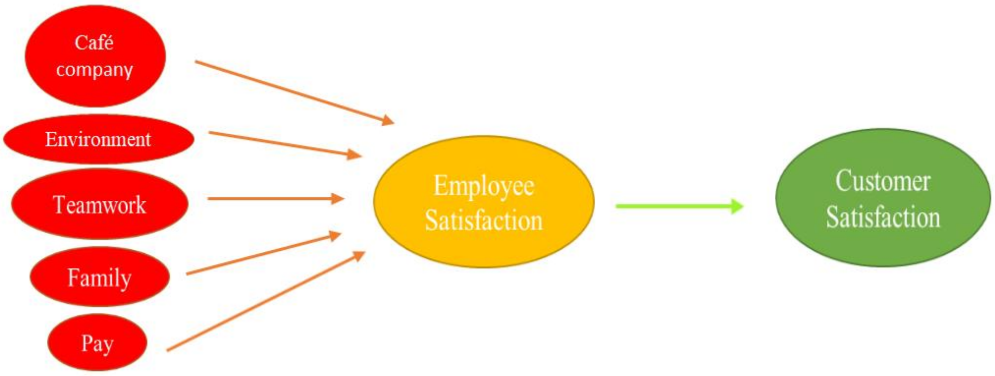

Figure 2. Theoretical Framework. The cafe company is the independent variable. The Environment, Teamwork, Family, and Pay are sub variables of the independent variable. Customer satisfaction is the dependent variable.

CONCLUSION

In a summary, there are ways a coffee shop's organizational and social variables can influence employee and customer satisfaction. In this conceptual study, the impact of the franchise coffee shops on employee and customer satisfaction is explored and analyzed using previous research articles and a survey, which was distributed to college students in the coffee shops surrounding a university campus. Based on the research articles about coffee shops, employee and customer satisfaction, their relationships having various factors as influences have been significantly evident. The coffee market itself has become a billion-dollar industry worldwide. The university students in South Korea and other major countries have access to some type of coffee. People visit the coffee shop or café to drink coffee-based drinks for multiple reasons: energy, any social activity, or just a beverage to pair with a dessert.

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FAKE NEWS RECOGNITION MODEL ON SOCIAL MEDIA OF RANGSIT UNIVERSITY STUDENTS

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ABSTRACT

The objectives of this research were 1) to study the behavior of receiving news and using social media of Rangsit university students, and 2) to study the perception model of fake news in social media of Rangsit university students. It is survey research. The population used in this research is Rangsit university students. The researcher determined the sample size by using Taro Yamane's formula. The researcher determined the sample size to be 203 persons, divided into 78 males and 125 females. Tool used questionnaire (google form online) to analyze results with SPSS package for calculating frequency, Percentage, Mean and Standard Deviation. The results of the questionnaire revealed that most of the students who took the questionnaire were female in the fourth year and their income was in the range of 5,000-10,000 baht. Most of the students had a mobile phone for 98.4%. Most of the students use a mobile phone for communication in social media. Spending more than 4 hours a day on social media before going to bed through the platform, namely Instagram, Facebook and Line, respectively. The news that is most interested in entertainment. When considering the form of fake news perception of students, it can be divided into 2 issues: 1) through marketing promotion activities in advertising media and the internet, most students had opinions in the high agree level; 2) through websites/social media, most of the students had moderate opinions.
Keywords: Social Media, Fake News, Recognition Model

INTRODUCTION

Fake News that has recently been mentioned to be heard more often. In particular, the government has issued various laws to punish those who spread fake news to scare the public.

By the meaning of fake news has been created without facts, misinformation. Sometimes such information is created with the intention of persuading and leading the audience to various misunderstandings. Fake news is not new in Thai society but the world society. It is creating persuasive news or persuading people to believe in the discourses of those in power that have been going on for a long time. But the fake news that we understand nowadays is mainly online news that is trending. It was shared a lot contains content that is not truthful. But it was shared to create panic. Some types of information are created to exert extreme beliefs among the audience until not accepting information on the other side resulting in conflicts in society. Because those who receive this information will be in a group of people who have the same opinion and will believe that what they think is correct. The other party is incorrect information which jeopardizes participation in the democratic process.

At present, the behaviour of internet users has changed to consume more news from social media due to the fast-paced modern society. Social news can answer well in terms of simplicity and convenience. It also has access create and share news to a large group of people of choice. With such advantages, exposure from social media has become more popular and has a greater proportion of all the news. We receive each day. "Believe what we already believe" (Confirmation bias) makes news that may not be accurate in fact but that the reader likes to be more popular as well. Follow-up retweeting or sharing information comes from seeing the headline first. But there is no click to read more, causing him to deceive, even more spreading until there is no space for the real news. The important thing is to create exciting headlines in the hope that people share repeatedly so they don't know where the real source of news comes from. These factors have led to many news outlets trying to produce news that people like. Either in whole or in part, to spread the mass of news. However, Lazer et al. (2018) stated that their problem of inclusion is not limited to false news but also about poor news writing political propaganda and misleading forms of advertisements for goods or services. Therefore, a form for acknowledging fake news in social media of Rangsit university students has been established along with studying problems and obstacles, suggestions as lessons or guidelines for dealing with problems that may arise in the future.

Objectives

1) to study the behaviour of receiving news and using social media of Rangsit university students.

2) to study the perception model of fake news in social media of Rangsit university students.

LITERATURE REVIEW AND THEORY

The research on the perceived model of fakes news in social media of Rangsit university students has studied and reviewed various theories related to the research as follows.

The National Endowment for Democracy defines fake news as: Misleading. Most of them are found on the internet and in social media. Much of this content is produced by for-profit websites and facebook pages that lure various platforms for advertising revenue. Which the content will be disinformation or propaganda. The motives of fake news are often financial, not political. (Jackson, D. 2018)

There are many different classifications of fake news. They differ according to their objectives. Therefore, the European Association for Viewers Interests (2016) conducted a study titled “Beyond Fake News – 10 Types of Misleading News” by categorizing fake news 1. Clickbait, 2. Propaganda, 3. Sponsored Content, 4. Satire and Deception, 5. Mistakes, 6. Partisans, 7. Conspiracy Theories, 8. Illusory Science, 9. Misinformation, and 10. Deception.

Sureerak Wongthip *(*2018*)* gives the meaning of social media, which is about content, stories, articles, videos, music, pictures, etc. With a multi-directional social response through the internet. They can also interact and interact with each other. The difference between social media and social network can be seen that both social media and social network belong to each other. Social media is an online medium that creates a social network. Social network would not be possible without social media that is open for people to use, until a network Whether in the form of a website or any form.

However, these two words have the same definition as must rely on word of mouth to be born as a group of people. The content formats used by each platform by social media are as follows: 1. It is a medium that spreads through social interaction. 2. It is a media that changes traditional media (one-to-many). 3. It is a media that converts people from content consumers to content creators.

Sathien Charoenthong *(*2021*)* has written the meaning of the theory of communication is discussion together to convey feelings from the sender to the receiver. The transmission of information from the sender to the receiver which does not require words or messages but can be other processes that the receiver can understand that communication and can react back to the sender. There are 4 components of communication: 1.Sender 2.Message 3.Media 4.Receiver.

Kantap Lertritthiset *(*2019*)* studied the process of presenting news and screening fake news for channel 7HD news programs. The population used in this study consisted of 3 groups: 1. manager 2. editor and 3. reporter. It uses purposive sampling. The research found that the meaning of fake news consists of 4 factors as follows: 1. news with false content 2. propaganda 3. news that is biased against any party and 4. impersonation. A study by key informants on the patterns of fake news found that. There are 7 forms of fake news: 1. Satire or parody 2. Misrepresentation 3. Leading misleading, 4. false context, 5. misrepresentation, 6. falsification, and 7. alteration according to the objectives of the news reporting process.

Wararat Hongpong. (*2021).* Appropriate online information exposure behaviors of students Silpakorn University Sanam Chandra Palace Campus. Objectives : 1. to study the appropriate behavior of online information exposure of students. 2. to compare appropriate online information exposure behaviors of students. The research tools were closed-ended questionnaire. The sample used was 389 people.

METHODOLOGY

Population

The population in this study was Rangsit university students. In the first semester of the academic year 2022, there are 10,079 students.

Sample size

The sample size was determined using Taro Yamane's formula. The number of populations used in the study was 10,079 people. The researchers allowed an error of not more than ± 5% by selecting 95% confidence or at a significance level of 0.05. It was found that the sample size in this study consisted of 400 people, but due to the limited time of conducting this research. The researcher therefore collected 50 percent of the data and obtained 200 samples. It is to prevent errors in data collection. The researcher then set the sample size to be 203 people.

For random sampling, the researcher uses a stratified random sampling with the following steps:

Step 1. divide the population into classes. Rangsit university student groups consist of 9 faculties, namely the College of Tourism, Hospitality and Sports, College of Communication Arts, College of Engineering, College of Design, Faculty of Business Administration, Faculty of Arts, Faculty of Accountancy, Institute of Aviation, and Faculty of Digital Arts.

Step 2. Random students will use a simple random sampling method. The proportion is set according to the size of each faculty group. And then to bring the value from the sample to estimate the population.

Creation of research tools

The research tool was a questionnaire. It is created by the researcher according to the research objectives. The process of creating a tool is as follows.

1. Study the principles, patterns, methods of questionnaire construction from books and related research to be used as a guideline for constructing the questionnaire to cover the objectives of the research.
2. Set a framework and concept to create a questionnaire used in research.
3. Draft a questionnaire to be used for research in accordance with the defined definition of terminology.
4. Bring the completed questionnaire to the advisor to improve according to the appropriateness of the language.
5. Bring the modified questionnaire to the actual sample for data collection.

The questionnaires used in this research were both closed-open-ended questions for data collection. Which is divided into 4 parts as follows.

Part 1: personal Information. There are 9 closed-ended questions.

Part 2: explored the behavior of receiving news and using social media as 11 closed-ended questions.

Part 3: the level of opinion survey about the perception of fake news in social media is a closed-

ended question with 2 sides, totaling 27 items.
Part 4: problems or obstacles encountered in using social media/effects received from fake news on social media. It is one open-ended question.

Data collection

1. A total of 203 questionnaires were collected by stratified random sampling.
2. Collect online questionnaires with google forms according to the proportion calculated by being students of Rangsit university, consisting of 9 faculties, namely the College of Tourism Hospitality and Sports, College of Communication Arts, Engineering College, College of Design, Faculty of Business Administration, Faculty of Arts, Faculty of Accountancy, Institute of Aviation, and Faculty of Digital Arts.
3. Data collection period between 14 November 2022, until 25 November 2022.
4. Take all questionnaires to verify their accuracy and completeness. For further data analysis.

Data analysis

The researcher analyzed and processed the collected data by computer. The SPSS (Statistical Package for Social Science) program was used for statistical analysis. The details of data analysis are as follows:

1. Take data from part 1 of the questionnaire which asked about "personal factors of the respondents". Frequency distribution and percentage, then presented in the form of a table and interpreted the results.
2. Data were taken from the second part of the questionnaire, which asked about "information on behavior of receiving news and media use. Social network of the respondents to distribute the frequency and find the percentage, then presented in the form of tables and arrangements.
3. Take data from the third part of the questionnaire which asked about "Level of opinion on fake news perception models on social media of Rangsit university students" by counting the votes. Then take the value obtained from the questionnaire to find the mean and standard deviation according to the factors in each aspect and grade the scores. Using the evaluation criteria based on the boundary of the mean scores.

RESULTS

1. The sample consisted of 203 Rangsit university students, consisting of 125 females and 78 males. Most of them were 122 fourth-year students studying in the College of Tourism, Hospitality and Sport, 72 people with average monthly income in the range 10,001-15,000 baht, 92 people living in Bangkok and its vicinity.

2. Behaviour of receiving news and using social media of students of Rangsit university. The results of the research are as follows.

2.1 What types of communication devices do respondents currently own?

All of the 1st, 2nd and 3rd year students have mobile phones. Only 4th year students with 98.4% percentage. Only 2nd year students who had their own tablet and iPad were all followed by 4th, 3rd and 1st year respectively. There were also 6 out of 203 students who did not have their own communication devices.

2.2 What devices do most of the respondents use social media on?

All students of all years use mobile phones. 87.2% use tablets/iPads, 12.8% do not use. Using a desktop computer 48.8% Not using 51.2%. Use Laptop and notebook 55.2% Do not use 44.8%. Use smart TV 33.5% Do not use 66.5%. The most used communication tools are mobile phone. And the least used is a smart TV.

2.3 How much time did the respondents spend on social media each day?

It can be concluded that most 1st-4th year Rangsit university students spend their time on social media. More than 4 hours online each day, accounted for 65%. Followed by 3-4 hours, accounting for 27.6% and 1-2 hours accounted for 5.9%, and only 4th year students are 3 students spend less than an hour on social media, 1.5% of student.

2.4 When respondents use social media the most?

It can be concluded that 1st-4th year Rangsit university students spend most of their time before bedtime using social media, accounting for 60.1%, followed by the evening, 25.6%, and lunch, 8.9%, in the morning and others account for 2%-3%.

2.5 News/social media applications currently used by respondents.

It can be concluded that students from all years use Instagram the most, followed by Facebook and Line respectively. Only 4 students use Kakao talk and there are 6 out of 203 students were not used.

2.6 Ranking the top 3 news that the respondents received from social media.

It found that most of the respondents received news from social media. Online entertainment news is about. Most of them were up to 30.5%, followed by foreign news, accounting for 19.2%, and the last ranking was political news, accounting for 22.7% of the average in each ranking.

2.7 To what extent does the number of media producers' followers influence the respondents' news preferences?

It can be concluded that the number of followers of media producers has a great influence on the choice of receiving news, accounting for 57.1%, 60%, 48.8%, 52.5% respectively of students in each year.

2.8 Are there any criteria for opting into social media newsletters?

39.4% of media production's past performance, 26.6% of media producer's reputation, 21.7% of media producer's followers, and 12.3% of likes and shares.

2.9 Have you ever shared news without respondents checking or looking for more information?

It can be concluded that 1st to 4th year Rangsit university students used to share news without checking or looking for additional information up to 68.5% or 139 people and never accounted for 31.5% or 64 people. 203 people

2.10 The respondents had sufficient experience using social media to screen news exposure.

It was concluded that 1st-4th year Rangsit university students had sufficient experience using social media to screen receiving news up to 86.7% or 176 people. No experience social media enough to screening of receiving news accounted for 13.3% or 27 people from the data collection from 203 people.

2.11 Respondents used to neglect their tasks to use social media for longer.

It can be concluded that 1st-4th year Rangsit university students had neglected any work to use social media for a longer time, accounting for 82.8% or representing 168 people. Never neglecting, representing 17.2% or representing 35 people from collecting data from 203 people.

3. The form of perceived fake news in social media of Rangsit university students was divided into 2 forms: 1. Through marketing promotion activities in advertising media and internet 2. Through social media websites.

3.1 Mean and standard deviation of information perception through marketing promotion activities in advertising media and internet.

Table 1 *Perceiving information through Marketing promotion activities in advertising media and Internet*

	N	Mean	S.D.
Show on feed after search on internet	203	3.68	1.327
Believe and bye because of ads	203	2.91	1.211
Not researching on the information	203	2.95	1.200
Price and discounts affect and purchases	203	3.50	1.264
Can know it it's real or Fake News	203	3.42	1.138
Have you ever shared the news	203	3.38	1.231
Recognize making promotion from social media	203	3.75	1.243
Spam links	203	3.10	1.318
Get like of gambling advertising	203	3.88	1.331
Restrict access to in appropriate ads	203	3.99	1.243
Control exaggerated ads	203	4.03	1.270
A lot of content makes less attention	203	3.75	1.280
Seeing ads often affects decision	203	3.55	1.255
$\bar{x}$		3.5309	.8880

From table1, it can be concluded that the perception of information through marketing promotion activities in advertising media and the Internet of Rangsit university students. It was found that the overall picture was at a high level due to the x=3.53, SD=0.88 values. No. 1 is do you agree that there must be a control over the production of advertising media that is exaggerated? (x=4.03, SD=1.270). Second place is that students want to limit access to inappropriate advertisements in social media (x=3.99, SD=1.243). In third place, students think they should be able to deal with online gambling ads (x=3.88, SD=1.331).

3.2 Mean and standard deviation of information perception through social media websites

Table 2 Awareness of information through the website social media			
	N	Mean	S.D.
Interested about current news	203	3.74	1.110
Fake News based on online media	203	3.40	1.220
Forward immediately	203	3.00	1.305
Believing the headlines	203	2.95	1.319
Have emotion with sarcasm news	203	2.84	1.333
Spend more time than intended	203	3.70	1.276
Access restrictions should be restricted	203	3.84	1.217
Older people may be the most deceptive	203	3.91	1.199
Training on using online media	203	3.71	1.185
Screening and signing should be available	203	3.81	1.183
Don't believe the information that is part on by dissidents	203	3.43	1.198
Trust information with a lot of followers	203	3.46	1.211
Headlines are the first priority	203	3.60	1.224
Receive news to create interaction	203	3.42	1.319
$\overline{x}$		3.5309	.83784

From Table 2, it can be concluded that students' perception of news and information through social media sites. It found that the overall image was moderate (x=3.48, SD=0.83784). The first rank, students thought that the elderly were the most likely to be deceived by fraudsters (x=3.91, SD=1.199). Second rank is everyone can access online media anywhere and at any age. Students think that access to that content should be restricted. (x=3.84, SD=1.217) Third place is that because social media is now accessible to anyone, it is impossible to distinguish who is a scammer. Students think there should be more rigorous screening for signing up (x=3.81,SD=1.183)

CONCLUSION

The population used in this study were 203 students of Rangsit university using online data collection. There were 78 males and 125 females, most of whom were students from the fourth year. Most of them earn 5,000-10,000 baht per month. 92 of them are domiciled in Bangkok and its vicinity. 85 students live in dormitories in front of the university or behind the university. of 51 people and 152 people over the age of 20.

Behavioral information and use of social media. It was found that 1st-3rd year students had their own mobile phones. Only second year students had a tablet and Ipad. Interestingly, most students rarely watched smart TV, representing 33.5%. All grade students spent the most time on social media up to 4 hours a day and used it in the previous period sleep. The most students of all years use social media through Instagram the most, followed by Facebook and Line the least. Most students are most interested in entertainment news, minimal political news. The news was shared without checking or looking for more information, up to 139 people, with up to 168 students neglecting various tasks to use more social media.

Fake News Perception Model in social media of Rangsit university students

- Awareness of information through marketing promotion activities in internet advertising media Overall, it is in a very agreeable level.
- Awareness of information through social media sites. Overall, it is at a moderate.

DISCUSSION AND RECOMMENDATION

From a research study on A model for perceived fake news in social media of Rangsit university students. A case study of Rangsit university students. There is an analysis of data on the level of opinion towards the post-graduate approach. There are issues that can be discussed as follows:

1. In terms of receiving information through marketing promotion activities in advertising media and the Internet. Most students had opinions on receiving information through marketing promotion activities in advertising media and the Internet. Overall, it was at a very agree level. For the first 3 orders that the students agreed with the most, they were: 1. Do you agree that there must be a control over the production of advertising media that is exaggerated? 2.Limit access to inappropriate advertisements on social media. 3. Students think that online gambling advertisements should be dealt with.

2. Awareness of information through websites/social media.

Most of the students had opinions about receiving information through social media sites. Overall, it will be at the moderate level of agreement, for the first 3 positions that the students agreed with the most moderate were: 1. Students thought that the elderly were the most likely to be deceived by scammers. 2. Because nowadays everyone can access online media anywhere. Students of all ages think that access to that content should be limited. 3. Since anyone can access social media nowadays, it is impossible to distinguish who is a fraud. Students think that there should be more strict screening for signing in.

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THE IMPACT OF AI ON SERVICE QUALITY AND CUSTOMER PERCEPTION: CASE OF AI BASED SERVICE AND AI SERVICE QUALITY IN CUSTOMER HOTEL DM (DECISION MAKING), MAKING PROCESS

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INTRODUCTION

This paper explores the impact of AI on service quality in the Hotel Decision Making process. It proposes a service quality model that links customer perceived AI-based service options to traditional service dimensions as measured by SERVQUAL in the context of customer perceived service quality and customer satisfaction. The model also incorporates several variables affecting customers' perceptions of AI-based services, and was tested by a structural equation modelling approach using sample data collected from retail hotel customers. The results indicate that AI-based services have a direct impact on the SERVQUAL dimensions and an indirect impact on customer perceived service quality and customer satisfaction. The analyses also show that customers' evaluations of AI-based services are affected by their preference towards traditional services, experiences in using AI-based services, and perceived AI policies.

Purpose of the study

The service sector has been transformed by artificial intelligence (AI), which has improved consumer satisfaction and enhanced service quality across a number of industries. With AI-based services, clients receive quicker, more effective, and customized services because to AI technologies like machine learning, natural language processing, and robotics. In consequence, this may have a big effect on how customers perceive the value of the services. AI-based services are applicable to many facets of the guest experience in the hotel sector, from the reservation process to check-out. AI-powered Chabot's, for instance, may help clients with booking questions, offer recommendations, and even handle payment processing. Additionally, AI-based room service robots can offer quicker and more precise service, increasing client satisfaction.

Research Objective:

The primary objective of this research is to provide a holistic and integrated picture of the influential roles that social media play in consumers' choices regarding a hotel choice during the travel decision making process.

Research specific objectives:

a) To determine the level of using social media sites by consumers on travel-related purposes.

b) To explain the effects of using social media for hotel information search

c) To evaluate the influence of social media on consumer behavior during a hotel decision-making process.

Research questions:

This research systematically investigates the question of how social media are actually used by tourism consumers and how their social media use affects their hotel decision-making process.

The following research questions are also examined during the study:

Q1: How is the level of using social media sites by consumers on travel-related purposes or hotel choice?

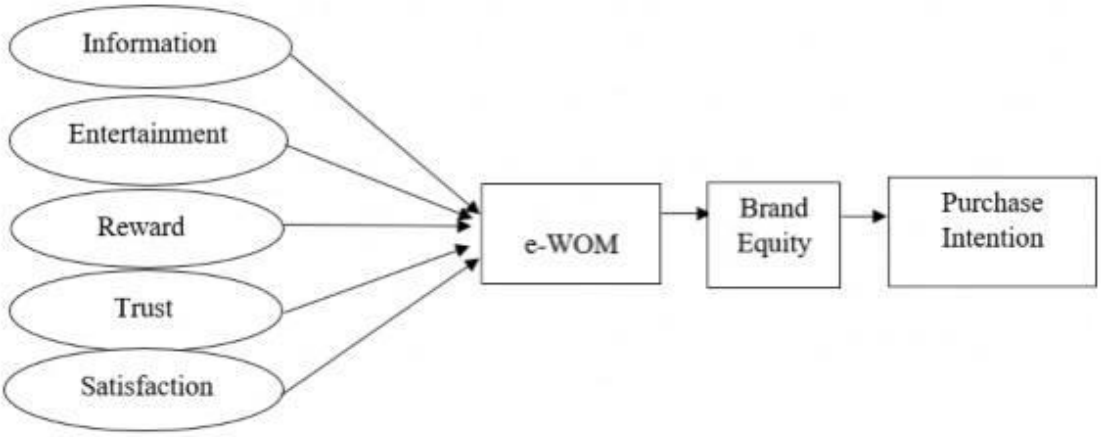
Q2: What are the effects of using social media for hotel information search?

Q3: How does social media influence on consumer behavior during a hotel decision-making process?

LITERATURE REVIEW

	Author	Title	Year	Abstract
1.	Crompton and Um	Consumers DM	1992	Influenced by hotel product
2.	Baruca and Civre	Travel Decision	2012	Tourist information search
3.	Nothi	Intensive information search	2013	Personal searches
4.	Bonera	Asserts tourists want to visit	2008	Information's for families
5.	Hyde	Quality in vocation	2004-2005	Pre-Trip decision making
6.	Fesenmaier	Simplistic process	2000	On-side decision making

Theoretical framework:



CONCLUSION

There may be a sizable effect of AI on customer perception and service quality in the hotel business. AI-based services can offer customers quicker, more effective, and tailored services, increasing customer happiness and loyalty. In order to guarantee a pleasant client experience, organizations must simultaneously be aware of the potential risks and obstacles associated with employing AI and act to address them also To add the literature review chapter, it is significant to mention that in rapid growing hospitality industry predicting customer wants and needs are key to run business, especially in the hotel sector. For this reason, for the hoteliers it is crucial to understand an influence of social media on hotel selection and decision-making process that guest follow when choosing hotel to stay in. In addition, most of previous literature has been focusing on choice attributes that could be very subjective rather than decision-making process that could offer more objective approach to the way guests select hotel online to stay in.

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PERSONAL FINANCIAL PLANNING BEHAVIOR OF THE THAI AIRLINE PASSENGER SERVICE AGENTS, SUVARNABHUMI AIRPORT DURING RECESSION

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ABSTRACT

This research aimed to study factors affecting personal financial management behavior of the Thai Ground Passenger Service Agents, Suvarnabhumi Airport during recession in 2019-2022. The samples consisted of 400 Thai Ground Passenger Service Agents. The research instruments were the questionnaires. Statistical analysis was used for this study were frequency, percentage, mean, standard deviation, t-test, and the one-way ANOVA. The questionnaire has been approved its content validity by IOC of more than 1.00 and the reliability was 0.919. The results of this study indicated that the respondents are (1) mostly female, aged between 23-40 years, single status, graduated of bachelor's degree, monthly income during 30,000 – 35,000 Thai Baht, full-time employee with positions of 5-10 years of experience (2) most employees have high level of debt planning for family education and planning for savings and investments (3) Guidelines for the study are that organization should educate employees about asset management and savings, and support the employees' retirement plan.
Keywords: Personal financial planning behavior, personal financial management, airline staff

INTRODUCTION

Personal financial management is defined as management of personal finance include consumption planning, purchase and asset possession, debt planning, saving and investment planning. It is a big issue in Thai people, particularly, in economic recession. (Krungsri Bank Research, 2022). In 2019-2022, Covid-19 pandemic, Russia and Ukraine War and US economic problems cause recession and long-term impact on tourism and hospitality industry (Georgieva, 2022). Thai airlines is also affected by the problems such as oil price increase, low tourists, prohibition of travelling for a period of time due to Covid-19 respreads. The problems impacted business operations and employment, such as reduction in wages and benefits, no contract renewal or termination due to instability of situation, etc. Many employees in airlines found it difficult to manage income for daily cost. In addition, there are uncertainties about their long-term plan about the airline employees. Thai airline passenger service agents are one of the positions who are affected by the recession since tourism and hospitality industry was slowdown. They faced personal financial problem management in short run such as short-term debt management, general consumption, etc. Therefore, this research intended to study personal financial management of Thai airline passenger service agents in order that the result of the study can benefits their financial management in both short-term and long-term. Furthermore, the airline can use the information for helping their staffs for retirement and financial plans.
Keywords: Personal Financial Planning, Airline Passenger Service Agent

Objectives

1) To study personal factors of the Thai ground passenger service agents, Suvarnabhumi Airport

2) To examine personal financial planning behavior of the Thai ground passenger service agents, Suvarnabhumi Airport

3) To discover the guidelines of personal financial management of Thai ground passenger agents, Suvarnabhumi Airport

Research Questions

1) What are the personal factors of Thai ground passenger service agents?

2) What is the personal financial planning behavior of Thai ground passenger service agents?

3) What are the guidelines of personal financial management of Thai ground passenger agents?

Research Hypothesis

Different personal factors (genders, ages, income, marital status, income level, education, family member, position, duration of work) affecting different personal financial planning behavior.

LITERATURE REVIEW AND THEORY

This research included the concepts of personal financial management behavior related research about personal financial management in tourism and hospitality industry as:

1. Personal financial factors: personal factors such as gender, age, salary, education, family change affected the personal financial planning behavior. Udomchiean (2018) explained that gender, age, marital status, income, education level affected future life planning and wealth management. Some factors influence personal financial management can be social factors such as peers, social class, and media (Kotler, 2018). 2018).

2. Personal financial management. Some theories related to personal financial management such as motive of money. People hold money due to transaction motivekeep money for day-to-day consumption, precautionary motive or keep money for emergency, speculative motive- use money for investment (Mankiw, 2022). Theories for financial management are asset allocation and financial pyramid.

3. Personal financial management planning behavior. Planning behavior could be varying based on individual styles of financial management, such as aggressive or conservative styles of financial management. The behavior influences of some personal financial management such as aggressive persons prefer to invest in more risky assets, such as derivatives and volatile stocks and conservative persons prefer to invest in safest assets such as gold and government bond (Deb and Sengupta, 2020).

Related personal financial management planning behavior research used in this study were 1) an analysis of factors influencing personal financial management of commercial aviation employees under covid-19 restriction (Lakhanukit, 2022), 2) personal financial planning for the population of Bangkok (Ritthimarn, 2018) and 3) Report of Financial Management Skills 2021 (Bank of Thailand, 2021)

METHODOLOGY

The researcher developed the questionnaire as the research instrument to collect the data 400 samples of the Thai Airline Passenger Service Agent, Suvarnabhumi Airport. The questionnaire was developed from the concepts and theories. It consists of 3 parts as 1) Personal data of the respondents 2) Personal financial Planning Behavior 3) Opinion of personal. The data analysis used in the questionnaires included descriptive statistics as frequency, percentage, mean, standard deviation, t-test, the one-way ANOVA. The Likert's Scale was used to measure the level of personal financial planning behavior Thai ground passenger service Agent, Suvarnabhumi Airport. It indicated 5 ranges as 1 as lowest and 5 as highest. The interval in each range was 0.80. The questionnaire has been approved its content validity by IOC of more than 1.00 and the reliability by 30 try-outs was 0.919.

RESULTS

The results showed 1) personal data 2) personal financial planning behavior results 3) opinion of personal financial planning and 4) hypothesis testing results.

Table 1 *Demographic profile*

Personal Data	Particulars	F	%
Gender	Male	154	38.50
	Female	246	61.50
Age	Less than 23 years old	70	17.50
	23-40 years old	212	53.0
	41-55 years old	97	24.30
	56 years old	21	5.3
Monthly Salary (Baht)	Less than 15,000	32	8.00
	15,000 – 30,000	136	35.10
	30,001 – 40,000	127	39.30
	More than 40,000	75	18.80
Education Level	Lower than bachelor's degree	66	16.50
	Bachelor's degree	278	69.50
	Higher than bachelor's degree	56	14.00

Personal Data	Particulars	F	%
Family Change	Young Singles	164	41.00
	Young Couple (No Children)	148	37.00
	Full Nest One (Pre-School Children)	62	15.50
	Full Nest II (School-Aged Children)	25	6.25
	Full Nest III or Above	1	0.25
Duration of Work	1-2 years	80	20.00
	3-4 years	131	32.80
	5-10 years	141	35.30
	More than 10 years	48	12.00

The personal factor results showed that mostly female (=61.50%), aged between 23-40 years (=53%), single (=41%), holding bachelor's degree (=69.50%), monthly income around 30,000 – 35,000 Thai Baht (mean= 39.30), full-time employee with positions of 5-10 years of experience (=35.30).

Table 2 *Personal financial Planning Behavior Results.*

Personal Financial Planning Behavior	Mean	S.D.	Meaning
FP1 : Consumption Planning			
FP1-1 You have a plan for eating costs	4.30	0.778	Very High
FP1-2 You have a plan for utility expenses. (Water, electricity, telephone bill)	4.33	0.711	Very High
FP1-3 You have a planned apparel expense (Clothing, shoes, accessories)	4.02	0.894	High
FP1-4 You have a travel expense plan. (Transportation fee, Fuel)	4.34	0.685	Very High
FP1-5 You have an educational expense plan. (For own or for children)	3.86	1.149	High
FP1-6 You have a plan for healthcare	4.02	0.895	High
Overall Consumption Planning	4.15		High
FP2 : Purchase and Asset Possession			
FP2-1 You have a plan for real estate purchase planning (house, land)	3.79	0.985	High
FP2-2 You have a plan for acquiring wealth (Car, Value items)	3.72	0.984	High
FP2-3 You have a plan to own liquidity assets (cash on hand, cash in bank) and common stocks, government bonds.	3.90	0.915	High
Overall Purchase and Asset Possession	3.80		High

Personal Financial Planning Behavior	Mean	S.D.	Meaning
FP3 : Debt Planning			
FP3-1 You have family education debt planning.	4.30	0.778	Very High
FP3-2 You have a plan for vehicle loan	4.33	0.711	Very High
FP3-3 You have a plan from purchase asset from accumulated saving.	4.02	0.894	High
FP3-4 You plan on the debt incurred by second job site or own business	4.34	0.685	Very High
Overall Debt Planning	4.25		Very High
FP4 : Saving and Investment Planning			
FP4-1 You have savings on savings with the bank	4.02	0.838	High
FP4-2 You have saving on fixed deposit account	3.99	0.905	High
FP4-3 You have an accumulated life insurance	4.02	0.891	High
FP4-4 You planned for money retirement	3.90	0.902	High
Overall Saving and Investment Planning	3.98		High

Table 2 showed that the personal financial planning behaviors measured through 4 factors. It indicated the overall debt planning is the highest at very high level (mean = 4.25). Then, overall consumption planning is at high level (mean = 4.15) and saving and investment planning (mean = 3.98). The lowest score is overall purchase and asset allocation (mean = 3.80).

Table 3 *Other Opinions of personal financial planning*

The respondents provided the personal financial planning behavior for each factor as:

<u>FP1: Consumption Planning</u>

Employees spend money on consumption planning in terms of travel expense plan, etc. transportation fee, fuel. They may eliminate other cost of consumption if they found money isinsufficient. Many spend for health care product such as expensive supplementary food.

<u>FP2: Purchase and Asset Possession</u>

Employee income is not enough for asset possession. Thai airline passenger service agents prioritize their money for consumption. They purchase and possess asset based on salary step.

<u>EP3: Debt Planning</u>

Employees could pay short-term debt on time. They do not have overdue bill payment. However, they potentially incurred the problem of credit card due to overspending. Some employees find the second job to pay bills.

EP4: Saving and Investment Planning

Employees do not intend to save money in the banks since banks give low interest rate. They are rather using the money for daily consumption and pay monthly short-term debts. Many employees do not know retirement plan and they do not plan for long-term investment.

Table 4 *Hypothesis Testing Results*

Factors	Statistics	Test Value	Sig.
Gender	t-test	0.689	0.492
Age	One-Way ANOVA	7.321	0.000*
Monthly Salary	One-Way ANOVA	19.115	0.000*
Education Level	One-Way ANOVA	23.802	0.000*
Family Change	One-Way ANOVA	12.41	0.000*
Duration of Work	One-Way ANOVA	13.648	0.000*

Based on the hypothesis that different personal factors (genders, ages, income, marital status, income level, education, family member, position, duration of work) affecting different personal financial planning behaviour, the results found that different age, monthly salary, education level, family change, duration of work had different personal financial planning behaviour (sig. = 0.000*). This means that every factor, but gender is different among variables.

CONCLUSION

Based on the study, the overall the personal financial planning behavior can be sorted in descending order as follows: debt planning, consumption planning, saving and investment planning and purchase and asset possession. The highest level of debt planning was at the very high level for (mean= 4.25). The overall consumption planning was at a high level (mean=4.15). The level of the saving and investment (mean=3.98) was at a high level. The lowest level within the group is planned for money retirement (Mean=3.90) planned for money retirement. Hypothesis testing showed that the different personal factors affecting different personal financial planning behaviour (ages, income, marital status, income level, education, family member, position, duration of work) except gender. There is no short-term debt and personal financial management.

DISCUSSION AND RECOMMENDATION

Overall, the results of the personal financial management are at high level (mean =4.05). The research results showed that personal factors such as age, income and education level affected the personal investment during economic recession. (Lakhanukit, 2022 and Ritthimarn, 018).

However, gender is debatable factor. The research results showed the results that overall financial planning behaviour in normal condition was good (Bank of Thailand, 2021). The recommendation of the study was Thai airline passenger service agents should plan for purchase and asset possession. The managerial implication for the airline organization is that the airline should educate financial knowledge and disciplines for resilience and establish some retirement savings plan for the employee. The future study should be on impact of media and information on financial planning behavior since in this study, it focused on the internal factors.

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"GREEN" ECONOMY AND "GREEN" FINANCE AS A TREND IN GLOBAL DEVELOPMENT

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ABSTRACT

The article examines the level of "green" investments in the global economy system, analyzes the structure of financing for the "green" economy, and evaluates the investment capacity of countries in the world.
Keywords**:** "green" economy, "green" finance, investments, state, sustainable development.

INTRODUCTION

In recent years, the concept of a "green economy" has emerged in connection with the need to solve important environmental problems and create a sustainable, fair, and inclusive economic system. The term "green economy" is an economic concept that encompasses environmental, social, and economic aspects.[2]

The concept includes four modules such as retail finance, investment finance, asset management, and eco-insurance.

BODY TEXT

The "green economy" relies on the use of renewable resources, as well as waste recycling and regeneration. Specific actions are aimed at minimizing waste, reducing environmental pollution and global warming, as well as preventing resource depletion.

"Green" finance is a relatively new term that is closely related to the "green" economy. It refers to funds directed towards financing environmentally friendly projects. It can be confidently said that the successful development and improvement of this industry depends on the degree of attraction of "green" finance.

Three sources of "green" finance can be identified:

• State financing
• Funds from international financial organizations
• Private sector funds [1]

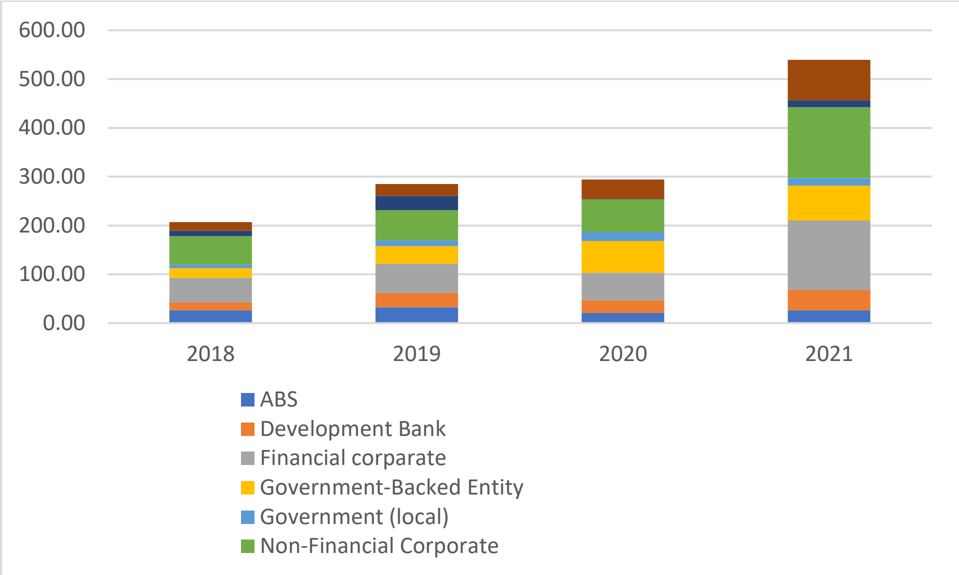

Figure 1. Structure of financing for the global "green" economy. [4]

It is not difficult to notice that government organizations actively support the development of the "green" economy. It should be noted that in 2021, the number of "green" finances increased almost two-fold, which is a positive trend in the development of this sphere.

"Green" finance allows solving the following tasks:

• Reducing energy consumption;

• Reducing greenhouse gas emissions and the amount of waste generated throughout the product life cycle;

• Reducing the consumption of natural resources by increasing their efficiency;

• Ensuring the preservation of biodiversity.

In recent years, many countries have identified the concept of transitioning to "green" economic growth as one of the key directions for the development of their national economies (OECD countries, Japan, Korea, etc.). That is, these countries have adopted regulatory acts confirming their orientation towards the trajectory of "green" economic growth.

Today, one of the most important directions for the development of the global economy is the formation of a "green" economy and the provision of constant "green" financing. It should be noted that the territorial distribution of "green" financing is not evenly distributed.

By conducting an analysis, three groups of countries can be identified:

1. Leader regions - these include the USA, China, Germany, Canada, the UK (average investment volume of $60 billion)

2. Regions with developing "green" financing - Russia, Latin American countries,, Australia, etc.

3. Outsider regions - Mongolia, Central African countries, Belarus, etc.

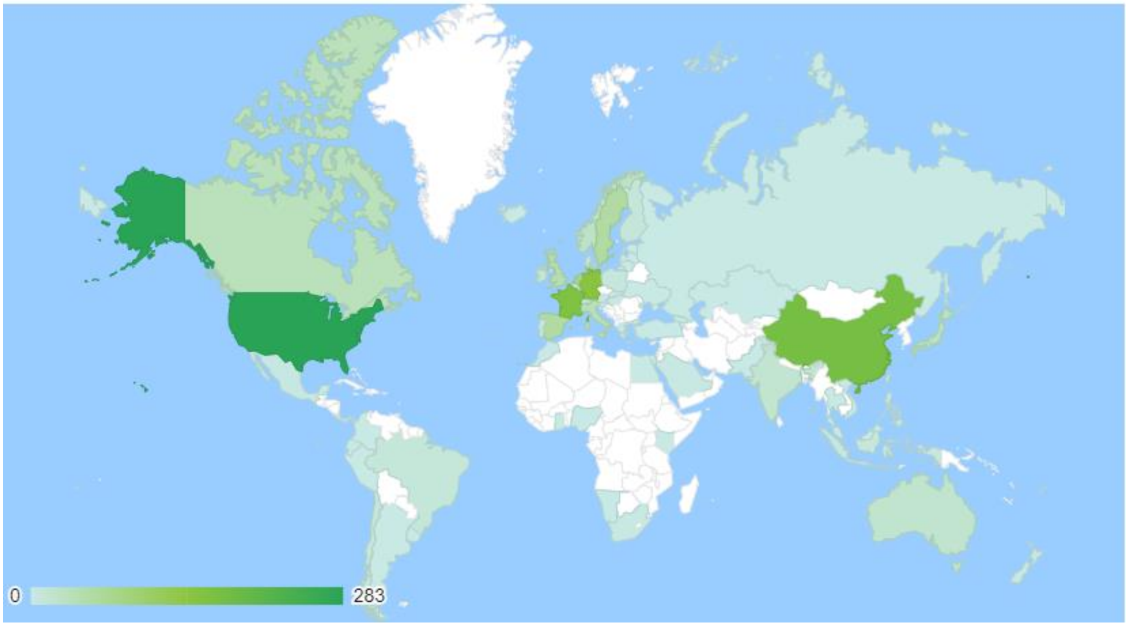

Figure 2. Distribution of "green" finance in the world, in millions of dollars.[3]

There are clear gaps between leader and outsider countries: the contribution of leader countries to environmental investment is about 35%, while the contribution of outsider countries is less than 10%.

CONCLUSION

Thus, it can be concluded that the transition to a "green economy" is a global trend. An important condition for sustainable development of the "green" economy is "green" finance, which is successfully attracted in most countries in the world. To stimulate "green" financing in outsider countries, it is necessary to develop a regulatory framework and form an environmental bond bank.

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THE GLOBAL MARKET FOR COUNTERFEIT GOODS: DEVELOPMENT TRENDS AND THE SEARCH FOR OPTIMAL REGULATION MECHANISMS

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ABSTRACT

The annual turnover of counterfeit and pirated products in the world, according to the Organization for Economic Cooperation and Development, has reached $461 billion, the portal writes. In the European Union market, counterfeit products account for about 5% of total trade. The report notes that American brands are most often counterfeited: up to 20% of goods from the United States are actually counterfeit. Among the most frequently counterfeited goods are also Italian brands (15%), French and Swiss (12% each), Japanese and German (8% each). According to OECD experts, most of all counterfeit products in the world are produced in China: 63, 2% of all fakes in the world. Other leaders in the production of counterfeit goods include Turkey (3.3%), Singapore (1.9%), Thailand (1.6%) and India (1.2%).
Keywords: counterfeit, global market

INTRODUCTION

We will tell you how much damage counterfeiting causes to the economy and which sectors suffer from counterfeiting the most. At the end, an overview of existing methods of protection against counterfeiting and an analysis of possible solutions to the problem. According to experts , American companies suffer the most from fakes. Behind them, companies from France, Italy, Switzerland and Germany receive less profit. Such conclusions were made after the analysis of the period 2014-2016.

According to the experts of the International Anti-Counterfeiting Coalition, the largest share of counterfeits was found in alcohol and tobacco products (over 40%), in clothing and footwear (about 35%), among perfumes and cosmetics, and also in pharmaceuticals - (over 20%). The share of fakes in food products is approximately 10%, and in other studied categories - 5% or less. These statistics are current for 2020. In recent years, cases of fake electronics have also become more frequent - smartphones, computers and tablets have become the most popular goods for intruders. In 2016, Statista analysts summed up the list of industries that are most affected by the counterfeit mafia. These data are not entirely relevant, but help to understand the big picture. Counterfeits of shoes, clothing, leather goods, electronics, watches, medical products, perfumes and cosmetics, toys, jewelry and pharmaceuticals cause the greatest damage to companies' profits. It should be noted that the production and sale of fakes violates the main provisions of the legislation in the field of intellectual property protection, causes material damage, damages the brand's reputation, and also undermines consumer confidence.

RESULTS

Companies today spend billions of dollars trying to protect their product from fakes. However, the protection methods that are relevant today are not able to provide the necessary protection: manufacturers complicate product packaging, special divisions of companies search the Internet for counterfeit products in order to sue intellectual property rights infringement, brand designers constantly update product collections and related accessories, technologists use various types of markings, including Bar-code and QR-code, which provide limited use of online identification.

The weak effectiveness of the above protection methods is due to several reasons:

1. Basically, counterfeit products are produced illegally by partner manufacturers of products, as well as former employees of brand companies. Having access to technological information, the sales market, as well as information on the company's servers, it is not difficult to implement a fake without a big risk of being caught. All premium clothing and footwear brands suffer from such fakes.

2. Most companies now use a centralized data warehouse. A striking example is the VIN number on cars, registration numbers on LUX class rims, where customers check the rim number through online catalogs.

The main disadvantage of centralized data warehouses is the possibility of hacking and changing the data in it, as well as falsifying the physical VIN number of the car and the number of rims. Moreover, modern production technologies allow counterfeiters to copy already existing marks, serial numbers and the like, thereby equating a fake with the original, which is a more difficult problem, because identifying a batch of non-original goods among all products is as difficult as finding a needle in a haystack. hay. As a result, the reputation and profit of the brand begins to suffer greatly, because the buyer will prefer to change the brand, and not deal with a brand with a lot of fakes.

3. Bar-code and QR-code are also used by companies mainly on a centralized database. However, in the future, it is possible to use these printed labels in the decentralized Blockchain database. The use of Bar-code and QR-code with a private activation key hidden inside the product prevents fraudsters from producing large quantities of counterfeit products without hindrance, but does not allow tracking the entire chain - from the manufacturer to the counter, as well as achieving the potential result of reducing the volume of the fake market to 0.1% of the total volume counterfeit in the world. The conclusion is obvious - the measures currently being taken are not able to fully solve the main task - to create a link between the consumer and the brand, including the entire chain: brand-manufacturer-supplier-shop-consumer, which

could protect the interests of all parties involved in the process and save the industry from the influx of fakes. Possible solutions to the problem. Proover Technology. The Proover team offers an innovative anti-counterfeiting solution based on NFC modules and the Internet of Things (IoT). Multi-layered NFC security technology will strengthen the reputation of the brand and provide customers with confidence in the originality of products. Authenticity protection is achieved using NFC chips that are built into the item and tied to the Proover platform - we can track and interact with each specific chip and instantly see unauthorized interaction attempts or attempts to copy the chip. Let me explain with an example: We take a shirt from your brand, like Gucci, and equip it with a specially stitched NFC chip, the physical size of which is from 10 to 25 mm. This chip is already connected to the Proover system, with which you can track all actions with the chip and its geographic location. The buyer can interact with the chip and receive some content from the brand: when scanning the chip, in addition to the authenticity confirmation block, the store page, any website and, in general, everything that the brand may need can be opened. You can simply point your smartphone at the shoe and a push notification with a confirmation page will instantly appear on the screen.

The Proover confirmation page will be a guarantee of authenticity - it is simply impossible to fake or copy an NFC tag tied to the Proover system.

Briefly: how NFC protection works

The very concept of NFC stands for Near Field Communication or “near communication”. This implies the technology of wireless (wireless) data transmission over a short distance, usually up to 10 cm. For example, data transfer between a telephone and a payment terminal. NFC technology is based on RFID (Radio Frequency IDentification, radio frequency identification is a method of automatically identifying objects. or data stored in so-called transponders, or RFID tags, is recorded.

CONCLUSION

Every year the system for detecting counterfeit products is being improved.The world markets for counterfeit products are closely intertwined and are of global importance for the world economy.Large companies and brands are doing everything to protect their products. There are a huge number of mechanisms for verifying the authenticity of goods. This topic concerns not only physical goods, but also intellectual property, digital goods and other objects. New modernized authentication systems are being created, and there are also special people who check the goods for originality.

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WORK MOTIVATION AND ORGANIZATION COMMITMENT ON THE WORK EFFICIENCY OF GROUND SERVICES STAFFS AT DON MUANG AIRPORT

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ABSTRACT

Work Motivation and organization commitment are the key that impacts work efficiency and achievement of organization. This paper objectives to examine the relationship between demographic data and the effect on work efficiency, to explore the relationship between the employees' work motivation and the effect on work efficiency and to explore the relationship between employee commitment and the effect on work efficiency. This study employed quantitative research and the population of the study was 400 ground services staffs working at Don Muang Airport. The statistics employed in the data analysis of the study were frequencies, percentages, means, standard deviation, t-test, f-test and correlation. The result of the study revealed that: 1) there is no significant association of any demographic variable with work efficiency which not sig = 0.0996 2) the work motivation correlates with work efficiency with sig = 0.000 3) the organization commitment affects with work efficiency with sig = 0.000 was at a high level. It was considered by aspect that the ground services staffs are highly motivated (x=4.12) by their achievement that performed to accomplish to reach the company's goal and their commitment correlate with work efficiency
Keywords: Work Motivation, Organization Commitment, Work Efficiency

INTRODUCTION

In competitive global market, businesses competitive are becoming increasingly tight and tension. Employees are considered as core value of most organization. Thus, to maintain a positive relationship and strong commitment between employees and their organization. They should provide the motivation policy in the workplaces. There are vary factors of motivation. Some people are driven by intrinsic factors, and some are extrinsic factor, while others appreciate both factors, for instance, rewards and compensations health-care insurance, salaries, career advancement, psychological atmosphere of the organization, training courses, organization policies, adjustable work schedule, relationship with supervisor or employee benefits.

The organization commitment can be defined as the extent to which the employees feel as integral part of organization. The employees will remain with a company for an extended period because they believe and accept in the objectives of the company. Organization commitment can reduce turnover within the organization and indicate a positive relationship between employee and organization growth. (Antoncic & Antoncid, 2011)

The focus of the paper is on employees work motivation and organization commitment affect work efficiency of the ground services personnel at Don Muang Airport. In this research, will be explore the relationship between demographic data, work motivation, organization commitment based on previous studies and literature, theory.

Objectives

This research purpose to:

1) explore the relationship between the demographic data factors including gender, age, marital status, educational level and average monthly income which affecting the working efficiency of ground services staffs.

2) explore the relationship between the work motivation which affecting the working efficiency of ground service staffs.

3) explore the relationship between the organization commitment which affecting the working efficiency of ground services staffs.

LITERATURE REVIEW AND THEORY

Employees is a core element that organizations should focus to stay in business competitive. Thus, work motivation in the workplace provides quality of life and work life balance to satisfaction and employee retention.

Two-factor Theory

Motivation referred as an internal process which defined as a drive or a need caused by behavioral science (Reeve, 2015). Herzberg, et al. (1959) demonstrated that the major key of the two-factor theory comprises of motivation factors and hygiene factors. Motivation factors in other words intrinsic factors means positive job attitude which led to an increase and improve job satisfaction. Motivation factors referred to a person's job satisfaction which included advancement, the work itself, possibility for growth, responsibility, recognition and achievement. Whereas, hygiene factors in other words extrinsic factor which related to the need to avoid unpleasantness. Hygiene factors referred to company policies, administration, relationship with supervisors, interpersonal relations working conditions and reward and compensations. (Herzberg, 2003).

Organization Commitment Conceptualized

Scholars defined organization commitment as the level of commitment and dedication that team member have to their employment and their willingness to make and effort for the organization (Bateman and Strasser, 1984). Porter et al. described the ground concept commitment as a combination of attitude and interest in economic gains from associating with the organization. Hence, employee retention, employees' satisfaction from the job, interpersonal relations, confidence and acceptance in the organizations are the results of economic gains. Mowday et al., (1979) stated that commitment was comprised as three components, namely, 1) strong acceptance which employee belief in the organization goals and values., 2) participation that employee willing to exert considerable effort on behalf of the organization, and 3) loyalty which employees have a strong desire to maintain membership in the organization. Then, table 1 has revealed the previous studied and their findings that there are a number of factors that influenced and lead to organization commitment

Table 1. Summary of literature reviews

Author	Title	Findings
Bodhisuwan (2006)	Factors Related to Corporate Loyalty of Practitioner Level Employees in Private Enterprise Organizations in Bangkok Metropolitan Region	Motivation and expectation in job performance, were at a high level and the level of engagement was factor influenced to corporate loyalty.
Tobuts (2563)	Factors effecting teamwork efficiency of Government officer in Prachinburi. Faculty of Business Administration, Ramkhamhaeng University.	The studied revealed that demographic factors not significant different of working efficiency
Tovmasyan & Minasyan (2020)	The Impact of Motivation on Work Efficiency for both employers	People were motivated by two main factors-first, intrinsic factors

METHODOLOGY

Questionnaire is considered the main data collection tool and a structured questionnaire with likert-type scale 5 rating. The constructions were measured by questions that were picked up and adapted from previous research. Work motivation was measured by 16 questions. For the assessment of the dependent variable – work efficiency and control variable (age, gender, work motivation, organization commitment). The survey questionnaire divided into four sections relating to demographic characteristics, work motivation, organization commitment and work efficiency.

Data collection was conducted in -person interviewed and via on line. The research population were ground services staffs working in Don Muang Airport. The total number of these ground services staffs approximately 1,642. The researchers choose sampling methodology and employ the convenience sampling design to represent all population by krejeic and morgan sample size table. Research sample is calculated to be 400 from the research population.

RESULTS

The result revealed 1) level of the aspects of work motivation 2) organization commitment 3) correlation between work motivation, organization commitment and work efficiency.

Table 2. Results of the level of the aspects of work motivation

Aspects of Work Motivation	x̄	S.D.	Meaning
1.Achievement	4.12	0.56	high
2.Work itself	4.07	0.53	high
3.Advancement	4.01	0.71	high
4.Interpersonal	4..08	0.50	high
5.Job security	4.00	0.67	high
Total	4.06	0.50	high

Table 2. Revealed that 5 aspect or work motivation factors measured, it indicated that the achievement at very high level (mean = 4.12). Next, work itself is at high level (mean = 4.07), advancement (mean = 4.01), interpersonal (mean4.08). The lowest score is job security (mean = 4.00).

Table 3. Result of the relationship between organization commitment and work efficiency

Correlation			
		Organization commitment	Work efficiency
Organization commitment	Pearson Correlation Sig (2-tailed) N	1 400	.813** .000 400
Work efficiency	Pearson Correlation Sig (2-tailed) N	.813** .000 400	1 400

Table 3. Revealed that organization commitment correlates with work efficiency with sig.000

Table 4. Result of the correlation between demographic data, work motivation, organization commitment and work efficiency

Correlation					
		Demographic date	Work motivation	Organization commitment	Work efficiency
Demographic data	Pearson Correlation	1	-.002 .970	.021 .671	.000 .996
	Sig (2-tailed) N	400	400	400	400
Work motivation	Pearson Correlation	-.002 .970	1	.826** .000	.666** .000
	Sig (2-tailed) N	400	400	400	400

Organization commitment	Pearson Correlation Sig (2-tailed) N	.021 .671 400	.826** .000 400	1 400	.813** .000 400
Work efficiency	Pearson Correlation Sig (2-tailed) N	.000 .996 400	. .666** .000 400	.813** .000 400	1 400

** The correlation is significant 0.01.-

Table 4. Revealed that there is no significant association of any demographic variable which not sig = 0.0996, while work motivation and organization commitment are significantly correlate with work efficiency sig = .000 and .000 respectively.

CONCLUSION

Based on this study, the demographic profile (gender, age, education, working-experience, social-status, titles) is no significant =.996, which indicated that demographic data are not affect with work efficiency. Whereas the aspect of achievement of work motivation is at high level = 4.12, indicated that ground services staffs focus on their achievement in order to motivate their work. Next, organization commitment revealed corelate significantly = .000 with work efficiency

DISCUSSION AND RECOMMENDATION

The research results revealed that the ground services staffs focus on their career achievement ($\bar{x}$ = 4.12) at high level. Work motivation and organization commitment correlated with work efficiency, while demographic data was not correlated with work efficiency. The recommendation of the study was the employers should emphasis this motivation policy in order to the most affects their work efficiency lead to organization commitment (Herzberg, 2003). This commitment will therefore be a key element of the loyalty. The future study should be on how employee's loyalty impact organization performance.

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ASEAN AVIATION PERSONNEL' SATISFACTION TOWARDS AVIATION TRAINING CENTER, AVIATION PERSONNEL DEVELOPMENT INSTITUTE, THAILAND

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ABSTRACT

This research aimed to study ASEAN air aviation personnel'satisfaction towards Aviation Personnel Development Institute, Thailand. The researcher developed the questionnaires consisting of 3 parts as 1) personal data, 2) satisafaction towards the Aviation Training Center and 3) Suggestions. The researcher instrument was questionnaires which were distrbuted to 200 aviation personnel in February, 2022. The statistical analysis were frequency, percentage, mean, standard deviation, The respodents can also added their suggestion on the written part of the questionnaires. The results of the study found that overall aviation personnel'satisfaction towards aviation training center was at a highest level (mean = 4.74). The highest scores were overall other satisfaction (mean = 4.77), then overall smoke drill room and overall rafting-wet drill pool (mean = 4.75). The suggestions from the study were the aviation training center should have complete equipment and some virtual techologies.

Keywords: Satisfaction, Aviation Training Center, Aviation Personnel

INTRODUCTION

Aviation Training Center which is the business unit under Aviation Personnel Development Center, has provided recurrent trianing service for aviation personnel. It offers both compulsory trainings for the aviation personnel, such as fire drill, smock drill, slide drill, and wet drill and some soft training, such as crew resource management (CRM), aviation security awareness, service mind, etc. (Aviation Personnel Development Institute, 2023). By law, aviation personnel have to be retrained every year to meet the aviation saftey requirement since they have to provide service based on safety first priority (Doc 10002 AN/502, First Edition, 2014, Chapter 1) Therefore, the aviation personnel need to complete the mandatory traininigs as slide drill, wet drill, etc. In order to conduct the qualified training, the aviation safety training need to evaluate the actual service users' satisfaction. However, the deciders and purchasers for the training services are not aviation personnel. Pricing is the major reason of using training services for the low cost airlines and charterers (Witthawassamrankul and Pasputhijiam, 2017).

Objective

To study ASEAN aviation personnel satisfaction towards Aviation Training Center, Aviation Personnel Development Institute, Thailand.

Research Questions

What are the levels of ASEAN aviation personnel' satisfaction towards Aviation Training Center, Aviation Personnel Development Institute, Thailand?

LITERATURE REVIEW AND THEORY

This research includes concepts of aviation training center service, which is

the place providing sufficient service for aviation safety training, service quality theory and related research on satisfaction towards Aviation Training Center as service quality which explained that service qualities may differ in term of complication and characteristics of services. Common 5 service dimensions found are tangible, empathy, assurance, reliablity, and responsiveness (Wilson, Zeithaml, Bitner and Germier, 2020). The dimensions of service qualities provided by aviation training center could be:

Reliability: Ability to perform the promised service accurately and dependably.
Assurance: Knowledge and courtesy of staff and the staff' abilities to convey and confidence in service provision
Tangibles: Physical facilities, equipment, and training room.
Empathy: Caring, individuaized attention the trainers and staffs
Responsiveness:Willingness to help the trainees and provide prompt services.

The related researches studies in this study are guidelines for improving service quality of Aviation Safety Training Center for Flight Attendant (Witthawassamrankul and Kaewpoungngam, 2017), the administration factors of aviation training center needs educational facilities, organization management, presidency, the standard of courses/curriculums and the qualities of instructors. The service quality factors were accurate, propriety, feasible and utility (Khamproh, 2016) and factors affecting service quality of aviation safety training center for flight attendants (Witthawassamrankul and Pasputhijiam, 2017). In the study of satisfaction both service qualities are measured from customer evaluations.

In addition, there are some rules and regulations based on ICAO (International Civil Authority Organization) and Civil Aviation Authority of Thailand (CAAT) related in the study since the aviation training center needs to deliver the courses meet the standard of the organizations.

METHODOLOGY

The researcher developed the questionnaires of aviation personnel' satisfaction towards aviation training center based on the aviation training concept, service quality theory, and related researches. 200 samples were aviation personnel as pilots, flight attendants, trainers and others. The questionnaires combines 3 parts as 1) personal data, 2) aviation personnel' satisfaction towards aviation training center and 3) suggestions. The respondents in this study are 200 ASEAN aviation personnel who used service from the aviation training center. The Likert's Scale (5 levels) was used to rate the satisfaction level. The quality of research instrument in the aspect of content validity was done by IOC by 3 experts and the reliability was 0.86. The data were collected on February, 2023. The statistical analysis was frequency, percentage, mean, standard deviation, The content analysis was used to summarize in suggestion parts.

RESULTS

The results of the questionnaires showed 1) personal factors 2) aviation personnel' satisfaction towards aviation training center and 3) suggestion

Table 1 *Personal Data*

Personal Factors	Particulars	F	%
Gender	Male	100	50.00
	Female	100	50.00
Position	Pilot	15	7.50
	Flight Attendants	160	80.00
	Trainers	15	7.50
	Others	10	5.00
	Total	200	100%

The results of the personal factors showed there are equal 100 males (=50%) and 100 female (=50%). The positions were 15 pilots (=15%), 160 flight attendants (=160%), 15 trainers (=7.5%), and 10 others (=5%).

Table 2 *Level of Air Crew' Satisfaction towards Aviation Training Center*

Parts	Mean	S.D.	Meaning
1. Training Room			
1.1 Convenience	4.75	0.66	Highest
1.2 Temperature	4.71	0.52	Highest
1.3 Sound System	4.74	0.63	Highest
1.4 Visualization	4.72	0.68	Highest
Overall Training Room	**4.73**		**Highest**

Parts	Mean	S.D.	Meaning
2. Slide Drill Room			
2.1 Safety	4.78	0.62	Highest
2.2 Training Equipment	4.72	0.68	Highest
2.3 Temperature	4.69	0.67	Highest
2.4 Cleanliness	4.69	0.65	Highest
Overall Slide Drill Room	**4.72**		**Highest**
3.Fire Drill Room			
3.1 Safety	4.75	0.65	Highest
3.2 Availability of Equipment	4.78	0.62	Highest
3.3 Temperature	4.65	0.81	Highest
3.4 Cleanliness	4.75	0.75	Highest
Overall Fire Drill Room	**4.71**		**Highest**
4. Smoke Drill Room			
4.1 Safety	4.80	0.78	Highest
4.2 Sound System	4.72	0.73	Highest
4.3 Visualization	4.72	0.74	Highest
4.4 Temperature	4.76	0.77	Highest
Overall Smoke Drill Room	**4.75**		**Highest**
5. Rafting-Wet Drill Pool			
5.1 Safety Procedure & Security System	4.75	0.74	Highest
5.2 Cleanliness	4.73	0.79	Highest
5.3 Availability of Equipment Rafts & Life Jackets	4.75	0.84	Highest

5.4 Cleanliness of Shower Area	4.77	0.68	Highest
Overall Rafting-Wet Drill Pool	**4.75**		**Highest**
6.Other Service Satisfaction			
6.1 Staff Service Satisfaction	4.80	0.81	Highest
6.2 Car Parking Availability & Service	4.66	0.74	Highest
6.3 Coffee Break	4.81	0.79	Highest
6.4 Cleanliness of Toilets	4.82	0.88	Highest
Other Service Satisfaction	**4.77**		**Highest**
Overall Satisfaction with the Training Center	**4.74**		**Highest**

The overall satisfaction with the training center was at a highest level (mean = 4.74). The highest satisfaction level are from overall satisfaction at a highest level (mean = 4.77) and then, overall smoke drill room and overall rafting-wet drill pool at a highest level (mean = 4.75), overall training room (mean = 4.73), overall slide drill room (mean = 4.72) and overall fire drill room (mean = 4.71).

Part 3: Suggestion on the aviation personnel' satisfaction of service divided into 4 parts as Process, Staff, Place and Facilities and Service Quality as:

3.1 Process: The process of the service provision was smooth since aviation training center planned and reserved by using schedules. There will be no time conflict.

3.2 Staff: The staff who provide service have trained and received certificates from the equipment and departments such as fire drill, slide drill. Therefore, they are competent in teaching and demonstrating the use of equipment. There are also outsourcing of staffs such as nurses for first aid and lifeguards in wet drills.

3.3 Place and Facilities: Some aspects were discussed due to physical design such as required some empty space for swimming pool sides, slope, and steps-to-walk. Parking should have roofs. Wireless microphones and portable translators should be provided when the foreign guest speakers visited, so the users can understand clearly.

3.4 Service Quality: Good service quality provided with good manner. Free complementary such as tea, coffees, biscuits, snacks are provided.

CONCLUSION

Based on the study, the overall satisfaction of aviation personnel' satisfaction towards aviation training center was at a highest level (mean = 4.77). Every factor was at highest level. The suggestions were on some physical designs, such as slope, path and assistance devices, such as wireless microphones and portable translators.

DISCUSSION AND RECOMMENDATION

The research results showed that the facilities and equipment of aviation training center was at a highest level. The service quality meets both standard requirement (Civil Aviation Authority of Thailand, 2017). The excellent aviation training center factors were were accurate, propriety, feasible and utility (Khamproh, 2016). Aviation training center combines both practice and academic knowledge. There were some suggestions for aviation personnels from study that the aviation training should import more equipment to meet the future demand of the customers or airlines such as overwing exit, virutal reality for fire wet drill, such as waves, rains. Some simulators for pilots should be installed. The development of aviaiton training center have to follow the qualifications of CAAT (Civil Aviation Authority of Thailand) and ICAO (International Civil Aviation Organization). The future recommendations should be about training service provided from aviation training center such new skill learning, the development of marketing and management of aviation training center.

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RESEARCH ON TRAFFIC CONGESTION MANAGEMENT STRATEGIES OF PRIMARY AND SECONDARY SCHOOLS IN CITYS OF CHINA

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ABSTRACT

In recent years, with the substantial increase of car ownership in Chinese cities and the widespread popularization of family cars, parents of primary and secondary schools generally use "car-to-car" to send students to and from school. As a result, the traffic congestion around the campus in the morning and evening peak hours is particularly serious, which has become one of the key problems urgently to be solved in the urban traffic congestion countermeasure system.Based on China's overall traffic development and the actual situation of traffic congestion in primary and secondary schools, this paper is committed to building a primary and secondary school traffic management model with "traffic management department" and "school" as "Double agents", and puts forward a feasible scheme to solve the traffic congestion in urban primary and secondary schools in China, breaking through the problems such as the long period, high difficulty and high cost of the implementation of the previous theoretical achievements.
Keywords: Double agents, traffic congestion, primary and secondary schools, China

1. Research background and Literature review

In recent years, with the substantial increase of urban car ownership and the widespread popularity of family cars, parents of primary and secondary schools generally adopt the "car-to-car" way to pick up and drop off students to school, thus causing particularly serious traffic congestion around the campus in morning and evening peak hours. In many urban primary and secondary schools, the traffic jam around the campus has become one of the key problems to be solved in the urban traffic congestion countermeasure system.

In the past decade, domestic academic circles have paid more and more attention to the traffic congestion of urban primary and secondary schools. Some scholars have tried to explore and solve the traffic governance problems of primary and secondary schools from different perspectives, and have formed some theoretical research results with reference significance. For example, based on the investigation and analysis of several schools in different cities, scholars such as Lu Huapu put forward countermeasures and suggestions on the traffic congestion countermeasures around primary and secondary schools and the planning and design of the school road system. Based on the "pick-up demand" of primary and secondary schools, Chen Junfeng put forward the concrete idea of underground distribution space; Chen Yuefei et al. also proposed a discussion on the traffic design of the underground parking lot and pick-up system of primary and secondary schools; Based on the analysis of the traffic flow characteristics of urban primary and secondary school gate roads based on CAM, Chen Jing proposed the research results of trying to establish the cellular automata model of school gate road section under the influence of primary and secondary school gate roads, which provided theoretical guidance for traffic management and policy implementation.

At present, although some theoretical achievements have been formed, no system has been formed yet. In summary, these theories have a long and difficult implementation period, which is the theoretical basis for guiding the design of traffic around primary and secondary schools in the future. However, they are not of strong practical significance for solving existing problems, and some measures are not practical enough. Therefore, it is also necessary to make specific analysis according to the specific conditions of each city, constantly strengthen theoretical and practical exploration, and put forward targeted, universal and operable governance plans.

2. Research content

By analyzing and investigating the traffic characteristics of urban primary and secondary schools in China, finding out the current situation and causes of traffic congestion, and putting forward countermeasures and suggestions to solve the traffic congestion in primary and secondary schools based on the "Double agents" mode.The main routes are government-school linkage, comprehensive policy implementation, "Double agents" coordination and co-governance, strengthening governance, orderly guidance, "traffic management department" to ensure travel, accurate portrait, active docking, "primary and secondary school" governance of one school and one policy, in order to break through the existing theoretical bottleneck, and put forward feasible governance solutions in line with the reality of solving the traffic congestion in urban primary and secondary schools in China.

2.1 Analysis and investigation of traffic characteristics in primary and secondary schools

This part intends to collect traffic data from primary and secondary schools through questionnaires, field visits and other methods, including the collection and collation of core indicators such as distance between home and school, travel mode, road congestion duration around school, anxiety degree of students and parents about traffic congestion. In the questionnaire design, the main data indicators of middle school and primary school are different to form different traffic characteristics analysis and investigation. During the field investigation, specific indicators such as the location of each school and the scale of the road network were mainly observed, and the universality and particularity of traffic congestion in different schools were fully considered.

2.2 Current situation and cause analysis of urban primary and secondary school traffic congestion

This part intends to accurately describe the current situation of traffic congestion in primary and secondary schools, such as road network radius and congestion duration, and objectively analyze various causes of congestion by using relevant index data analyzed and investigated in the traffic characteristics of primary and secondary schools in the previous part. In terms of reason analysis, historical and social reasons that cannot be effectively solved in the short term, such as students in key schools exceeding the standard due to "school choice fever" in famous schools, "unreasonable road planning and design" and "unbalanced spatial distribution of primary and secondary schools", are not taken as one of the reasons, but from the perspective of practice. This part focuses on the analysis of the reasons for the effective improvement of the problem through reasonable countermeasures and suggestions.

3. Countermeasures and suggestions for solving traffic congestion in primary and secondary schools based on "dual subjects" mode

First of all, it is clear that "dual subjects", namely "traffic management department" and "school", are two dual co-governing subjects to control traffic congestion in primary and secondary schools. Through the effective collaboration of the two, the paper explores the construction of a governance structure model in line with the current situation of primary and secondary school traffic in Jilin City under the "dual subject" mode. After derivation and demonstration, the condensation is the best way to control the traffic congestion in primary and secondary school, in order to solve the realistic dilemma of the traffic congestion in primary and secondary school in Jilin City.

3.1 Linkage between government and school, comprehensive policies, "dual subjects" coordination and co-governance

The traffic management department and the school should work closely together to manage campus traffic internally and externally. By adopting measures such as cooperative co-governance, orderly channeling, comprehensive policies, publicity and guidance, we strive to build a "dual-subjects" governance architecture model, form a cooperative and stable governance relationship, ensure its sustainable operation, and effectively guarantee the safety and order of traffic around the campus.

3.2 Strengthen governance, orderly guidance, "traffic management department" to ensure travel

All traffic departments should coordinate with local schools and relevant government departments to fully grasp the basic travel information of teachers and students of each school, figure out the traffic base, analyze the causes of congestion, utilize available resources, improve maintenance plans, relieve traffic pressure by temporary traffic lights, strictly control illegal parking around the campus, volunteer to help maintain order and other ways to ensure the safety of parents.

3.3 Accurate portrait, active docking, "primary and secondary school" management of a school and a policy

Each school carries out accurate data analysis, starting with basic data such as grades, school hours, transportation vehicles, and surrounding road resources, realizes constant information sharing with traffic management departments, implements accurate portrait of the traffic situation of the school together with them, and then adjusts the management plan to make congestion management around the campus more precise and accurate.

4.Discussion and Recommendation

It is suggested that the government departments in the annual financial planning to transfer a certain amount of traffic management of primary and secondary schools, in primary and secondary schools or give traffic special financial governance, in order to ensure all kinds of effective measures. The second is to advocate the construction of the traffic control department, school attending, students' parents participate in the whole process of the "trinity" organization mode, so as to facilitate the effective implementation of various measures. Third, it is suggested that the government and traffic management departments should take the rectification of traffic congestion in primary and secondary schools into an important part of urban traffic planning and management, and invest more energy in theoretical research and management implementation.

5. Significance and value

China is a populous country with a population of 1.5 billion and a permanent urban population of 790 million. From the perspective of governance and management, this paper focuses on the practicability of governance countermeasures. After data analysis and deduction, governance model construction, practical research and demonstration, It tries to improve residents' travel satisfaction, parents' and students' sense of security and urban travel happiness by putting forward feasible and cost controllable traffic congestion control countermeasures.

The innovation of this paper lies in the following aspects: First, it uses the convergent thinking to position the governance subject in the traffic management department and the school, and puts forward the governance plan from the "dual co-governance" subject, avoiding the problem of high long-term value of the theory and insufficient practical value in the near future. Second, differentiated thinking is used. Different from previous articles, which focus on future plans and ideas, the paper is dedicated to solving current difficulties based on the actual situation.

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A STUDY OF TRAVELING BEHAVIOR TO PHUKET OLD TOWN OF THAI TOURISTS

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ABSTRACT

The purpose of this research was to study travel behavior in Old Phuket Town. of Thai tourists the researcher distributed the questionnaire to a sample of 400 people by allowing the respondents to fill out the online questionnaire by themselves and collect the questionnaire. Complete questionnaires were collected until 400 sets were then categorized in questionnaire data for analysis. The results of the research show that The results of the analysis of data on the general status of respondents The analysis shows that most respondents are female, with a life of 21 – 30 years, most of them have undergraduate studies. Have monthly income 10,001-15,000 Baht is considered Buddhism. From the analysis of the questionnaire about the behavior of traveling to the old city of Phuket Thai tourists found that most respondents have a frequency of use of the service, 1 – 2 times per month. Use the service on Saturday – Sunday for 2 – 4 people and travel with family members.

Keywords: Phuket; Thai tourists; behavior

INTRODUCTION

Phuket is another famous province in southern Thailand. That is full of beautiful natural attractions Whether it is a beautiful beach, clear water and a beautiful source that is famous throughout the world And also full of cultural beauty hidden in the Sino Protekis architecture And the traditional way of life that can still be seen in the old town. Phuket Old Town is another important tourist landmark in Phuket. That allows us to enjoy the beauty of the Sino-Protusky style building that stands out as elegant on both sides of the road. These old buildings were first built in the year. Prof. 1903. Back in the past Phuket is full of high-priced tin resources. Are the reason Westerners and Chinese people are interested in investing in the trading of tin ore. Therefore, it is an important time that combines Western and Chinese culture. Reflected through the current Sino-Portus architecture and became A charming landmark that everyone wants to come in to experience (BKK, 2018)

In addition to the beautiful name of the beautiful islands and seas, Phuket is a city with a long history and prosperity. One of Phuket's glorious pasts is Phuket's Old Town. That is full of Sino-Protusky style buildings on both sides of the road Until it is a unique and distinctive. These old buildings spread throughout Phuket. Can walk. There is also a delicious restaurant. Coffee shops for watching Phuket Old Town are recommended to walk as best because most old buildings are located on the road along the lines. Which is not very far connected Since the road of Talang Yaowarat Tin Phang. The constellation can walk and watch. (Paiduaykan.com, 2020)

Planning and good tourism management are the keys that make Phuket move towards leading regional and global quality tourism. Considering the living conditions and the level of urban tourism development that Phuket has faced, combined with the results of the host who want to build cooperationBoth from people in the community Negotiations with the business sector, including government care claims, to campaign for appropriate urban tourism management. Phuket may open a forum to mobilize opinions from all parties in the integration of sustainable urban tourism management plans. (Sustainable urban tourism) In addition, Phuket may initially consider adding other special activities during the night, such as the opening of pedestrian street activities. Native culture of people. Phuket, opening of local food and beverage services. To allow the community as the owner of the area to participate in more urban tourism activities The result, in addition to helping to distribute income and result in the economy expanding. Also has a direct positive effect on reducing the negative impact of only entertainment venues as “Main attraction” (Primary action) but only at night (Panuwat Phakdee-auksorn, 2012)

From the above, students are interested in studying the behavior of traveling to the old city of Phuket. Of Thai tourists by using a sample group as Thai tourists To know the behavior of traveling to the Old Town, Phuket and lead to the creation of other placeable to access the stance of Thai tourists

Research Objective

To study the behavior of traveling to the old city of Phuket Of Thai tourists

METHODOLOGY

Population and sample scope

The population is Thai tourists traveling to the Old Town Phuket

The sample group is Thai tourists traveling to the old Phuket town. A total of 400 people were obtained by determining the size of the sample. By calculating from the formula of Yamane (1973)

Content scope

Study document theory and research related to behavior in traveling to the old town of Phuket. Of Thai tourists

Research tools

Part 1 is a questionnaire about general information of respondents.

Part 2 is a questionnaire about the behavior of traveling to the old city of Phuket. Of Thai tourists

Data collection the students have collected the data in the following order

1. The students distributed the questionnaire to a sample of 400 people, with the respondents filling the questionnaire online themselves
2. Collect questionnaires manually
3. Collect 400 complete questionnaires
4. Classify data in the questionnaire For analysis

RESEARCH RESULT

Presentation of data analysis results Behavior in traveling to the old city of Phuket of Thai tourists by analyzing the data, the research results are as follows

Part 1 Data analysis of general status of respondents

Table 1 shows the percentage of respondents Classified by gender.

gender	Number (tourists)	Percentage
Male	189	47.25
Female	211	52.75
Totally	**400**	**100.00**

From Table 1, the analysis results show that most respondents are female, 211 people, representing 52.75 percent, followed by 189 males, representing 47.25 percent respectively.

Table 2 shows the number of percentages of respondents classified by age.

Age	Number (tourists)	Percentage
Less than 20 years old	42	10.50
21 – 30 years old	304	76.00
31 – 40 years old	32	8.00
41 – 50 years old	18	4.50
More than 50 years old	4	**1.00**
Totally	**400**	**100.00**

From Table 2, the analysis results show that Most respondents are 21 – 30 years old, 304 people, representing 76.00 hundred, followed by 42 under 20 years, representing 10.50 percent Age between 31 – 40 years, 32 people, representing 8.00 percent, followed by 41 – 50 years, 18 people, representing 4.50 percent, followed by 50 years and older, 4 people 1.00 percent respectively.

Table 3 shows the number of percentages of respondents Classified by education level

Education	Number (tourists)	Percentage
Undergraduate	278	69.50
Bachelor’s degrees	70	15.00
Master's degree	20	5.00
Others	42	10.50
Totally	**400**	**100.00**

From Table 3, the analysis results show that most respondents have undergraduate studies, 278 people, representing 69.50 percent, followed by 70 bachelor’s degrees, 15.00 percent, followed by master's degree 20 people, representing 5.00 percent, followed by others, 42 people, representing 10.50 percent.

Table 4 shows the number of percentages of respondents Classified by monthly income.

Monthly income	Number (tourists)	Percentage
Less than 10,000 baht	68	17.00
10,001-15,000 baht	243	60.75
15,001-20,000 baht	54	13.50
20,001-25,000 baht	28	7.00
25,001 baht or more	7	1.75
Totally	**400**	**100.00**

From Table 4, it is found that most respondents have a monthly income. 10,001-15,000 baht, 243 people, representing 60.75 percent, followed by a monthly income of less than 10,000 baht, 68 people, representing 17.00 percent The minor is monthly income. 15,001-20,000 baht, 54 people, representing 13.50 percent, followed by monthly income 20,001 – 25,000 baht, 28 people, representing 7.00 percent, followed by With a monthly income of 25,001 baht or more, 7 people, representing 1.75 percent respectively

Table 5 shows the number of percentages of respondents Classified by religion.

Religion	Number (tourists)	Percentage
Buddhism	189	47.25
Christianity	75	18.75
Islam	46	11.50
Others	90	22.50
Totally	**400**	**100.00**

From Table 5, the analysis results show that most respondents Is Buddhism, 189 people, representing 47.25 percent, followed by Christianity, 75 people, representing 18.75 percent, followed by 90 other religions People accounted for 22.50 percent, followed by Islam, 46 people, representing 11.50 percent respectively.

Episode 2 Questionnaire about the behavior of traveling to the old city of Phuket Of Thai tourists

Table 6 shows the percentage of respondents in question.

Frequency of tourism in the old town of Phuket	Number (tourists)	Percentage
1 – 2 per month	194	48.50
3 – 4 per month	142	35.50
More than 4 per month	54	10.00
Uncertain	10	6.00
Totally	**400**	**100.00**

From Table 6, it is found that most respondents have a frequency of use of the service, which is 1 – 2 times per month, 194 people, representing 48.50 percent, followed by 3 – 4 times per month, 142 people 35.50 percent, followed by more than 4 times per month, 54 people, representing 10.00 percent, followed by uncertain, 10 times per month, representing 6.00 percent respectively.

Table 7 shows the percentage of respondents.

What day do you use most of the services	Number (tourists)	Percentage
Monday – Friday	75	18.75
Saturday – Sunday	182	45.50
Public holidays	96	24.00
Depending on the opportunity	47	11.75
Totally	**400**	**100.00**

From Table 7, it was found that most respondents use the service on Saturday – Sunday, 182 people, representing 45.50 percent, followed by 96 public holidays, representing 24.00 percent, followed by Monday – Friday, 75 people, representing 18.75 percent, followed by 47 opportunities, representing 11.75 percent respectively.

Table 8 shows the percentage of respondents.

How many of traveling companions	Number (tourists)	Percentage
1 - 2 persons	105	26.25
2 – 4 persons	171	42.75
4 – 5 persons	114	28.50
5 persons or more	10	2.50
Totally	**400**	**100.00**

From Table 8, it is found that most respondents have 2 – 4 people, 171 people, representing 42.75 percent, followed by 4 -5 people, 114 people, representing 28.25 percent. Is 1 – 2 people, 105 people, 26.25 percent, followed by more than 5 people, 10 people, 2.50 percent.

Table 9 shows the percentage of respondents.

Who do you travel with	Number (tourists)	Percentage
Alone	28	7.00
Family	136	34.00
Friends	98	26.50
Lovers	128	33.00
Totally	**400**	**100.00**

From Table 9, it is found that most respondents travel with 136 family members, representing 34.00 percent, followed by 128 lovers, representing 33.00 percent, followed by 98 friends 26.50 percent, followed by 28 people alone, representing 7.00 percent

DISCUSSION

Most respondents have a frequency of using the service 1-2 times per month. Mostly use the service on Saturday-Sunday with 2-4 people traveling with family members. consistent with the research of Sarawatsadee Nawakanworrakul and Duang-ngern Suepakdee, (2021) the finding showed that the development guidelines of sustainable cultural tourism management in Songkhla Old Town were as follows: 1) SO strategies were to promote and develop a varieties of cultural tourism to reach the international standards , to develop a cultural tourist routes in multiple dimensions and to develop the human resource development for cultural tourism and also corresponds to Thanawit Piandee (2019) Academic article on the development of Peranakan cultural tourism routes in the old town area of Takua Pa, Phang Nga province. The aims is to study Peranakan culture and to study the potential of tourism in the old town area of Takua Pa, for development Peranakan cultural tourism routes in the old town area of Takua Pa, Phang Nga Province. Which the study found that the cultural route that is outstanding in 2 routes, such as; the first cultural route is “Charming of the old city, Tells the past story, The magical of Takua Pa.” And the second culture route is “Watch the old town, Appreciate the community, the simple way of life, Invite to learn culture, Attire Baba Dress, Tasting the ancient Toasor pastry, Check-in at Sri Takua Pa Walking Street. Of course, Phuket Old Town has a variety of cultures and foods that can attract tourists and can be developed further.

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AN ANALYSIS OF THAI TOURISTS' OPINIONS ON TOURISM LOGISTICS MANAGEMENT AT DAMNOEN SADUAK FLOATING MARKET

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ABSTRACT

This research aims to investigate Thai tourists' opinions on tourism logistics management at Damnoen Saduak Floating Market, based on personal factors and tourism behavior. The study surveyed 385 Thai tourists using questionnaires and analyzed the data using statistical

methods such as frequency, percentage, mean, standard deviation, t-test, One-way ANOVA, and LSD. The results indicate that Thai tourists have a highly favorable overall opinion of tourism logistics management at Damnoen Saduak Floating Market, with the highest ratings for Location, Personnel, and Experience Sharing/Recurrence. The main purpose of their visit was for recreation, and they typically traveled privately by car for 1-day tours costing less than 5,000 baht, using cash for expenses, and obtaining tourist information from the internet. Additionally, the study found a significant difference in Thai tourists' opinions on tourism logistics management based on personal factors. Overall, the findings suggest that Damnoen Saduak Floating Market is well-managed and meets the expectations of Thai tourists.
Keywords: Thai tourists, Tourism logistics management, Damnoen Saduak Floating Market

INTRODUCTION

Damnoen Saduak Floating Market is a popular tourist destination located in Ratchaburi Province, Thailand (Chong, Y. T., Tan, C. L., & Yeo, A. W., 2019). The market is known for its vibrant atmosphere and traditional Thai boats (known as "klong khon") (Papaputra, N., & Lian, L. H., 2017) that vendors use to sell fresh produce, souvenirs, and local delicacies (Kaewchankit, W., 2017; Srisawat, S., Limsawat, S., & Chancham, N., 2019). The market dates to the 19th century when it was established as a hub for trade and commerce in the region. Today, it attracts thousands of visitors every year who come to experience the unique sights, sounds, and flavors of Thailand's floating market (Limsawat, S., Srisawat, S., & Chancham, N., 2019; Narattharaksa, K., 2020).

While Damnoen Saduak Floating Market is a popular tourist destination, little is known about Thai tourists' opinions on the logistics management of the market. Specifically, it is unclear how Thai tourists evaluate various aspects of tourism logistics management at the market, such as location, personnel, information flow, financial flow, physical flow, marketing promotion, and hospitality. Understanding these opinions could help improve the overall tourism experience for Thai visitors and inform future strategies for managing the market.

This research problem relates to the study because it seeks to fill a gap in knowledge by analyzing Thai tourists' opinions on tourism logistics management at Damnoen Saduak Floating Market. By conducting this analysis, the study aims to provide insights into the strengths and weaknesses of current logistics management practices and identify areas for improvement.Tourism is a hospitality industry that generates a significant amount of revenue for the country.

Research Objective

1.To analyze Thai tourists' opinions on tourism logistics management at Damnoen Saduak Floating Market.

2. To compare Thai tourists' opinions on tourism logistics management at Damnoen Saduak Floating Market based on personal factors and tourism behavior.

LITERATURE REVIEW

Tourism logistics *management*

According to Ritchie and Crouch (2003) describe tourism logistics management as "the organization and coordination of all the activities required to move tourists to, though, and from a destination, as well as the provision of goods and services needed by tourists while at the destination."

Tsiotsou (2006) also discusses the importance of tourism logistics management in the context of new service development (NSD) in tourism organizations. NSD refers to the process of creating new services or modifying existing services to better meet the needs of customers. According to Tsiotsou, tourism logistics management plays a critical role in NSD by facilitating the implementation of new services. Effective logistics management helps ensure that new services are delivered efficiently and effectively to customers, which can enhance the overall customer experience. Additionally, logistics management can help organizations identify and address potential problems in the delivery of new services, thereby improving the chances of success. Overall, Tsiotsou emphasizes the importance of a holistic approach to NSD that takes into account both the front-end (i.e. service design) and back-end (i.e. logistics management) of service delivery. By considering both aspects of service delivery, organizations can improve their ability to create and deliver high-quality services to customers.

Buhalis and Law (2008), tourism logistics management is "the systematic coordination of tourism activities to ensure that the right product is delivered to the right place, at the right time, in the right quantity, and at the right cost."

Hall and Lew (2009) suggest that tourism logistics management involves "the efficient and effective use of resources to facilitate the movement of tourists and their goods and services from one point to another, as well as the provision of services and facilities to meet their needs and wants."

Kim and Kim (2016) define tourism logistics management as "the process of planning, organizing, and controlling tourism resources, services, and activities to meet customer needs and expectations."

Tourism logistics management refers to the management of physical and information flows within the tourism supply chain. It involves managing the transportation, storage, and distribution of goods and services to tourists, as well as the management of the information that supports these processes. Effective logistics management is critical for ensuring that tourists have a positive experience, as it helps to ensure that goods and services are delivered in a timely and efficient manner. Additionally, logistics management plays an important role in new service development, by facilitating the implementation of new services and helping to identify and address potential problems in the delivery of those services.

Overview of Floating Market

Wong and Ko (2009) focus specifically on the Damnoen Saduak floating market in Thailand, which they describe as "one of the oldest and most famous floating markets in Thailand" (p. 150). They note that the market has been a popular tourist attraction for many years, and that it offers a unique shopping experience that is not available in other locations.

Song et al. (2012) also discusses floating markets as a type of tourism product, noting that they are "often unique and culturally significant attractions that are not easily replicated" (p. 2). They point out that floating markets present unique challenges for supply chain management due to the need for specialized transportation and storage facilities.

Lohmann and Herberger (2014) define a floating market as a type of market that is situated on water, with vendors selling their goods from boats or floating stalls. They explain that the Damnoen Saduak floating market in Thailand is a popular tourist attraction where vendors sell a range of products, including food, souvenirs, and crafts, from boats along the canal. The authors note that the market has become a symbol of Thai culture and is widely regarded as an important part of the country's heritage. They also highlight that the authenticity of the market has been the subject of debate, with some tourists questioning the genuineness of the experience.

Nonthaleerak and Kongton (2016) compare two different floating markets in Thailand, Amphawa and Damnoen Saduak. They note that both markets are popular tourist attractions, and that they offer a unique shopping experience that is different from traditional marketplaces. They also point out that the markets are an important source of income for local communities, and that they play a significant role in preserving Thai cultural heritage.

Chaisawadi and Ho (2017) describe a floating market as "a cultural heritage and tourist attraction" that is "unique to the history and way of life of Thai people" (p. 2). They note that floating markets are typically located in areas with waterways that were used for transportation in the past, and that they serve as an important source of income for local communities.

Wongsakorn and Ariratana (2019) define a floating market as a traditional form of marketing where vendors sell their products from boats that are usually located along a waterway. In the context of the Damnoen Saduak Floating Market in Thailand, they explain that the market has a long history dating back to the 19th century when the canals were used for transportation and trade. They note that the market has become a popular tourist attraction where visitors can experience the traditional way of life and enjoy local products and delicacies. The authors also emphasize that the market plays a significant role in preserving and promoting the local culture and heritage, and they propose a cultural heritage tourism route to enhance the visitor experience and support the sustainable development of the market and the surrounding communities.

Based on the references provided, the Damnoen Saduak Floating Market is a traditional Thai market located in the Ratchaburi province of Thailand, where vendors sell fresh produce, souvenirs, and other goods from boats. The market has become a popular tourist attraction due to its unique floating setting and cultural significance as a historical landmark in Thailand's trade industry. It is perceived as an authentic representation of Thai culture and offers tourists a glimpse into traditional ways of life in Thailand. Efforts have been made to preserve and promote the market's cultural heritage while also developing it as a tourism destination.

METHODOLOGY

The population and sample boundaries were determined using Cochran's formula, and the independent variables included personal factors, number of visits, travel patterns, transportation vehicles, accompanying persons, duration of time, expense planning, and money spent.

The dependent variable was the tourism logistics component, including physical flow, information flow, financial flow, service provision, marketing promotion, personnel, location, and experience/re-entry.

The research was conducted by a questionnaire divided into 4 parts. Part 1 gathered personal factors of Thai tourists, while Part 2 focused on their tourism behavior. Part 3 gathered information on the level of opinions of Thai tourists on the tourism logistics component of Damnoen Saduak Floating Market, and Section 4 gathered other suggestions.

The questionnaire had a consistency index of 0.97 and a sentiment of 0.98โ

The researcher collected data by distributing the questionnaire to a sample of 385 Thai tourists visiting the Damnoen Saduak Floating Market during September 2022-December 2022.

Data analysis was done using descriptive statistics, such as frequency distribution tables, percentages, averages, and standard deviations, as well as inferential statistics like t-test, one-way ANOVA, and LSD.

Overall, the research employed a rigorous and systematic approach in data collection and analysis.

RESULTS

The study found that most Thai tourists were females aged 21-30 with a bachelor's degree and an average monthly income of 15,001-20,000 baht. They visited the Damnoen Saduak Floating Market more than 3 times for recreation, traveled privately using a private car, and planned to spend less than 5,000 baht for a one-day trip. They received tourist information from the internet and preferred to spend money by cash.

Regarding the opinion level towards tourism logistics management, the overall level of agreement was very high, with the location being the most agreed upon element. Personal factors such as age, occupation, and income had a significant impact on the level of opinion towards tourism logistics management at the Damnoen Saduak Floating Market. However, there was no significant difference in opinion based on gender.

Overall, the study shows that personal factors have a significant impact on consumer behavior and decision-making, and it is important for tourism providers to understand and target their market accordingly.

DISCUSSION

The study examined the opinions of Thai tourists on tourism logistics management at Damnoen Saduak Floating Market. The findings showed that most respondents were females aged 21-30, who visited the market more than three times for recreation. They traveled privately, used a private car, and planned their 1-day trip to cost less than 5,000 baht. They received tourist information from the internet and preferred to spend money by cash. In terms of opinions on tourism logistics management, the overall level of agreement was very high, with a mean score of 4.28 out of 5. The highest-rated element was the location of the market, followed by personnel and experience/recurrence. In contrast, the service aspect received a lower rating. Moreover, the study found that personal factors such as age, occupation, and income significantly influenced tourists' opinions on tourism logistics management. However, there was no significant difference in opinions based on gender.

CONCLUSION

In conclusion, the study provided valuable insights into Thai tourists' opinions on tourism logistics management at Damnoen Saduak Floating Market. The findings suggest that the market's location and personnel are well managed, but there is room for improvement in the service aspect. Furthermore, the study highlights the importance of considering personal factors when developing marketing strategies and managing tourism logistics. By understanding tourists' needs and behaviors, tourism businesses can effectively target their market and provide better services to enhance tourist satisfaction. Overall, the study contributes to the literature on tourism logistics management and provides practical implications for businesses and policymakers in the tourism industry**.**

Future research

Based on the findings and limitations of this study, there are several directions for future research on tourism logistics management at Damnoen Saduak Floating Market:

1. Further investigate the relationship between personal factors (e.g., age, income, occupation) and tourists' opinions on tourism logistics management, and explore how these factors influence tourists' behavior and decision-making.
2. Conduct a comparative study of tourists' opinions on tourism logistics management at other floating markets or tourist attractions in Thailand to gain a better understanding of the similarities and differences in tourists' perceptions and preferences.
3. Investigate the effectiveness of various marketing strategies (e.g., online promotions, traditional advertising, word-of-mouth) in promoting tourism logistics management at Damnoen Saduak Floating Market and explore how these strategies can be optimized to attract more tourists.
4. Conduct a more comprehensive analysis of the challenges and opportunities faced by tourism logistics management at Damnoen Saduak Floating Market, and propose practical recommendations for improvement.

5. Explore the potential of using technology (e.g., mobile applications, big data analytics) to enhance the efficiency and effectiveness of tourism logistics management at Damnoen Saduak Floating Market and investigate how tourists would respond to such innovations.

By addressing these research directions, scholars can deepen their understanding of tourism logistics management and contribute to the sustainable development of tourism at Damnoen Saduak Floating Market and other similar tourist attractions in Thailand.

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CULTURAL TOURISM LOGISTICS IN BANG NAMPHUENG SUBDISTRICT: MANAGING THE LIFESTYLE OF PHRA PRADAENG, SAMUT PRAKAN

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ABSTRACT

This study aimed to analyze the level of Thai tourists' opinions towards the logistics management of cultural tourism in Bang Namphueng Subdistrict, Phra Pradaeng District, Samut Prakan Province. The study found that there were no significant differences in opinions based on personal factors such as gender, age, occupation, education, and monthly income. The lifestyle of Bang Namphueng Subdistrict was found to be the most agreeable overall, with the highest level of opinion in six areas and a very level in two areas. The study provides recommendations for improving logistics management, including better availability of tour operators, updated information flow, adjusted financial flows, improved services, and enhanced marketing promotion. Future research should focus on qualitative studies to capture the changing attitudes and opinions of tourists towards the logistics management of cultural tourism over time, the behavior of tourists, and the comparison of logistics management practices in other provinces with similar physical characteristics. Overall, improving logistics management can lead to higher levels of tourist satisfaction, increased revenue, and sustainable tourism development.

Keywords: Cultural tourism, logistics management, Bang Namphueng Subdistrict

INTRODUCTION

Tourism is a hospitality industry that generates a significant amount of revenue for the country. It generates business investments and employment, distributing income to various communities such as restaurants, hotels, homestays, and more. In 2020, the tourism industry continued to be considered an important component in helping to stimulate the country's economy. As the primary marketing agency, it has set economic targets to generate 10% more total tourism revenue from 2019, which will increase the revenue from foreign tourists to 2.431 trillion baht. In 2020, revenue from Thai tourists is expected to increase to 1.287 trillion baht. As a result, total revenue is projected to increase from 3.38 trillion baht to 3.718 trillion baht (Ministry of Tourism and Sports, 2020).

Currently, the application of logistics management to other industries, including logistics for the tourism industry, is considered an essential component of the Thai economy. It generates significant revenue and continues to expand into other businesses, including hotels, accommodations, restaurants, jewelry shops, souvenir shops, and more. Various forms of transportation are used, such as land, water, and air, to develop land transport routes that access tourist attractions and facilitate travel between them. Water transport routes can also be linked to other modes of transportation.

Bang Namphueng Subdistrict, Phra Pradaeng District, Samut Prakan Province is a popular tourist attraction for art, culture, and lifestyle among Thai people. The ancient architecture with a long history reflects the Thai way of life. It is convenient to travel to and can be designated as a tourist route. However, due to the various attractions, cultural tourism, and lifestyle, Bang Namphueng Subdistrict, Phra Pradaeng District, Samut Prakan Province is not yet well-known. Based on complaints from communities and tourists, it was found that the top three suggestions for improvement were solving environmental problems, improving public utilities, and organizing flood prevention measures (Bang Namphueng Subdistrict Administration Organization, 2021).

Therefore, the researcher was interested in studying the logistics management for arts and culture tourism, lifestyle of Bang Namphueng Subdistrict, Phra Pradaeng District, Samut Prakan Province, for the benefit of arts and culture tourism of Samut Prakan Province. It can be used as a guideline for tourism publicity, which can be used to manage tourism privately or as a group tour, benefiting local government agencies. It can also be used to study or develop for the benefit of society and communities. It can be classified as a route for arts and culture tourism, Bang Namphueng Subdistrict, Phra Pradaeng District, Samut Prakan Province, to create the image of Thai tourism and apply the research results to other forms of tourism.

Research Objective

The research objective of this paper is to analyze the level of opinions of Thai tourists towards the logistics management of arts and culture tourism in Bang Namphueng Subdistrict, Phra Pradaeng District, Samut Prakan Province, and to provide recommendations for improving the logistics management of cultural tourism in the area.

LITERATURE REVIEW

Logistics tourism management

Logistics tourism management refers to the process of managing the flow of goods, services, and information involved in the tourism industry. This includes managing the transportation, storage, and distribution of goods and services to ensure that they reach their intended destination at the right time and in the right condition. It also involves managing the information flows that underpin the industry, such as customer booking and reservation systems (Jovicic, D., & Segaric, K., 2017; Wang, D., Li, X., Liang, X., & Huang, Y., 2018). Effective logistics tourism management is critical for ensuring that tourists have a positive experience and that the industry operates efficiently and sustainably. It requires coordination and collaboration among different stakeholders, such as tourism operators, transportation providers, hotels, and local authorities (Hossain, M. S., Siam, M. S. I., & Rahman, M. M., 2019).

Tourism logistics, as defined by Nanapong Nantasamreang, Pavinyada Boonrom, et al. (2019), is the integration of logistics and tourism that focuses on the flow of physical, information, and money in tourism. Tourism operators provide services to create value and increase competitiveness in the tourism industry in Thailand.

In the context of the chapter by Agrusa and Mazzola (2021), logistics tourism management refers to the coordination and integration of the various logistical activities required to support tourism operations, such as transportation, accommodation, attractions, and activities. This includes managing the flow of goods and services, inventory, ensuring timely delivery of products and services, and managing relationships with intermediaries such as travel agents, tour operators, and online booking platforms. The chapter highlights the importance of intermediaries in facilitating logistics tourism management and discusses strategies for improving logistics operations in the tourism industry.

Logistics tourism management, as discussed in Arlt and Hao's (2021) chapter, refers to the strategic coordination and management of the entire tourism supply chain, including suppliers, manufacturers, distributors, and intermediaries, to ensure the timely and efficient delivery of goods and services to tourists. It involves the planning, organizing, implementing, and controlling of the flow of resources, such as transportation, accommodation, food, and activities, to meet the demands and expectations of tourists. The aim of logistics tourism management is to enhance the competitiveness and sustainability of the tourism industry by optimizing the utilization of resources, reducing costs, and improving customer satisfaction.

Logistics tourism management refers to the planning, coordination, and execution of various logistics activities to support the tourism industry (Phan, T. T., & Nguyen, T. P., 2021).

This includes transportation, warehousing, inventory management, packaging, and distribution of goods and services required for tourism activities. The objective is to optimize the supply chain of tourism-related businesses and ensure efficient delivery of products and services to customers while minimizing costs and maximizing customer satisfaction. The article by Phan and Nguyen provides a literature review of supply chain management in tourism, which includes logistics management as a key component.

Cultural tourism logistics

The concept of Cultural Tourism Logistics involves the planning, management, and coordination of the logistics and supply chain activities necessary to support the operations of cultural tourism destinations, attractions, and events. This includes the transportation of visitors and goods, the procurement and management of supplies, the coordination of schedules and itineraries, and the provision of customer services to ensure that cultural tourism experiences are delivered efficiently and effectively. The paper by Liu, Chen, and Wang (2019) discusses the construction of a cultural tourism logistics system in the Mekong River Economic Zone, while the paper by Wang, Qi, and Li (2020) analyzes the logistics operation mode for the development of rural cultural tourism. Ji, Park, and Lee (2021) explore the application of logistics to sustainable cultural tourism development, while Niu, Wei, Liu, Zhang, and Zhang (2021) empirically study the development of cultural tourism logistics in Chinese cities.

The meaning of Cultural Tourism Logistics from Wang et al. (2020) refers to the analysis of the logistics operation mode in the development of rural cultural tourism. It focuses on the transportation, storage, and distribution of cultural tourism products and services in rural areas, considering the unique characteristics of cultural tourism products and services. The study suggests that developing an efficient and effective logistics operation mode can enhance the quality of rural cultural tourism products and services, promote the sustainable development of rural tourism, and increase the competitiveness of rural tourism destinations. The study also emphasizes the importance of integrating cultural elements into the logistics operation mode to enhance the cultural tourism experience for tourists.

The concept of Cultural Tourism Logistics refers to the planning, coordination, and management of the transportation, accommodation, and other logistical services required to facilitate cultural tourism activities. In the context of the study by Niu et al. (2021), it specifically refers to the development of cultural tourism logistics in Chinese cities. The authors conducted an empirical study to investigate the current state and development of cultural tourism logistics in Chinese cities, including the challenges and opportunities faced by the industry. The study highlights the importance of efficient logistics in supporting the growth of cultural tourism and the need for collaboration and coordination among various stakeholders to ensure sustainable development.

The meaning of Cultural Tourism Logistics from Ji, M., Park, E., & Lee, C. (2021) is the application of logistics to achieve sustainable cultural tourism development. This involves the coordination and management of various activities involved in cultural tourism, such as transportation, accommodation, attractions, and services. The use of logistics principles and techniques can help to optimize the efficiency and effectiveness of these activities, reducing costs, improving quality, and enhancing the visitor experience. Additionally, sustainable logistics practices can contribute to the conservation of cultural heritage sites and the protection of the environment, which are essential components of cultural tourism. The study highlights the importance of logistics in promoting sustainable cultural tourism development and provides recommendations for policymakers and industry practitioners on how to incorporate logistics principles into their planning and operations.

Related research

Yang, X., & Timothy, D. J. (2018) Cultural tourism research methods: A dialectic of positivism and interpretivism. Concept. The article discusses the debate between positivist and interpretive research methods in cultural tourism research. It highlights the limitations of the positivist approach and argues for the adoption of an interpretive approach which focuses on the subjective experiences of tourists and local communities. The authors recommend that researchers adopt an interpretive approach to cultural tourism research to gain a deeper understanding of the complex relationships between tourists and local communities. They suggest using qualitative research methods such as ethnography, case studies and in-depth interviews to capture the nuances of these relationships. Additionally, the authors recommend that researchers consider the ethical implications of their research and involve local communities in the research process to ensure their perspectives are represented.

Jansen-Verbeke, M. (2019) New dimensions in cultural tourism research. The author argues that cultural tourism research needs to consider the experiences of tourists and host communities to create sustainable and responsible tourism practices. The author also highlights the need for interdisciplinary research that considers the cultural, social, and economic impacts of tourism. The author recommends that future cultural tourism research should focus on understanding the motivations and experiences of tourists and host communities. Additionally, the author suggests that research should be conducted from an interdisciplinary perspective to ensure that all aspects of cultural tourism are considered, including the impact on local communities and the environment.

Le, T. T., & Nguyen, T. P. (2020). The impact of cultural tourism on local communities: A case study in Vietnam. Cultural tourism can have both positive and negative impacts on local communities. Positive impacts include economic benefits, preservation of cultural heritage, and increased community pride and identity. Negative impacts include cultural commodification, loss of authenticity, environmental degradation, and social disruption. Recommendations: Develop sustainable tourism practices that prioritize community well-being and environmental conservation. Empower local communities to actively participate in the planning and management of cultural tourism activities. Conduct regular impact assessments to monitor the effects of cultural tourism on local communities and adjust policies and practices accordingly.

Siripong, T., & Ouyyanont, P. (2021). Logistics and supply chain management for sustainable cultural tourism in Bang Namphueng Community, Thailand. The paper focuses on logistics and supply chain management for sustainable cultural tourism in Bang Namphueng Community in Thailand. The objective of the paper is to propose a logistics and supply chain management framework for sustainable cultural tourism in Bang Namphueng Community. The paper presents a logistics and supply chain management framework for sustainable cultural tourism in Bang Namphueng Community, which includes transportation, accommodation, attractions, activities, food and beverage, and souvenir supply chain management. The authors recommend that the proposed framework should be adopted by the government and tourism stakeholders in Bang Namphueng Community to ensure sustainable cultural tourism development. Additionally, the study recommends that future research should focus on the implementation and evaluation of the proposed framework in practice.

Zhang, X., Wang, H., & Zhang, X. (2021). Study on the logistics management of cultural tourism scenic spots in the post-epidemic era. The research objective was to investigate the logistics management of cultural tourism scenic spots in the post-epidemic era, with a focus on exploring the challenges and opportunities faced by the industry and proposing corresponding strategies to improve the logistics management efficiency. The results of the study showed that the logistics management of cultural tourism scenic spots faced various challenges, such as the lack of effective communication and coordination among stakeholders, insufficient investment in infrastructure, and inadequate training for logistics personnel. However, the authors also found that the post-epidemic era provided opportunities for the industry to innovate and optimize the logistics management system. Based on the findings, the authors provided several recommendations for improving the logistics management of cultural tourism scenic spots, including enhancing collaboration among stakeholders, adopting advanced technologies, improving infrastructure and facilities, and strengthening the training and education of logistics personnel. The authors also emphasized the importance of sustainable development and customer-oriented service in the cultural tourism industry.

METHODOLOGY

This quantitative research study surveyed 400 Thai tourists who visited Bang Namphueng Subdistrict, Phra Pradaeng District, Samut Prakan Province in 2021.

Personal factors such as gender, age, marital status, occupation, education level, average monthly income, and more were considered as independent variables, while logistics management, arts and culture, lifestyle, physical flow, information flow, financial flow, service provision, marketing promotion, personnel, location, and experience/re-entry were dependent variables.

The questionnaire consisted of four parts and had a consistency index of 0.97 and confidence level of 0.98.

Descriptive and inferential statistics were used for data analysis, including t-tests and one-way ANOVA for hypothesis testing.

Findings

The study analyzed the logistics management of cultural tourism in Bang Namphueng Subdistrict, Phra Pradaeng District, Samut Prakan Province, with a focus on managing the lifestyle of the community. The results showed that there were no significant differences in opinions among Thai tourists based on personal factors such as gender, age, occupation, education, and monthly income. The lifestyle of Bang Namphueng Subdistrict was found to be highly agreeable, with the highest level of opinion in six areas and a very level in two areas. The study also identified areas for improvement in physical flow, information flow, financial flows, services, marketing promotion, personnel, and location.

DISCUSSION/ CONCLUSION

Effective logistics management is essential for the success of cultural tourism in Bang Namphueng Subdistrict. The study recommends improving the availability of tour operators, updating information regularly on official websites and social media, adjusting prices of accommodation and souvenirs, providing manuals and tourist guides specific to tourist attractions, conducting regular assessments of tourist opinions, utilizing public relations materials such as leaflets and flyers, holding a monthly festival that represents the culture and traditions of the community, and providing training to personnel. The conservation of the natural environment and the promotion of the ecosystem in the area should also be prioritized. Effective logistics management that prioritizes the lifestyle of the community can lead to higher levels of tourist satisfaction, increased revenue, and sustainable tourism development.

RECOMMENDATIONS

Based on the findings, the following recommendations are suggested for future research;

1. Conduct qualitative research studies to capture changing attitudes and opinions of tourists towards the logistics management of cultural tourism over time.
2. Study the behavior of tourists, including differences in tourism behavior between first-time visitors and those who visit regularly, to tailor tourism management accordingly.
3. Study tourist attractions in other provinces with similar physical characteristics to compare similarities and differences in the logistics management of cultural tourism and identify best practices that can be adapted in other areas.

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THE STUDY OF BEHAVIOR SATISFACTION AND SERVICE QUALITY OF THE MUSEUM A CASE STUDY OF BANGKOK ART AND CULTURE CENTER

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ABSTRACT

This research is behavior satisfaction and quality of service in Bangkok Art and Culture Centre (respondents 400 research interviews) in order to explore gather information and Statistics used in data awalys is Percentage Mean and standard deviation In the beginning , the result is found most people is women more than men Age around 15 – 25 year Status single education is Bachelor student income 5,001 – 10,000 Bath Most people is Bangkok people go there by BTS And Get buy 101 – 200 Bath Data Satisfaction of those people use our services in Bangkok Art and Culture Centre the place is found location of Bangkok Art most satisfied the Activities that the layout and presentation most satisfied the satisfaction that selling price most satisfied the service is staff personality most satisfied the quality is confidence in using the service in Bangkok Art and Culture Centre.
Keywords: Behavior Satisfaction, Service Quality; Museum

INTRODUCTION

Museums are valuable learning source and a part of creating learning society. Museums can be used to stimulate learning and help learners learn about themselves and the others. In addition, museums can be a part that support learners to build their thinking skill, the essential skill for learners who will be living in the 21st century. Museums in 21st century will be lifelong learning centers that provide academic data or knowledge and connect them as element that can make or support better quality of life of people in society. Moreover, museums can be the place for recreational and tourism locations for everyone. (Preedee Pluemsamrungit, 2018) Nowadays, people are quite interested in many museums and art galleries. Since today, art in every field, whether it is a painting, a photograph, a painting, or an art invention that conveys the attitude of the artist who wants to convey to everyone, both directly and indirectly.

Therefore, works related to art quite attract people to visit and learn. In addition, the character traits of Thai people who tend to follow various trends What interesting places Which place is good, beautiful atmosphere will visit that place specially Therefore, the researcher is interested in studying the behavior of accessing various services in the Bangkok Art and Culture Center. Because he saw that there are many people, especially students, photographers and tourists who pay attention to this place, this art gallery will have a variety of exhibitions Each exhibition will have a different presentation. Highlights will be drawn. Various arrangements That's quite interesting. The Bangkok Art and Culture Center has 9 floors, each floor has a different presentation each month with a variety of exhibitions. Libraries, storage rooms, shops and cinemas Let people who come to study and learn a lot, students, tourists. Or photographers who come in can learn a lot of things, whether it is contemporary art that is very influential today or will be, so the students choose this place to study their behavior. Satisfaction and service quality of the museum A case study of the Bangkok Art and Culture Center in order to be able to use the research results to improve service quality, increase the number of visitors, or others.

Research Objective

1) To study the behavior of using services in the Bangkok Art and Culture Center.
2) To study the satisfaction of using services in the Bangkok Art and Culture Center
3) To study the service quality of Bangkok Art and Culture

METHODOLOGY

Population and samples used in the research.

- The population that will be used in this study is individuals or the general public who Approximately 20,000 people visit the Bangkok Art and Culture Center per day.
- The sample used in this study was a population of 400 people who came to use the service at the Bangkok Art and Culture Center Museum.

Research tools

The tool used for data collection was a questionnaire created by the researcher, totaling 400 copies, divided into 3 parts:

- Part 1, a questionnaire on the status of the respondents, which is a closed-ended questionnaire with only one answer to choose from.
- Part 2, a questionnaire on the behavior of visitors to the Bangkok Art and Culture Center, which is a closed-ended questionnaire, allowing only one answer to be chosen.
- Part 3, the Bangkok Art and Culture Center's satisfaction questionnaire In which the questionnaire consists of measuring satisfaction with various aspects of use, including location, activity, satisfaction in terms of service of employees, etc. The questionnaire was closed-ended and was a Rating Scale questionnaire according to the Likert Type method, which had 5 levels: highest level, high level, medium level, low level and lowest level.

- Most satisfied with a score of 5
- Very satisfied with a score of 4
- Moderate satisfaction, score equal to 3
- Slightly satisfied with a score of 2
- Least satisfied, score equal to 1

- Part 4, a questionnaire on the quality of using the services of the Bangkok Art and Culture Center.The questionnaire was closed-ended and was a Rating Scale questionnaire according to the Likert Type method, which had 5 levels: highest level, high level, medium level, low level and lowest level.

- Most satisfied with a score of 5
- Very satisfied with a score of 4
- Moderate satisfaction, score equal to 3
- Slightly satisfied with a score of 2
- Least satisfied equal score 1

- Part 5 Opinions and suggestions about the Bangkok Art and Culture Center. It is open-ended.

Data collection

The researcher collects the data himself. By collecting data from questionnaires of individuals or general public who visit the Bangkok Art and Culture Center from a sample of 400 people.

Data analysis

When the questionnaire has been returned therefore, it was used to verify the completeness of the questionnaire. Then notify the score level. Analyze the data and present it. The researcher used the collected data to analyze for statistical values. By using a statistical package The following statistics will be used:

- Part 1 is basic information such as gender, age, status, education level. Occupation and income were analyzed using frequency and percentage values.
- Part 2 is a questionnaire about the behavior of users, such as which province do users come from? Vehicle used for traveling Traveling to use the service with any group of people Expenses for traveling to use the service Period of use Analyzed using frequency and percentage.
- Part 3 is a questionnaire about customer satisfaction in various areas such as location, activity, satisfaction Employee services were analyzed by means and standard deviation. The behavior of using the Internet by using the mean and standard deviation, there are 5 levels as follows.
    - Most Demanded 5
    - Very demanding 4
    - Medium Needs 3
    - 2 minimum requirements
    - Has the least requirement 1
    -

- Part 4 is a questionnaire about the quality of using analytical services. By finding the mean and standard deviation. Internet behavior. By taking the mean and standard deviation, there are 5 levels as follows

- Most Demanded 5
- Very demanding 4
- Medium Needs 3
- 2 minimum requirements
- Has the least requirement 1
-

Research statistics

1) The analysis of respondents' characteristics, namely gender, age, status, educational background, occupation and income, was used to analyze frequency and percentage.

2) An analysis of the behavior of using the service of the Art and Culture Center, i.e. which region do the service users live? Traveling to use the service The group of people who use the service, the cost and the period of use of the service Using frequency and percentage analysis

3) An analysis of the satisfaction of those who use the services of the Art and Culture Center in various aspects, including satisfaction with the venue, activities, satisfaction and service provision using mean analysis and standard deviation

4) Quality analysis, opinions and suggestions of people who use the service Using mean and percentage analysis

5) Analysis of all statistics using a statistical package to analyze When calculating the above values Therefore, the data analysis results are presented in the table. To interpret using the estimation hierarchy as follows:

- 4.50 - 5.00 means most satisfied or very high satisfaction
- 3.50 - 4.49 means very satisfied or highly satisfied
- 2.50 - 3.49 mean moderately satisfied or moderate satisfaction
- 1.50 - 2.49 means less satisfaction or low satisfaction.
- 1.00 - 1.49 means very little satisfaction or very low satisfaction

Summarize and report results.

When obtaining various information that is taken to the sample group to do the test Bring all the data to fill in the statistical package. When all the information is entered, the statistical package will process the data in the form of numbers or statistics. The researcher must bring all this information to discuss each topic. how each topic the researcher has explored How good is the result? Which way does each need of the sample go? Is it consistent with the researcher's objectives? and when the various conclusions have been completed. The researcher must produce a book to report the results of the work on the subject that the researcher chooses to do. to present to the teachers in charge of that subject

RESEARCH RESULT

Part 1 Analyzes the personal information that visits the gallery as basic information.

Personal data of respondents classified by sex, age, status, level of education. Occupation and income can be analyzed using frequency and percentage values as follows: Most of the population was female, 240 people, representing 60.0 percent and 160 males, representing 40.0 percent. Most of them were 15-25 years old, numbering 308 people, representing 77.0 percent. followed by people aged 26-34 years, 72 people, representing 18.0 percent, 35-50 years old, 11 people, 4 people younger than 15 years, representing 1.0 percent, 51-60 years old, 3 people representing 0.8 percent, over 60 years old, 2 people, representing 0.5 percent, having a single status of 342 people, representing 85.5 percent, capable of 57 people, representing 14.2 percent. Most of the population has a bachelor's degree, 293 people, representing 73.3 percent, followed by junior high school - high school / vocational certificate Number of 75 people, representing 18.8% Master's degree, 26 people, representing 6.5% Primary education, 5 people, representing 1.5% Doctoral degree, 1 person, representing 0.3% 286 people, representing 71.5 percent The following are: Private business, 36 people, representing 9.0% Private company employees, 34 people, representing 8.5% Government officials/enterprises and contractors There were the same number of 21 people, representing 5.3 percent. Others, 2 people, accounted for 0.5 percent, most had incomes of 5,001 – 10,000 baht, 132 people, representing 33.0 percent, followed by less than 5,000 baht, 100 people. is 25.0 percent, income 10,001 – 15,000 baht, 67 people, 16.8 percent, income 20,001 baht or more, 63 people, 15.8 percent, income 15,001 – 20,000 baht, 38 people, 9.5 percent

Part 2 was analyzed as a questionnaire about the behavior of the service users.

An analysis of the behavior of the service users of the Bangkok Art and Culture Center are as follows: vehicle region Come to use the service with anyone. travel expenses Time to use the service as follows: Most of the population are Bangkok people who come to use the service the most with 232 people, representing 58.0 percent, followed by the metropolitan area of 126 people, representing 31.5 percent, the central region of 26 people, representing 6.5 percent. North 2 people, representing .5 percent, Southern 13 people, representing % 3.3 Northeast, 1 person, representing 0.3% Most of the population traveled by using the BTS sky train the most, 165 people, representing 41.3%, followed by Public buses of 157 people, representing 39.3 percent, private cars of 65 people, representing 16.3 percent, taxis of 11 people, representing 2.8 percent, other 2 people, representing .5 percent Most of the population come to use the service with friends who study/work. There were the highest number of 236 people, representing 59.0 percent, followed by traveling alone, 69 people, representing 17.3 percent, couples of 59 people, representing 14.3 percent, family of 31 people, representing 7.8 percent, relatives of 5 people. Representing 1.3 percent, most of the population spent 101 - 200 baht on the trip, the most number 194 people, representing 48.5 percent, followed by 201 - 300 baht, 83 people, representing 20.8 percent, less than 100 baht, 72 people. is 18.0 percent, 301 – 400 baht, 31 people, representing 7.8 percent, 401 baht or more, 20 people, representing 5.0 percent, most of the population spends less than 2 hours watching the most, 210 people, representing 52.5 percent, followed by Down less than 1 hour, 103 people, representing 25.8% 3 hours, 73 people, representing 18.3% More than 3 hours, 13 people, representing 3.3%

Part 3: Analyze the satisfaction of service users of the Bangkok Art and Culture Center In analyzing the satisfaction of service users of the Bangkok Art and Culture Center, there are areas, activities, satisfaction. The use of services by staff in the Bangkok Art and Culture Center and the translation of the following information

Table 1 Satisfaction of visitors to the venue of the Art and Culture Center Of Bangkok

Placement side $\bar{x}$ SD translates the result.	**Placement side $\bar{x}$ SD translates the result.**	**Placement side $\bar{x}$ SD translates the result.**	**Placement side $\bar{x}$ SD translates the result.**
1. The location of the Bangkok Art and Culture Center is convenient for traveling to use the service.	1. The location of the Bangkok Art and Culture Center is convenient for traveling to use the service.	1. The location of the Bangkok Art and Culture Center is convenient for traveling to use the service.	1. The location of the Bangkok Art and Culture Center is convenient for traveling to use the service.
4.17	4.17	4.17	4.17
.618	.618	.618	.618
a lot	a lot	a lot	a lot
2. State of the route of traveling to use the services of the Arts and Culture of Bangkok 3.97 .656 a lot	2. State of the route of traveling to use the services of the Arts and Culture of Bangkok 3.97 .656 a lot	2. State of the route of traveling to use the services of the Arts and Culture of Bangkok 3.97 .656 a lot	2. State of the route of traveling to use the services of the Arts and Culture of Bangkok 3.97 .656 a lot
3. Parking 3.29 .739 Medium	3. Parking 3.29 .739 Medium	3. Parking 3.29 .739 Medium	3. Parking 3.29 .739 Medium

From Table 1, it was found that the overall satisfaction of users in the place service was at a high level ($\bar{x}$ = 3.79). The location of the Bangkok Art and Culture Center is convenient for traveling to use the service ($\bar{x}$ = 4.17), the surrounding condition of the Bangkok Art and Culture Center ($\bar{x}$ = 4.06), the condition of the route for using the services of the Bangkok Art and Culture Center ($\bar{x}$ = 3.97) and were satisfied with 2 moderate levels, which were the arrangement of sales areas ($\bar{x}$ = 3.40), parking ($\bar{x}$ = 3.29).

Table 2 Satisfaction of users who use the services of the dormitory activitiesBangkok Art and Culture

Activity side $\bar{x}$ SD interpret results	**$\bar{x}$**	**SD**	**interpret**
1. Organizing the topic of the exhibition 4.19 .713 a lot	4.19	.713	a lot
2. Placement and presentation 4.21 .646 lot	4.21	.646	a lot
3. Job variety 4.11 .747 a lot	4.11	.747	a lot
4. Speakers who participated in the activity 3.65 .815 a lot	3.65	.815	a lot
total 4.04 lot	**4.04**		a lot

From Table 2, it was found that the overall satisfaction of the users of the activities was at a high level ($\bar{x}$ = 4.04). Presentation ($\bar{x}$ = 4.21), topic arrangement of the exhibition ($\bar{x}$ = 4.19), variety of events ($\bar{x}$ = 4.11), speakers participating in the event ($\bar{x}$ = 3.65)

Table 3 Satisfaction of visitors to the Art and Culture Center of Thailand Bangkok

Satisfaction $\bar{x}$ SD interpret results	**$\bar{x}$**	**SD**	**interpret**
1. Travel to reach the place 3.65 .692 a lot	3.65	.692	a lot
2. Location 3.98 .706 lot	3.98	.706	a lot
3. Selling price 3.44 .805 Medium	3.44	.805	moderate
total 3.69 lot	**3.69**		a lot

From Table 3, it was found that the overall satisfaction of the service users was at a high level ($\bar{x}$ = 3.69). ($\bar{x}$ = 3.98), the journey to reach the place ($\bar{x}$ = 3.65), and one moderate satisfaction was the selling price ($\bar{x}$ = 3.44).

Table 4 Satisfaction of customers using services of Staff of the Bangkok Art and Culture Center

The service provision of staff in the Bangkok Art and Culture Center	$\bar{x}$	SD	interpret
1. Reception services of staff inside the Bangkok Art and Culture Center	3.92	.702	a lot
2. Human relations of employees inside the Bangkok Art and Culture Center	3.94	.701	a lot
3. Manners and courtesy of staff inside the Bangkok Art and Culture Center	3.83	.625	
4. Personality of staff in the Bangkok Art and Culture Center	4.85	.641	a lot
5. Security within the Bangkok Art and Culture Center	4.00	.645	the most
6. Confidence in using the services of the Bangkok Art and Culture Center	4.06	.640	a lot
together	4.10		a lot

From Table 4, it was found that the overall satisfaction of the service users of the staff in the Bangkok Art and Culture Center was at a high level ($\bar{x}$ = 4.10). 1 items at the highest level were personality of staff in the Bangkok Art and Culture Center ($\bar{x}$ = 4.85) and 5 items of satisfaction at a high level were confidence in using the services of the Bangkok Art and Culture Center ($\bar{x}$ = 4.06) Security within the Bangkok Art and Culture Center ($\bar{x}$ = 4.00) is the politeness and courtesy of staff inside the Bangkok Art and Culture Center ($\bar{x}$ = 3.83).

Part 4 The quality-of-service use of the Bangkok Art and Culture Center

In analyzing the quality-of-service use of the Bangkok Art and Culture Center as shown in the following table:

Table 5 Service Quality of Bangkok Art and Culture Center

Quality of Service Topics	$\bar{x}$	SD	interpret
1. The quality of works displayed in the Bangkok Art and Culture Center	4.22	.640	a lot
2. The quality of service provided by staff in the Bangkok Art and Culture Center	4.06	.689	a lot

3. Credibility and Trustworthiness in Bangkok Art and Culture Center	4.20	.658	a lot
4. The care of the Bangkok Art and Culture Center	4.12	.671	a lot
5. Confidence in using the services of the Bangkok Art and Culture Center	4.29	.643	a lot
together	**4.17**		a lot

From Table 5, it was found that most of the population were satisfied with the overall service quality at a high level ($\bar{x}$= 4.17). respectively is Confidence in using the services of the Bangkok Art and Culture Center ($\bar{x}$= 4.29), the quality of the work displayed in the Bangkok Art and Culture Center ($\bar{x}$= 4.22), the credibility and trustworthiness in the Bangkok Art and Culture Center of Bangkok ($\bar{x}$ = 4.20) on the quality of service provided by staff in the Bangkok Art and Culture Center ($\bar{x}$= 4.06)

Part 5; Suggestions and Opinions

1) Want to take beautiful photos on the exhibition floor Wish the camera could be brought in

2) A wide area throws beautiful artwork. makes me want to come often

3) There are quite a variety of performances that make me want to walk around and walk without getting bored.

DISCUSSION

An analysis of the behavior of the service users of the Bangkok Art and Culture Center Most of the population are Bangkok people who come to use the service the most. Followed by those in the vicinity who traveled by using the BTS sky train to use the service with friends who study/work. have the largest number Most of them spent 101-200 baht for the entire trip, taking no more than 2 hours to see. Chatwilai Phumsom, (2014) said that the Bangkok Art and Culture Center is an area that attracts visitors and has a variety of activities and can accommodate users. a lot of work However, there are still problems within the building that cannot be used by all groups. The satisfaction of visitors to the service in terms of the overall location was at a high level ($\bar{x}$= 3.79). It was found that the location of the Bangkok Art and Culture Center was convenient to use, most of whom traveled via the BTS SkyTrain. with Suboonliang Sainoi, Nuttharikran Kaewnin, Nattawadee Siriwat, Nawaporn Boonprasom (2023) said that they are satisfied with the electric train. BTS can be easily connected to other public transport systems. and were satisfied with the expansion of the BTS route. The highest levels of satisfaction were layout and presentation. The overall satisfaction of the service users was at a high level. It was found that there were two items of satisfaction at a high level: location and travel to reach the place. The overall satisfaction of the visitors to the services of staff in the Bangkok Art and Culture Center was at a high level. When considering each item, it was found that the satisfaction at the highest level was the personality of the staff in the Bangkok Art and Culture Center. Bua Srikos, Ananta Rusmee, Weera Weerasophon, Pimchanok Somkhuan (2023) The results were found that 1) Resources and the physical characteristic environment for cultural tourism of Suan Sunandha Rajabhat University that can be developed for cultural tourism as Sunantha Kumarirat monument, amulet of Sunantha Kumarirat, Sunandha palace hotel, The Saisutthan Padon Building Museum, The Buddha Sunandakorn Buddha image, The Chiang Sean Buddha Buddha image, The tunnel under Phranang Hill, 3 Silapa Rattanakosin Resource Center, Sasipong Praphai Building, Her Royal Highness Her Royal Highness Prince Phisamai Phimonsat Royal Residence, Her Royal Highness Her Royal Highness Princess Jutharatana Royal Residence, Princess Adorndibyanibha Royal Residence and Uan Arch Tham Thawan Royal Building Therefore, the museum in Suan Sunandha Rajabhat University can be developed into a tourist attraction in the future. which should study behavior Satisfaction and quality of service first as well. which the quality of using the services of the Bangkok Art and Culture Center Most of them were satisfied with the overall service quality at a high level and their confidence in using the services of the Bangkok Art and Culture Center was at a high level. In addition, Wipoosana Supanakorn, Sathit Thimwatbunthonge, WiroonTangcharoen (2017) said. that the problems and obstacles of private art galleries in Bangkok In the context of contemporary Thai art and culture There are two styles of management. management of modern arts organization and a post-modern hybrid corporate management where business and other fields of art are merged together.

RESEARCH RECOMMENDATIONS / CONCLUSION

Recommendations for further research From a research study on behavior, satisfaction and service quality of the museum. Case Study of Bangkok Art and Culture Center Researchers need to find more information that should be concise and understandable.

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FACTORS THAT AFFECT DECISION MAKING IN SELECTING BUSINESS SERVICES OF ABC TRAVEL CO., LTD. IN PHUKET

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ABSTRACT

This quantitative research study examines the factors that affect decision-making in selecting business services of ABC Travel Co., Ltd. in Phuket. The purpose of this study is to compare opinion levels and service quality according to personal and behavioral factors. The sample size consists of 125 customers surveyed using query tools and data processing programs. Statistical figures such as percentage, mean, standard deviation, t-test, F-test, and ANOVA are used to analyze the variables. The research found that most of the respondents were male, aged between 25 and 30 years old, and were mostly company employees or contractors earning 10,001-20,000 baht per month. Most customers use the service on weekends, particularly on Saturdays and Sundays, and prefer to use it with friends. Internet resources are the primary source of information for respondents. The study found that the decision to use a travel business service is influenced by the quality of service, particularly in terms of serviceability, safety, tangible service, and credibility. This emphasizes the importance of service quality in meeting customer needs.
Keywords: Business services, decision-making, service quality

INTRODUCTION

Phuket, an island located in southern Thailand, is one of the country's most popular tourist destinations. Its pristine beaches, crystal-clear waters, and vibrant nightlife attract millions of visitors every year (Choi & Sirakaya-Turk, 2017). In fact, Phuket is considered one of the top beach destinations in the world (Lew, 2017). Its popularity has not gone unnoticed by the Thai government, which has invested heavily in its tourism infrastructure (Phuket Gazette, 2019). This has led to a significant increase in the number of tourists visiting the island each year (Nelson, 2016).

Phuket's tourism industry has had a significant impact on Thailand's economy. According to a report by the Ministry of Tourism and Sports, tourism is one of the country's most important industries, contributing approximately 9% of Thailand's GDP (Ministry of Tourism and Sports, 2018). Phuket plays a crucial role in this industry, generating billions of baht in revenue each year (TAT News, 2019).

In addition to its economic importance, Phuket's tourism industry has also had a significant social impact. It has created numerous job opportunities for local residents, reducing poverty and improving their standard of living (Lew, 2017). Moreover, it has helped to preserve the island's cultural heritage by promoting traditional practices and arts (Phuket News, 2019).

In conclusion, Phuket is a vital part of Thailand's tourism industry, with its pristine beaches, vibrant nightlife, and cultural heritage attracting millions of visitors each year. Its economic and social impact cannot be understated, with the industry contributing significantly to the country's GDP and improving the lives of residents. Therefore, it is crucial to study the factors that affect decision making in selecting business services in Phuket's tourism industry, as in the case of ABC Travel Co., Ltd., to maintain the island's competitiveness in the global tourism market.

According to a report by the Tourism Authority of Thailand (TAT), there were over 3,000 registered hotels and guesthouses in Phuket as of 2019 (TAT News, 2019). This suggests that there are likely to be many tour and business service companies catering to these establishments.

In addition, online travel agencies (OTAs) such as Booking.com and Agoda.com have a significant presence in Phuket's tourism industry. These companies offer a wide range of services, including flights, hotels, tours, and activities, and compete fiercely with local businesses for market share (Chu, 2019).

Finally, there are also several established tour operators and travel agencies operating in Phuket. These companies have been in business for several years and have a loyal customer base, which can make it difficult for new entrants to gain a foothold in the market (Phuket News, 2019).

In conclusion, the exact number of tour and business service companies in the competition market in Phuket is difficult to determine. However, there are thousands of hotels and guesthouses in the area, and online travel agencies and established tour operators also play a significant role in the market. These factors contribute to a highly competitive industry in which businesses must constantly innovate and adapt to succeed.

The researcher is interested in the business of ABC Travel Co., Ltd. around Phuket, and the challenges facing the travel industry in that area. As the company is not well-known and mostly serves Thai tourists, the aim is to promote Thai tourism in Phuket. This information can be useful for those who want to travel around Phuket, as well as those interested in the tourism industry in the city. It can also serve as a guide for those who want to work in the travel business, ensuring they meet customers' needs to the fullest. Additionally, the study aims to explore demographic factors, customer behavior, service quality, and the critical issue of choice in this type of business. By using this information, customers can make informed decisions about traveling around Phuket, helping to ensure the sustainable growth of the travel industry in the area.

Research Objective

1. The study aims to compare customers' decisions to use Phuket travel business services between ABC Travel Co., Ltd. based on different personal factors.
2. The study aims to compare customers' decisions to use Phuket travel business services between ABC Travel Co., Ltd. based on different service usage behaviors.
3. The study aims to examine the quality of service that affects the decision to use travel business services around Phuket city for customers of ABC Travel Co., Ltd.

LITERATURE REVIEW

Concepts and theories about personal factors

Personal factors are one of the key determinants of consumer behavior, referring to individual characteristics that influence the way people make purchasing decisions. Understanding these factors is crucial for businesses looking to market their products and services effectively. In this section, we will explore some of the key concepts and theories related to personal factors.

Firstly, self-concept is an important personal factor that can influence consumer behavior. Self-concept refers to a person's overall perception of themselves, including their beliefs, values, and attitudes (Solomon, 2019). This can impact the way individuals perceive products and services, and whether they align with their self-concept.

Secondly, lifestyle is another important personal factor that influences consumer behavior. Lifestyle refers to the way individuals live, including their activities, interests, and opinions (Schiffman & Kanuk, 2010). Consumers with similar lifestyles may have similar purchasing behaviors and preferences, making it important for businesses to target specific lifestyle segments.

Thirdly, personality traits can also impact consumer behavior. Personality refers to the enduring patterns of thought, emotion, and behavior that characterize a person (Belk, 2013). Individuals with certain personality traits may be more likely to make impulsive purchases, or be more brand loyal, depending on their individual characteristics.

Finally, age and life stage are important personal factors that can influence consumer behavior. As individuals age, their needs and preferences may change, impacting their purchasing behavior (Kotler et al., 2017). Life stage events, such as marriage or the birth of a child, can also influence consumer behavior.

In conclusion, personal factors play an important role in consumer behavior, and businesses must take these factors into account when developing marketing strategies. Concepts such as self-concept, lifestyle, personality, and age/life stage are all key factors that can impact consumer behavior and must be considered by businesses to effectively market their products and services.

Concepts and theories about service behavior

Service behavior is a critical aspect of the service industry, and understanding the concepts and theories that underpin this behavior is important for businesses seeking to provide high-quality service to their customers. In this section, we will explore some of the key concepts and theories related to service behavior.

Firstly, the concept of service quality is central to service behavior. Service quality refers to the degree to which a service meets or exceeds customer expectations (Parasuraman et al., 1985). Businesses must understand the dimensions of service quality (such as reliability, responsiveness, assurance, empathy, and tangibles) and how to measure them to provide high-quality service.

Secondly, the concept of emotional labor is important in understanding service behavior. Emotional labor refers to the process by which service workers manage their emotions and expressions to meet the expectations of their customers (Hochschild, 1983). This can be a challenging aspect of service work, and businesses must support their employees in managing emotional labor to ensure high-quality service.

Thirdly, the concept of service recovery is important in understanding how businesses can respond to service failures. Service recovery refers to the action businesses take to resolve customer complaints and retain their business (Tax et al., 1998). Effective service recovery can help to mitigate the negative impact of service failures and maintain customer loyalty.

Finally, the concept of customer satisfaction is central to service behavior. Customer satisfaction refers to the overall evaluation of a customer's experience with a service (Oliver, 1980). Businesses must understand the factors that contribute to customer satisfaction and continually work to improve the quality of their service in order to maintain customer loyalty.

In conclusion, understanding the concepts and theories related to service behavior is critical for businesses seeking to provide high-quality service to their customers. Service quality, emotional labor, service recovery, and customer satisfaction are all key aspects of service behavior that businesses must consider providing exceptional service.

Concepts and theories about service quality

Service quality is a critical aspect of the service industry, and understanding the concepts and theories that underpin service quality is important for businesses seeking to provide high-quality service to their customers. In this section, we will explore some of the key concepts and theories related to service quality.

Firstly, the SERVQUAL model is a widely used framework for measuring service quality (Parasuraman et al., 1985). This model identifies five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. By measuring these dimensions, businesses can identify areas for improvement and provide high-quality service to their customers.

Secondly, the concept of service encounter is important in understanding service quality. A service encounter is the interaction between a customer and a service provider (Bitner et al., 1990). Service encounters can have a significant impact on customer perceptions of service quality, and businesses must train their employees to provide excellent service encounters to ensure high-quality service.

Thirdly, the concept of customer expectations is important in understanding service quality. Customer expectations refer to the expectations customers have about the level of service they will receive (Parasuraman et al., 1988). Businesses must understand these expectations and strive to meet or exceed them to provide high-quality service.

Finally, the concept of service recovery is important in maintaining service quality. Service recovery refers to the action businesses take to resolve customer complaints and retain their business (Tax et al., 1998). Effective service recovery can help to mitigate the negative impact of service failures and maintain customer loyalty.

In conclusion, understanding the concepts and theories related to service quality is critical for businesses seeking to provide high-quality service to their customers. The SERVQUAL model, service encounters, customer expectations, and service recovery are all key aspects of service quality that businesses must consider providing exceptional service.

Concepts and theories about decision making for service.

Decision making is a crucial process in the service industry as it affects customer satisfaction and loyalty. Understanding the concepts and theories that underpin decision making for services can help businesses make informed decisions that enhance the customer experience. In this section, we will explore some of the key concepts and theories related to decision making for services.

Firstly, the Theory of Planned Behavior (TPB) is a widely used framework for understanding decision making in the service industry (Ajzen, 1991). This model suggests that three factors influence decision making: attitudes, subjective norms, and perceived behavioral control. By understanding these factors, businesses can tailor their services to meet the needs of their customers.

Secondly, the Prospect Theory suggests that individuals make decisions based on the potential gain or loss of a situation rather than the actual outcome (Kahneman & Tversky, 1979). This theory is important in the service industry as it suggests that customers may be more willing to try new services if they perceive a potential gain.

Thirdly, the concept of perceived risk is important in understanding decision making for services (Bauer, 1960). Perceived risk refers to the potential negative consequences of a decision. Customers may be hesitant to try new services if they perceive a high level of risk. Businesses can mitigate this risk by providing guarantees or warranties.

Finally, the concept of decision heuristics suggests that individuals use mental shortcuts when making decisions (Tversky & Kahneman, 1974). This theory is important in the service industry as businesses can use these mental shortcuts to influence decision making. For example, businesses may use social proof to influence customers to try new services by highlighting the number of satisfied customers.

In conclusion, understanding the concepts and theories related to decision making for services is critical for businesses seeking to enhance the customer experience. The TPB model, the Prospect Theory, perceived risk, and decision heuristics are all key aspects of decision making that businesses must consider when designing and promoting their services.

METHODOLOGY

Tools used for data analysis:

The questionnaire used in this study is divided into four parts. Part 1 includes questions on personal factors such as gender, age, occupation, and income. Part 2 includes questions related to service usage behavior such as date of service, frequency of use, and data sources for service use. Part 3 includes questions related to service quality perception, including reliability, meeting needs, service capability, security, and tangibility. Part 4 includes questions on service decision-making, including perceived needs or problems, search behavior, information assessment, alternative evaluation, purchase decision, and post-purchase feelings.

Data collection:

Data collection was conducted using a Google Form questionnaire. The selected sample group consisted of ABC Travel Co., Ltd. customers. The purpose of the research was explained, and participants were requested to provide truthful information. The questionnaire was distributed manually to ensure cooperation in answering the questions.

Data analysis:

The statistical software program was used to analyze the collected data. The following steps were taken:

The integrity of each returned questionnaire was checked and entered the system according to the questionnaire code specified in the frequency distribution table.

The data was validated, and errors caused by incorrect data entry were corrected.

Various statistical methods were used to analyze the data.

RESULTS

This study analyzed the factors affecting the decision to choose a travel business service in Phuket, focusing on ABC Travel Co., Ltd. customers (N=125). The results showed that 55.20% of respondents were male and 44.80% were female, with most aged 25-30 (40.00%) or 31-40 (32.80%). Most respondents had a monthly income less than or equal to 10,000 baht (71.20%). In terms of service behavior, most respondents used the service on weekends (60.80%), had used the service once or more (61.60%), and used the service with friends (52.80%). The internet was the most common resource used to find the service (48.00%).

The service quality analysis showed that ABC Travel Co., Ltd. had an overall service quality rating of 3.93, with the reliability aspect having the highest average (4.15) and tangible service having the lowest (3.82). The analysis of service decisions revealed that the customers had an overall positive opinion (3.85) of ABC Travel Co., Ltd. Phuket travel business services, with the perception of needs or perceived problems having the lowest average (3.65).

DISCUSSION

The discussion compares the results of data analysis with relevant research on factors affecting the decision to choose to use business services around Phuket city of ABC Travel Co., Ltd. Most respondents in the study were males aged between 25 and 30, who were employed by the company or general contractors and had monthly incomes in the range of 10,001-20,000 baht. The study also found that service usage habits were mostly for weekend holidays. The quality of service in all aspects affects the decision to choose the service, with reliability, security needs, and tangible service being important factors. The study is in line with research by Suwanbundit, P., & Lertpitayakun, J. (2020) and Saardchom, N. (2021) on the factors affecting the use of services and quality of service respectively. The concept of SERVQUAL (Parasuraman et al., 1985) was used to evaluate service from the customer's point of view. Time also affects the use of different services as consumers will have different demands and purchasing decisions.

RECOMMENDATIONS

The study on factors affecting the decision to choose business services tours around Phuket town highlights the importance of service quality, including the ability to respond to customers' needs and safety and security. ABC Travel Co., Ltd. should focus on creating value for all customers, rather than targeting specific groups. To improve services, the company should develop new forms of presentation and consider offering more entertainment options. Further research could involve collecting data from previous customers, which can be challenging due to a lack of cooperation. To encourage participation, the company could offer discounts on future visits. Higher research expenses may be necessary.

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A STUDY OF TOURISTS BEHAVIOR TRAVELING TO CHAITHARARAM TEMPLE OR CHALONG TEMPLE PHUKET PROVINCE

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ABSTRACT

A study of the behavior of tourists traveling to Chaithararam Temple or Chalong Temple Phuket Province. This research aims to study the behavior of tourists traveling to Chaithararam Temple or Chalong Temple Phuket Province. A questionnaire was collected with a sample of 400 samples by collecting data for processing. The results showed that A study of the behavior of tourists traveling to Chaithararam Temple or Chalong Temple Phuket Province. The study found that Most of the tourists are people in Bangkok and its vicinity. Popular traveling by bus Popular to travel with friends, which will come from friends. Most tourists have visited this temple a few times and most of them spend less than an hour inside the temple.
Keywords : Phuket Province, Behavior, Temple

INTRODUCTION

Phuket is the only province that has an island topography. And is a world-famous tourist destination. It is known for its beautiful sandy beaches, crystal clear waters and beautiful seas suitable for snorkeling. Including having facilities Fully supports tourists in the past, most people who are prosperous The economy will be Chinese. mining and middlemen selling rubber prosperity from the Chinese which can be seen from the Chinese shrine located in Phuket Town but now economic prosperity come from the tourism industry continuously developed which is comparable to the number of tourists from around the world who discovered the beauty of the sun and the sea that Phuket has to support and there is also a mountain forest national park The Gibbon Return to the Forest Project Including elephant riding in the forest (Phuket Provincial Office, 2022)

The factor most influencing tourism is service personnel. followed by physical characteristics simple lifestyle be unique and tourism products with a variety of activities and cultures The price is cheaper compared to other countries. There are both domestic and international networks. In this regard, tourists are interested in sculpture, painting, architecture, visiting the temple area in terms of Buddhist art. to appreciate the beauty and dazzling beauty The Thai people will travel according to festivals and cultural traditions. And found that the southern and northeastern areas are important gateways to ASEAN. especially in Phuket, Krabi, Surat Thani. In addition, tourists are interested in sculpture, painting, architecture, visiting temples in the form of Buddhist art to admire the dazzling beauty of Thai people to travel according to festivals and cultural traditions. (KomChadLuek 2013)

Chaithararam Temple or Chalong Temple It is an invaluable temple of Phuket for a long time. Chaithararam Temple or Chalong Temple is located in Chalong Subdistrict. Mueang Phuket District There is no exact record of when it was built. But the name appeared at Chalong Temple in the records of King Rama III. And later in the reign of King Rama V, King Chulalongkorn (Rama V) changed the name of Wat Chalong to Wat Chalong. "Wat Chaithararam" Chaithararam Temple or Chalong Temple It is enshrined a statue of Luang Pho Cham or Phrakru Wisuthiwongsajarnyanmunee, a monastic rank bestowed by King Chulalongkorn (Rama V). Originally, it was in the north of the current temple and in the construction of that temple, one of the principal Buddha images was built, namely Pho Than Chao Wat. Chaithararam Temple or Chalong Temple There is Luang Por Cham who is famous and has a story about holiness and fame in the treatment of diseases. In addition, this Chalong Temple is also the location of Phra Maha Chedi Phra Chom Thai Charismatic Announcement. which enshrines the Buddha's relics brought from Sri Lanka This Chalong Temple is another tourist attraction in Phuket that everyone who visits Phuket must visit this temple. (Local Southern Information, 2019)

For this reason, the researcher intends to study the behavior of tourists toward Chaithararam Temple or Chalong Temple in order to study how tourists behave when coming to travel. Chaithararam Temple Or Wat Chalong and study which factors tourists should see to improve or develop more to use the results of the study to develop the tourism model of Chaithararam Temple. or Wat Chalong to be more popular and spread widely, as well as to create sustainable tourism in the future

Research Objective

A study of the behavior of tourists traveling to Chaithararam Temple or Chalong Temple Phuket Province

METHODOLOGY

The researcher has prepared a questionnaire on the behavior of tourists. Information collected from questionnaires The data will be analyzed using a packaged program by Calculate Percentage

1) Scope of content and issues of this study It is a study of the behavior of tourists traveling to Chaithararam Temple or Chalong Temple.

2). Area Boundary area boundary Chaithararam Temple or Chalong Temple

3). Population Scope The population in this study was a group of Thai tourists aged 18 years and over who visited Chaithararam Temple or Chalong Temple. A total of 400 questionnaires were distributed by the research team.

Research Result

Analysis of behavioral data of tourists traveling to Chaithararam Temple or Chalong Temple By showing the number of percentages (Percent) from studying the behavior of tourists traveling to Chaithararam Temple or Chalong Temple. The results of the survey are as follows:

The result can be found that Most of the people who use the service are female accounted for 73 %, while males accounted for 27% whereas it found that the age range of 26-35 years old is the most respondence, followed by the age range 36-46 years old. Most of those who come to traveling to Chaithararam Temple or Chalong Temple Phuket have a bachelor's degree that there are more than 97%

Table 1 Regional data of tourists

Regional data of tourists	Number (tourists)	Percentage
Bangkok Metropolitan Region	242	60.5
The Central	51	12.7
The North	25	6.3
The South	33	8.3
The East	12	3
The Northeast	37	9.3
Totally	**400**	**100**

From Table 1 , when classified, it was found that Most of them traveled from Bangkok and its vicinity, 242 people (60.5%), 51 people in the central region (12.7%), 37people in the northeastern region (9.3%) and 12 people in the eastern region (3%)

Table 2 Information on vehicles used for traveling by tourists

Table 2 Information on vehicles used for traveling by tourists	**Number (tourists)**	**Percentage**
Private car or rental car	176	44
Bus	182	45.5
Taxi	30	7.5
Other	12	3
Totally	**400**	**100**

From Table 2, when classified by vehicles used to travel the most, including buses, there were 182 people (45.5%), followed by private cars or rental cars, 176 people (44%), and taxis, 30 people. (7.5 percent) and other 12 people (3 %)

Table 3 Information of travel companions of tourists

Information of travel companions of tourists	**Number (tourists)**	**Percentage**
Alone	32	8
Family	82	20.5
Couples	68	17
Friend	218	54.5
Totally	**400**	**100**

From Table 3, when classified by traveling companions Most people like to travel with friends, 218 people (54.5%), family or relatives, 82 people (20.5%), couples, 68 people (17%), and traveling alone, 32 people (8%).

Table 4 Reasons for travel of tourists

Reasons for travel of tourists	**Number (tourists)**	**Percentage**
Travel	151	37.75
Worship and make a wish	75	18.75
Make merit	143	35.75
Other	31	7.75
Totally	**400**	**100**

From Table 4, what is the reasons for travel of tourists have been classified. The reason for travel of tourists was the first, 151 people (37.75%), followed by making merit in the number of 143 people (35.75%), Sakkara, asking for blessings, 75 people (18.75%), and other 31. people (7.75%)

Table 5 Table 5 Information on the number of visits by tourists

Information on the number of visits by tourists	**Number (tourists)**	**Percentage**
First time	125	32
2-3 times	196	49
More than 4 times	79	19
Totally	**400**	**100**

From Table 5, classified by the number of times traveling to the temple. Which the number of times that traveled the most was 2-3 times 196 people (49.0%), followed by 125people who traveled for the first time (32 %) and traveled more than 4 times, 79 people (19 %)

Table 6 Information of tourists spending time in Wat Chalong

Information of tourists spending time in Wat Chalong	**Number (tourists)**	**Percentage**
Less than 1 hour	304	76
1 hour	74	18.5
2 hourท	18	4.5
More than 3 hours	4	1
Totally	**400**	**100**

From Table 6, classified information about tourists spending time in Chalong Temple, it was found that most of them spent less than 1 hour inside the temple, 304 people (76.0%) spent 1 hour 74 people (18.5%) spent 2 hours of 18 people (4.5%) and more than 3 hours of 4 people (1%)

DISCUSSION

The results of the analysis of data on the behavior of tourists traveling to Chaithararam Temple or Chalong Temple can be summarized as follows;

Most of the tourists are people in Bangkok and its vicinity. Which the temple is famous, causing people in Bangkok and its vicinity to come to Wat Chaitararam or Chalong Temple most of the time, tourists are very popular with their friends, which will come from most of the tourists' friends who come to travel the most. Because within the temple there are many important Buddha images that are revered by many Thai people a lot corresponds to Charuwan kamolsin and Orawan Kerdjan (2020), Study of behavior and satisfaction of cultural tourists A case study of Wat Si Uthumphorn, NongKrot Sub district, Muang District, NakhonSawan Province The results of demographic study found that most of Wat Si Uthumphorn is known from friends, girlfriend, relatives / other people. With the main purpose of Come to pay homage to Luang Pho Choi and pay respect to the monks. Many will travel by private cars. and come with family. This is consistent with the findings of the research that most tourists prefer to travel to Wat Chalong by bus because it is convenient and does not have to drive by themself. Kamontip Thammanittavorn and Sangkae Punyasir (2022) study behavior and Motivation of

Thai Tourists in Generation Y traveling to visit Chulamanee Temple in Samut Songkhram The overall level oftourism opinions about motivation is high. The results of testing the hypothesis showed that personal factors had no effect on tourism as a whole and that personal factors did not motivate Thai tourists in Generation Y in a way that was significant at the0.05 level Most tourists have been to this temple 2-3 times already. Due to the belief in Buddhism and the belief in the temple, there are many important attractions that keep tourists coming back again and most of the tourists spend time in the temple. no more than 1 hour Yongyoot Chairatanawan, (2018) also was found that most of them traveled with family for merit making. They travelled in cars, stayedin private residence. They spent more than 500 baht per trip and once a year and the satisfaction was found that tourist attraction and the environment were the most important and the price of the products and service were least important.

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THE LEARNING HISTORY THROUGH BEAUTY PAGEANTS IN THAILAND

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ABSTRACT

This article presents a literature review on learning history through beauty pageants in Thailand by using a review approach. The objective is to present the history, patterns, roles of the beauty pageant in Thailand from the past to the present by using a review methodology and SWOT analysis data. The result found that the History of the beauty pageant in Thailand has the Strength, Weakness, opportunity and threats. There was being started since Sukhothai period and stepping to Miss Siam, Miss Thailand, Miss universe Thailand and Miss Grand Thailand.
Keywords: History Learning, Beauty Pageant

INTRODUCTION

During the ancient time, the beauty women has shown in the power story in many parts of the world such as the Lady Cleo-Patra from ancient Egypt, the history monarchy from Tibet, the Genghis Khan era, where wars were fought with different tribes for beautiful women, where historians believe that the Mongol empire leader like Genghis Khan may have had hundreds of wives, most of them the daughters of the king. Defeated or a concubine from the loss of enemy territory. Because beautiful women are considered national treasures of the winner's race. Another example is Cleopatra, the beautiful woman of Egypt, Queen Xai-zi, the beautiful woman of China who is praised around the world. Those are derived from a beauty contest. Even the tradition of selecting beauties of nobles' daughters in China, to consecrate themselves into the palace for the emperor as concubines in ancient China. Therefore, it is considered that women are beautiful and the roles chosen by the process of the beauty contest have existed since then. Beauty pageants and anarchy, the birth of a woman and a man in an era when beauty queens were the property of the emperor must belong to the city lord who rules the territory. Adding to some historical story where the winners and those who lost the war had to tribute their daughters from other countries to be concubines or concubines. What beautiful women have to do to protect their independence sovereignty of the country. For example, in the case of King Naresuan and Phra Suphankanlaya in the Ayutthaya period, they had to relocate to Burma. The reason is because it can be a hostage that will free Siam from wars in the past. As the ruler's wife to prevent the city's hardening of the ruler's towns. Therefore, the beauty pageant plays an important role. There is a cultural heritage relationship that has been handed down to the present day. Which has a beauty pageant in all over the world, 80-90 countries. In Thailand. There is a variety of beauty pageant, starting at the local level, at the national level, such as all 77 provinces of (the contest stage **Miss Grand Thailand**) , **Miss Thin -Thai-Ngam, Tida-Mon-mai**, **Thepi Wisut Kasat** and the **Miss Noppamas** beauty contest in the Loy Krathong festival, burning candles and playing various lights. Therefore, it is considered that beautiful women participate in driving society and cultural traditions that are the heritage of human beings. And the longest history of beauty pageant is Miss Thailand Universe.

The beauty pageant stage is another interesting activity. The privilege of beauty and participation in a way that drives Thai society If Thai society continues to debate the issue that How to get the beauty queen community to promote each other from the government sector? The most important part to consider is that a policy should be made concretely stating that it will only be used. Entertainment Or support the move towards Edutainment (Education combined with entertainment) where the community of beauty queens can contribute to driving Thai society from the past to the present**.**

The implications of learning history by means of perspective research.

History is the recording or writing of the facts of human society as it has been studied. Evidence that exists in that time dimension, help people learn, well understanding of the past. Also recognized the value of cultural heritage, literature, art and lifestyle. Studying the past makes humans aware of their own position and realization of past and present values will help to learn be used as a guideline for Improve and be the power to create the future.

History It is one factor in creating ethical values and instilling love. Unity towards local and nation studying history will enable us to know and understand ourselves, our communities, our potential and the ability to do anything and how much.

The History of the beauty pageant in Thailand

In the past, The story of beautiful women of Thailand during the Sukhothai period as the capital. There was a beautiful woman named Nang Noppamas.

The ancient lady who appears in the story of Loy Krathong Day. But it is still unclear whether it really existed or not. Because the history of Nang Noppamas is a semi-mythical, semi-narrative style. believed that Mrs. Noppamas was a perfect woman. She was born in a Brahmin family in the Sukhothai period. Nang Noppamas is a beautiful woman good skill in various fields both in literature Knowledge of house-crafting of a lady. She was chosen in the reign of Phraya Lithai. (Phra Maha Thammaracha 1) was favored until receiving the title of concubine known as "Thao Si Chulalak.

Nowadays, "Noppamas" has become a representative of women who are beautiful in behavior, speech and heart, which is why it is the origin of the value of the Miss Noppamas contest on Loi Krathong Day. By allowing women to wear Nang Noppamas costumes and make Nang Noppamas hairstyles. It has become another colorful couple with Loy Krathong Day.
The history of the beauty pageant in Thailand may be divided into 4 eras.
- 1: Miss Siam (1934 - 1940) and changed her name to Miss Thai (1948 - 1954)
- 2 Miss Thailand (1964 – 1972) The winner of the contest will have the opportunity to go to the Miss Universe stage in the early era of representing Thai women.
- 3 Miss Thailand (1984 - 1999) did not have the right to go to the Miss Universe pageant.
- 4 Miss Thailand Universe (2000 - 2011) and changed the name to Miss Universe Thailand
- (2012 - present) in line with getting the right to go to the Miss Universe stage contest

The Details of the history of the beauty pageant in Thailand (1st-4th generation)

The origin of the beauty contest of Thailand since the name has not yet been changed to Siam (Siam). The reason why the stage of beautiful women has been included in an important agenda and a political mechanism in the Siamese era Because at that time the people of Siam did not yet know the new democratic regime. Therefore, organized an educational event under the name "Constitution", whose still participated in the event. The beauty contest was used as a magnet to attract people, which was attracting satisfactory results finally.

The Miss Siam contest was first held on December 10, 1934 after the change of government in 1932 under the name "Miss Siam". The ministry of interior was held in celebration of the constitution which is also known as goddess of the constitution. It held at the Saranrom Royal Park, Bangkok, which is the People's Club in 1934, is the second anniversary of the constitution celebration. The evident was started to organize the Miss Siam pageant for the first time in which the contestants dressed in Thai Hom Sabai Chiang, dresses wear a long skirt across the feet. As for the scoring criteria for the contest during the year 1954 that it was thoroughly detailed, divided into 3 parts.

- **Head** from head shape, face, hairstyle, hair color, eyebrows, eyes, nose, mouth, teeth, neck, and ears
- **Body** from shoulder, collarbone, thorax, buttocks, stomach, and hips
- **Arms, Legs** from the forearms, elbows, wrists, fingers, fingernails, trunk, calves, knees, ankles, feet, and toes

The total score for all 3 sections is 85 points and there are 15 more walking points. (Book "Flowers of the Nation" by Onsom Sutthisakorn) (Art and Culture Editorial Department, 14 Jan. 2023)

The beginning of the 1934 beauty pageant

Miss Siam Kanya Thiensawang

At Saranrom Park, It is considered a historical area in the heart of Bangkok. There was luxury in the early days. All beautiful women must pass through the eyes of the judges in the first round starting from the night of December 10 (corresponding to the Constitution Day).

Finally, the committee has an opinion for the first Miss Siam. Unanimously on the night 12 December 1934.

Miss Siam's crown silver frame upholstered in velvet embroidered with silver thread and diamonds, a silver bowl engraved with the name of Miss Siam 1934. The winner of the beauty pageant will receive a prize gold locket, a gold brooch engraved with the words "Constitution 77" and 1 thousand baht in cash.

She is the beginning of the beauty pageant until today. (General Nipat Thonglek, 19 September 2016, old picture column telling the legend.

Later, in 1939, it was changed to a suit of a shirt and skirt. Sewing with Thai silk open back blouse, pants, knee-length skirt and have added to wear sportswear shorts, sleeveless shirts, open back in later years and also held a contest at the Saranrom Royal Park and then came to the position of the last Miss Siam of the country, Pisamai Chotiwut. At only 18 years old, she entered the contest in a silk blanket, wearing loincloth and walking barefoot on stage. The prize received was a cash prize of 1,500 baht, a large silver trophy, a crown, and a gold-encrusted constitution brooch. Celebration of the 1938 Constitution.

In 1973, there was unrest in the country. The Thai beauty contest therefore ceased to be held until 1984, when the Vajiravudh College Alumni Association by Mr. Chatchua Karnasuta, the president of the association and the director of the Royal Thai Army Television Channel 7, has revived the Miss Thai beauty contest again to select a representative to go to the Miss Universe pageant.

Nowadays, the format of the Miss Thailand pageant has been developed to suit the femininity, current economic and social conditions, for example, the cancellation of wearing swimsuits on stage, in order to maintain the image of Thai women. The use of computers for processing scores, measuring IQ and EQ levels, as well as bringing the talents of the contestants to use in determining the judging and in our current Thailand.

The analyzing the Strength of beauty pageant in Thailand

Thailand has a history of continually participating in the beauty pageant since the first time, Miss Siam. Miss Thailand pageant management Until stepping into the Miss Universe Thailand contest to correspond with the Miss Universe big stage (Miss Universe) and Miss Thailand were crowned the winner of Miss Universe in 1965 and 1985.

If consider as of the beauty pageant in Thailand still has many issues and raised and reintegrated. The latter has been influenced by capitalist economic, media and marketing which the beauty pageants are expecting to drive the economics of the country

The analyzing the Weakness of beauty pageant in Thailand

Still unable to manage and determine the method Including finding elements of contest management Completely correct and methodical or practice to build a reputation for Thailand fully. It requires the government to actively participate in pushing and promoting the activities of the beauty pageant in Thailand. But the government will see the beauty queen as a soft power already.

Opportunity

Because the organization itself can make foreign interested people fly to see the contest in Thailand. But if the state does not lend a helping hand, it wouldn't be a soft power. Asper the concepts of researchers and academic groups, it will be just an economic scam of a private group with a beautiful product but just entertainment. The state should not ignore and don't look at it as a matter of private group activities alone, should be consistent with the government's policy that we won't leave anyone behind.

Threats

Thailand and also as the same of many parts of the world still facing the problem of economics and in the country still have unstable politic. Those problems were unable to control. Furthermore, The crisis of economic growth under the rising of government after the central election.

The Methodology

This study used in the research were review various data collection from related journals and articles analyzed in Swot analysis.

Research Objective

The objective is to present the history, patterns, roles of the beauty pageant in Thailand

Study site

This study was using the review of perspective article and analyzing the data to find the history of The beauty pageant of Thailand by the detail as swot analysis result.

Sample

This study was using the article researches, Newsline and online journals.

CONCLUSION

Beauty pageant is a cultural heritage that has been handed down to humanity. Since the birth of human beings, females, males long ago even in ancient time, it is considered that women are beautiful and the roles chosen by the process of the Beauty Contest have existed since then. Beauty pageants and anarchy, the birth of a woman and a man in an era. Therefore, the beauty pageant plays an important role. There is a cultural heritage relationship that has been handed down to the present day. Which has a beauty pageant in all over the world, 80-90 countries. it is considered that beautiful women participate in driving society and cultural traditions that are the heritage of human beings.

In this research study, the result by Swot analysis found that the history of the beauty pageant in Thailand being started since Sukhothai period and stepping to Miss Siam, Miss Thailand, Miss universe Thailand and Miss Grand Thailand on nowadays.

By studying the history of Thai beauty pageants, we are now learning the importance of Thai women's contribution to society. The beauty queen community, whether at the national level or even at the global level significant implications for the economy and especially for the Thai tourism sector. It has a positive effect on many sectors both directly and indirectly. However, accepting the benefits of society and the country acquiring a policy that will make the beauty pageant appear in Thai society to be linked to global research on creating Thai people to become with global citizenship ideas. The Beauty pageant is an area that reflects the socio-economic structure and politics. This new structure in the 20th century of a liberal economic system. Managing each contest can generate income for that locality or country, to all sectors. It could be able to attract people to pay attention to Thailand. This activity that counts as one area of convergence of presenting beauty through capitalism and marketing and this is truly opening the door to creating opportunities for Thai tourism which is called soft power. That is the reason for having learned the history of the beauty pageant in Thailand.

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FACTORS AFFECTING SAFETY BEHAVIORS OF AIR CARGO OFFICERS, THAI AIRWAYS INTERNATIONAL COMPANY

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ABSTRACT

This research aimed to study factors affecting safety behaviors of air cargo officers, Thai Airways International Company. The researcher developed the questionnaire instrument to measure the factors affecting safety behaviors of air cargo officers, which include organization climate, safety climate, perceived colleguges safety, safety knowledge and safety behavior and distributed to 400 air cargo officers. The statistical analysis were frequency, percentage, mean, standard deviation, One-Way ANOVA and Pearson's Correlation. Results of the study showed that safety behavior was rated highest at a high level (mean = 3.98), then organization climate was rated at a high level (mean = 3.93), safety climate was rate at a high level (mean = 3.92) and safety knowledge was rate at a high level (mean = 3.92), the perceived colleauges safety was rated lowest at a high level (mean =3.77). Hypothesis testing results showed that different personal factors do not affect safety behavior of air cargo. The relationship between age and safety behavior is high (r= 0.72*). The results of the study showed that organization should increase safety behavior in perceived colleagues safety by monitoring and collaboration with colleagues. Supervisors and heads should support, communicate and rewards those air cargo officers who participated with safety behavior.
Keywords: Safety Behavior, Air Cargo Staffs

INTRODUCTION

Air cargo operation includes numbers of task which require physical works, work with machines and mental work. Air cargo officers perform diverse functions based on their tasks assigned, such housekeeping operation, stock control of cargoes, monitoring hazadous materials and goods, preparing and reporting of breaches in safety and security standard. They have to handle incoming and outgoing import and export document, which complies rules and regulations

Air cargo officers operate their works with physical strength, tolerate with hot temperature, and some tasks they are working with machines, equipment and vehicles. These might incur accident from work. This research focused on studying factors affecting safety behavior of air cargo officers of the national airlines.

Research Objectives

The research objective is to study factors affecting safety behaviors of air cargo officers, Thai Airways International Company.

Research Questions

What are the level of safety behavior of air cargo officers, Thai Airways International Company?

Research Hypothesis

1. Different personal factors of air cargo officers have different safety behavior.
2. There is a relationship between age and safety behavior of air cargo officers.

LITERATURE REVIEW AND THEORY

This research included concepts of safety behaviors, which included organization climate, safety climate, perceived colleguges safety, safety knowledge and safety behavior (International Civil Aviation Organization, 2015). The studies showed that there were high safety problems in inbound of airport cargo than outbound. There should be clear step, procedures and disciplines to reduce safety behaviors (Kania, Arubusman, Warpani, and Prasetya, 2017). Domino theory explained that accident is one factor in a sequence that may lead to an injury and the accidents are mostly from behavioral-based (Heinrich, 1959 and 1931).Though, there were many factors from accidents such as environment, external factors, however; human factors should be major concerned for accident.

METHODOLOGY

The researcher developed the questionnaire instrument from the safety behavior concepts which includes 5 factors as organization climate, safety climate, perceived collegauges safety, safety knowledge and safety behaviors. This concepts have been widely used in many industries and organizations since it covers overall aspects. The questionnaires consisted of 3 parts as part i) personal factors, ii) safety behavior and iii) additional suggestions. The quesionnaire was validated by 3 experts and the reliability analysis was 0.93. The Likert's Scale (5 levels; 5 a= highest and 1 = lowest) was used to rate the safety behavior in part ii. The statistical analysis were frequency, percentage, mean, standard deviation, One-Way ANOVA and Pearson's Correlation. The content analysis was used to summarize the answer in part iii of the questionnaires. The data collection from the air cargo officers was at Free Zone, Suvarnabhumit Airport in December, 2022.

RESULTS

The results of the questionnaires showed 1) personal factors 2) factors affecting safety behaviors of air cargo officers and 3) additional suggestion.

Table 1 *Personal Data*

Personal Factors	Particulars	F	%
Age	Less than or equal to 20 yrs.	36	9.00
	21-30 yrs.	109	27.30
	31-39 yrs.	122	30.50
	40-49 yrs.	86	21.50
	50 yrs. old and More	47	11.80
Education	Technical School	30	7.50
	Vocational Certificate or High School	80	20.0
	Vocational Diploma or Equivalents	38	9.50
	Bachelor Degree	189	47.30
	Master Degree or Higher	63	15.80
Years of Experience	Less than or equal to 5 yrs.	108	27.00
	6-10 yrs.	86	21.50
	11-15 yrs.	103	25.80
	16-20 yrs.	72	18.00
	More than or equal to 20 yrs.	31	7.80
Department	Import Department	56	14.00
	Export Department	78	19.50
	Documentation Department	106	26.50
	Lost & Found Department	73	18.30
	Others	87	21.80
	Total	400	100.00

The results of the personal factors showed there are mostly respondents' ages were around 31-39 years old (=30.50%), graduated bachelor degree (=47.30%), have 11-15 years of experience (=25.80%) and working in documentation department (=26.50%).

Table 2 *Level of Safety Behavior of Air Cargo Officers*

Parts	Mean	S.D.	Meaning
1. Organization Climate			
1.1 You know and understand what executives expect from you	4.11	0.95	High
1.2 Organization executives listen to your opinions in important decision	3.92	1.02	High
1.3 You always communicate and report important cases to your executives	3.98	0.93	High
1.4 There is clear process and system in your organization.	3.89	0.91	High
1.5 Your executives encourage officers to create new ways of working.	3.85	0.99	High
1.6 There is a collaboration and teamwork in your organization.	3.88	0.88	High
1.7 You have been well-trained before working	3.88	0.90	High
Overall Organization Climate	**3.93**	0.94	**High**
2. Safety Climate			
2.1 Organization provides necessary training required for work safety	3.91	0.87	High
2.2 You have enough equipment for work safety	3.98	0.92	High
2.3 Managers and supervisors give importance safety over productivity	3.86	0.89	**High**
2.4 Standards, procedures, rules and regulations are vital parts in your work.	3.89	0.91	High
2.5 Managers and supervisors have good attitudes for safety in workplace	3.90	0.86	High
2.6 Officers participate and report to managers and supervisors regarding safety problems	3.92	0.87	High
Overall Safety Climate	3.92	0.89	High
3.Perceived Colleagues Safety			
3.1 Your colleagues participate with safety issues.	3.87	0.90	High
3.2 Your colleagues promote safety rules and regulations.	3.71	1.07	High

3.3 Your colleagues listen to your safety suggestions.	3.70	1.04	High
3.4 Your colleagues appreciate when you comply with safety rules and regulations.	3.74	1.01	High
3.5 Your colleagues follow safety rules and regulations.	3.73	0.98	High
3.6 Your colleagues help workplace safety.	3.84	0.96	High
3.7 Your colleagues create safety in workplace.	3.83	0.97	High
Overall Perceived Colleagues Safety	3.77	0.98	High
4. Safety Knowledge			
4.1 You understand safety principles.	4.11	0.85	High
4.2 You understand standard, steps of using safety equipment.	3.88	1.02	High
4.3 You understand occupation safety.	3.88	1.00	High
4.4 You understand how to control and reduce accidents in workplace.	3.84	0.99	High
4.5 You know dangerous objects and protect yourself when working.	3.90	0.96	High
4.6 You know whom to report when facing dangerous or unsafe incidents	3.93	0.94	High
Overall Safety Knowledge	**3.92**	**0.96**	**High**
5. Safety Behavior			
5.1 You review and are aware of unsafe incidents in every step of your work.	4.05	0.92	High
5.2 You follow rules and regulations in order to be saved at all time.	3.88	0.95	High
5.3 You will not skip the safety step in order to work faster.	3.90	0.98	High
5.4 You always use safety equipment.	3.97	0.92	High
5.5 You prepare and clean workplace before working.	4.05	0.91	High
5.6 You report the safety problems to managers and supervisors.	4.05	0.93	High
Overall Safety Behavior	**3.98**	**0.93**	**High**

Results of the study showed that safety behavior was rated highest at a high level (mean = 3.98), then organization climate was rated at a high level (mean = 3.93), safety climate was rate at a high level (mean = 3.92) and safety knowledge was rate at a high level (mean = 3.92), the perceived colleauges safety was rated lowest at a high level (mean =3.77).

Part 3: Suggestion *on Safety Behaviors of Air Cargo Officers, Thai Airways International Company*

Safety behavior may cause from high workload. The officers may have to skip the steps in order to finish the work faster. Overload and job burnouts are also the reason that safety behavior which are not indicated in the questionnaires.

DISCUSSION AND RECOMMENDATION

The research results showed that overall safety behavior was at a high level The reasons of safety were from safety behavior (mean = 3.98). Hypothesis testing results showed that different personal factors do not affect safety behavior of air cargo. The relationship of the study showed that there was a relationship between age and sfety behavior. Safety behavior and safety knowledge for aviation careers are vital (Maneechaeye and Potipiroon, 2022). The future research is possible that other factors such as training, working environment and communication should be studied (Aumnuaiworachai, Huangsuwan, Noitonglek, 2022).

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EXPLORING LOCAL PERSPECTIVES: KNOWLEDGE, ATTITUDES, AND PRACTICES TOWARDS CULTURAL HERITAGE ATTRACTIONS IN AN URBANIZED CITY IN THE PHILIPPINES

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ABSTRACT

Literature suggests that the preservation of culture and heritage plays a vital role in tourism by defining the identity of places and their local people. Also, it is one of the reasons why people visit places, as there are people who travel to observe different cultures, learn about history, and expose themselves to unique practices. A sign of rich cultural heritage is the presence of cultural heritage attractions that have been there for years. However, despite the significance of culture and heritage, some factors cause Filipinos to disregard it, such as the lack of knowledge and exposure, and the world's focus on economic development through modernization and industrialization, which results in low appreciation and poor practice towards such attractions. With these factors in mind, the researchers conducted this study to determine the level of knowledge, attitude, and practices of Filipinos towards cultural heritage attractions, specifically the local community of Calamba City, Laguna, Philippines being known for its rich culture and heritage for it is where the country's national hero was born, and at the same time, an urbanized city where development has been prominent over the years for the purpose of economic prosperity. Through this study, the researchers aimed to determine the local community's level of awareness towards cultural heritage and know if it influences their attitude and practices. It was also the intention of the study to address the lack of the utilization of the Knowledge, Attitude, and Practices (KAP) Model in tourism research, making a significant contribution to the existing body of knowledge in the field. Ultimately, results are expected to serve as a guide for policy makers and tourism managers in developing cultural programs that promote the preservation of cultural heritage attractions in the country.
Keywords: Cultural Heritage Tourism, Tourism Management, Local perspectives on culture and heritage, Cultural Heritage Promotion

INTRODUCTION

Tourism has been identified as a vital contributor to the economy of the Philippines, and its benefits extend to the host communities. Infrastructure improvements, thousands of new job opportunities, and cultural exchange between residents and visitors are some of the significant benefits that tourism brings to the country (Yehia, 2019; Manzoor et al, 2019; International Labour Organization, 2022). The cultural heritage of the Philippines is a crucial component of its tourism industry, in fact cultural heritage tourism, not just in the Philippines, plays an essential role in the expansion of the tourism industry, and it has contributed significantly to the growth and development of many countries (Añasco and Lizada, 2014; Cruz, 2017; Zhuang et al, 2019). It encompasses the cultural, natural, and historic resources of a country, and it involves travel to historic and cultural sites, museums, galleries, and festivals, and with the fact that the Philippines is known for its rich cultural heritage, which includes diverse ethnic groups, religious practices, and historic landmarks, the country has been known to be a famous destination for many coming from various parts of the world who are looking for such experience.

Despite the significant benefits of cultural heritage tourism, some factors cause Filipinos to disregard their cultural heritage. According to the National Commission for Culture and the Arts (NCCA), many Filipinos lack knowledge and participation in their culture and arts, leading to social identity issues and the neglect of their cultural heritage. Bravo et al. (2022), Nilson and Thorell (2018), and Mekonnen et al (2022) suggest that this lack of knowledge and understanding of their cultural heritage may result in ignorance and disrespect towards their cultural heritage, and neglecting cultural heritage may lead to the loss of cultural values and identity, which may have a significant impact on future generations. Nevertheless, several studies have highlighted the importance of community engagement in preserving historical locations and the development of heritage tourism. The local community plays a crucial role in the development, conservation, and preservation of heritage sites, since the community has a solid attachment to the historical sites and most likely to promote development and preservation.

In this context, the study seeks to determine the level of knowledge, attitude, and practices (KAP) of a local community in the Philippines towards cultural heritage. The local community of Calamba City, which is a town in Laguna province has been chosen as it is known for its rich cultural heritage. This study aimed to assess the community's awareness of cultural heritage and examine how it influences their attitude and practices. This has also addressed the lack of utilization of KAP model in tourism research, providing additional knowledge in the field as it gives insights into the importance of cultural heritage and its impact on tourism practices. The study is essential as it addresses the need to promote cultural heritage awareness and its impact on tourism practices. Findings will be useful to stakeholders in the tourism industry, local government units, and the community in the development of cultural heritage attractions, and may also contribute to the preservation of such sites, the promotion of sustainable tourism practices, as the city gears towards enhancement of the local economy.

Specifically, this study aims to meet the following objectives:

- To determine the levels of knowledge, attitude, and practices of the local community towards selected cultural heritage attractions in the city of Calamba, Philippines.
- To determine if there are significant differences on the respondents' levels knowledge, attitude, and practices towards cultural heritage attractions when grouped according to their age, sexuality, and educational attainment.
- To determine if there is a significant relationship among people's Knowledge, Attitude, and Practices towards cultural heritage attractions.

METHODOLOGY

The researchers were guided by the descriptive-correlational research design following the quantitative research approach. Considering that responses will be evaluated through data and numbers, the researchers have selected a quantitative research approach, and since the researchers correlated variables to identify significant relationships, a descriptive-correlational approach has been deemed appropriate and applicable. Respondents were limited to randomly selected local residents of the city of Calamba, Laguna who are at least 14 years old during the commencement of survey, as Dixit and Mohanty (2009) explained that only at the age of 14 years, people starts to develop the values, understanding, rights, and awareness of history and culture. To determine the number of respondents needed to achieve statistical confidence, slovin's formula was utilized with a 95% confidence level and a 5% margin of error, arriving at 384 from the total population of the city of 539,671.

The research instrument used was adapted from Roslan's (2019) study. However, the researchers have modified the questions to ensure its appropriateness to the respondents and the city where the study is undertaken. It was in the form of a survey that is composed of 51 questions, 3 of which were designed to determine the respondents' age, sexuality, and educational attainment, while 48 were asked to determine their levels of knowledge, attitude, and practices following a 4 point Likert scale, whereas, 1- Strongly Agree (very high), 2-Agree (high), 3-Disagree (low), & 4- Strongly Disagree (very low). Frequencies and percentages, and mean scores were computed to present data for demographic profile distribution and the perspectives of respondents, while Analysis of Variance (ANOVA) was performed to determine significant differences, and Pearson R was employed to reveal results of significant relationships among variables.

Table 1. List of Cultural Heritage Sites and Events in Calamba City

Heritage Site	Description
Rizal Shrine	The birthplace of the National Hero of the Philippines.
Monument of Rizal at The Plaza	A 22 feet statue of Dr. Jose Rizal, the Philippines national hero, sculpted by Jonas Roces.
Kalan-Banga Landmark	Kalan-Banga is a historical site in the city of Calamba with the names of 54 barangays written on the huge pot landmark. It also where the name of the city originated from.
Buhayani Festival	Calamba City's way to celebrate the life of its homegrown hero and the National Hero of the Philippines, Gat. (Hon.) Jose Rizal.

Table 2. Likert's Scale interpretation on respondent's knowledge level in Cultural Heritage Site

Survey Responses	Knowledge Interpretation	Scale
Strongly Agree	Very High Knowledge Level	1-1.75
Agree	High Knowledge Level	1.76-2.50
Disagree	Low Knowledge Level	2.51-3.25
Strongly Disagree	Very Low Knowledge Level	3.26-4.00

Table 3. Likert's Scale interpretation on respondent's Attitude level in Preservation and Conservation of Cultural Heritage Site

Survey Responses	Attitude Interpretation	Scale
Strongly Agree	Very Positive	1-1.75
Agree	Positive	1.76-2.50
Disagree	Negative	2.51-3.25
Strongly Disagree	Very Negative	3.26-4.00

Table 4. Likert's Scale interpretation on respondent's Practices level in Cultural Heritage

Survey Responses	Practices Interpretation	Scale
Strongly Agree	Always	1-1.75
Agree	Often	1.76-2.50
Disagree	Rarely	2.51-3.25
Strongly Disagree	Never	3.26-4.00

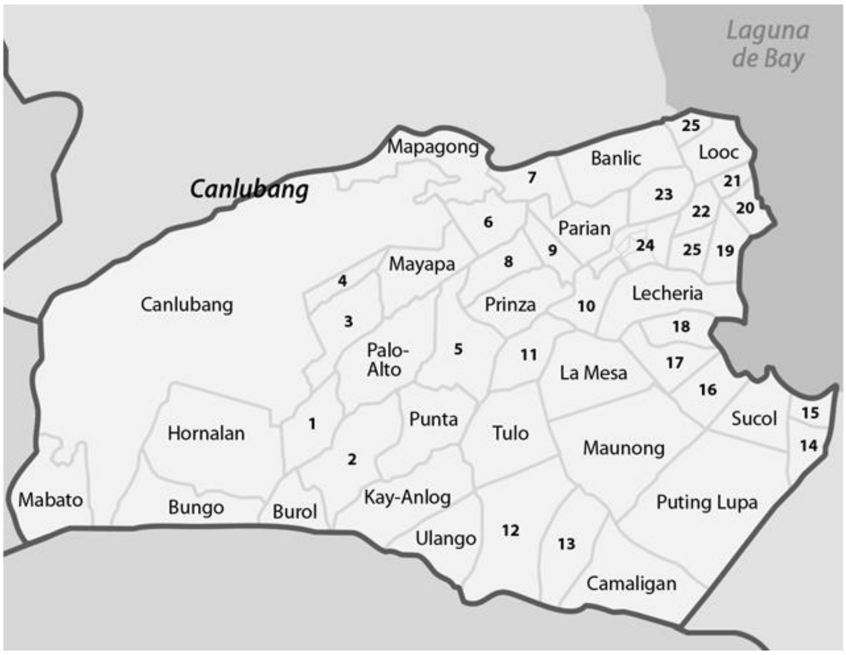

Figure 1. Map of the Calamba City, Laguna, Philippines

RESULTS AND DISCUSSION

Respondents Distribution in terms of Demographic Profile

Table 5: Age Distribution of Respondents

Age	Frequency	Percentage
14-25	251	65%
26-41	79	21%
42-57	32	8%
58-67	16	4%
68-76	6	2%
Total	**384**	**100%**

The table illustrates the age distribution of respondents, 65% or 251 respondents were 14-25 years old, followed by those 26-41 years old accounting for 79 (21%) of the population, and 32 (8%) of the respondents was 42-57 years of age. Whereas, only 4% or 16 respondents were between the ages of 58-67, and 6 or 2% are ages 68-76. It could indicate that ages 14-25 years old are more engaged in participating in surveys than the other age groups. Meanwhile, the impact of COVID-19 on older people across the world is fear and suffering, hence, they tend to isolate themselves to avoid vulnerability to getting infected (United Nations, 2020), which could this explain why there were only few people aged between 68-76 who were outside during the conduct of this study.

Table 6: Sex Distribution of Respondents

Sex	Frequency	Percentage
Female	193	50.30%
Male	191	49.70%
Total	**384**	**100%**

As shown in the table, the sex distribution results are almost evenly distributed. Of the 384 respondents, 193 (50.30%) are females and 191 (49.70%) are males. This is backed up by the results from the Philippine Statistics Authority (2018) stating that female residents of Calamba have a population of 50.1% and 49.9% for males, indicating that the possibility of having more females as respondents of random surveys is a little bit higher than having more males.

Table 7: Respondents distribution based on Highest Educational Attainment

Educational Attainment	Frequency	Percentage
Master's Degree Graduate	3	0.78%
College Graduate	96	25%
Secondary Education Graduate	191	49.74%
Primary Education Graduate	60	15.63%
Non-Graduate	34	8.85%
Total	**384**	**100%**

Table 7 presents the frequency and percentage distribution of the respondents according to their highest educational attainment. Results show that almost half of the respondents, or 191 (49.74%), have completed secondary education, followed by college graduates who are a total of 96 (25%). There were 60 (15.63%) who were primary education graduates, 34 (8.85%) who were non-graduates, and 3 (0.78%) who were Master’s Degree Graduates, for a total sum of 384 respondents.

Respondents Knowledge on Cultural Heritage Attractions

Table 8: The local community’s Knowledge level towards the Rizal Monument at The Plaza

Statements	Mean	Descriptive Meaning	Interpretation
I know that the Rizal Monument in Calamba was constructed to commemorate the 150th birth anniversary of Rizal	2.05	Agree	High Knowledge Level
I know that the Rizal Monument in the Plaza Halang was built in April 2011 and it was opened to the public on June 19, 2011	2.20	Agree	High Knowledge Level

The monument has 15 stairs steps going up that symbolize the 15 decades of Jose Rizal since he was born.	2.26	Agree	High Knowledge Level
I know that monument of Rizal in The Plaza Halang declared as the tallest Rizal monument in the world.	2.33	Agree	High Knowledge Level
Total:	**2.21**	**Agree**	**High Knowledge Level**

The local residents agreed with statements that are true about the Rizal Monument at The Plaza; it was constructed to commemorate the 150th birth anniversary of Rizal (2.05), that it was built in April 2011 and it was opened to the public on June 19, 2011 (2.20), that it has 15 stairs steps going up that symbolizes the decades of Jose Rizal since he was born, which has a mean of 2.26, and that the monument of Rizal in The Plaza was declared as the tallest Rizal monument in the world (2.33), translating to high knowledge level.

Table 9: The local community's Knowledge level towards Rizal Shrine

Statements	**Mean**	**Descriptive Meaning**	**Interpretation**
I know that the Rizal Shrine was maintained because it is the ancestral house of our National Hero and for the public to visualize what type of house does Rizal family has	1.77	Strongly Agree	Very High Knowledge Level
I know that "Bahay ni Rizal" is also called Bahay na bato or House of stone	1.88	Agree	High Knowledge Level
I know that the only original piece of the Rizal Shrine left today is the old well.	1.91	Agree	High Knowledge Level
I know that the Rizal Shrine was destroyed during World War II and the replicated house was opened to the public on June 19, 1950	2.16	Agree	High Knowledge Level
Total:	**1.93**	**Agree**	**High Knowledge Level**

The respondents possess high knowledge level towards Rizal Shrine, whereas, they strongly agreed that the structure was maintained because it is the ancestral house of the country's National Hero and for the public to visualize what type of house does the Rizal family has back then, with a mean of 1.77. While they agreed that "Bahay ni Rizal", its name in

Filipino language is also called Bahay na bato or House of stone (1.88), that the only original piece of the Rizal Shrine left in the current times is the old well (1.91), and that the its was destroyed during World War II and the replicated house was opened to the public on June 19, 1950, with a mean of 2.16.

Table 10: The local community's Knowledge level towards the Kalan Banga

Statements	**Mean**	**Descriptive Meaning**	**Interpretation**
I know that Kalan Banga monument was constructed to symbolize the name of Calamba City.	1.73	Strongly Agree	Very High Knowledge Level
I know that there are 54 barangay inscribe around the pot	1.83	Agree	High Knowledge Level
I know that Kalan Banga is the world's largest clay pot in the world	2.16	Agree	High Knowledge Level
I know that the Kalan Banga monument in Bayan was completely built in 1939	2.28	Agree	High Knowledge Level
Total:	**2.00**	**Agree**	**High Knowledge Level**

The local residents of the city strongly agreed that the Kalan Banga Landmark was constructed to symbolize the name of Calamba City, with a mean of 1.73. While they agreed that there is 54 barangay inscribed around the pot, that it is the world's largest clay pot in the world, and that it is located in Bayan, which was completely built in 1939, with mean scores of 1.83, 2.16, and 2.28 respectively. This indicates that they have a high level of knowledge towards Kalan-Banga as a cultural heritage site.

Table 11: The local community's Knowledge level towards the Buhayani Festival

Statements	Mean	Descriptive Meaning	Interpretation
The term "Buhayani" conceived as a play on the words as "buhay" and "bayani"	1.77	Strongly Agree	Very High Knowledge Level
There is a grand float competition and grand parade as part of the activities of the festival	1.95	Agree	High Knowledge Level
Buhayani Festival is a celebration to commemorate the life of Philippine Hero Dr. Jose Rizal's life is typically a week-long celebration that starts every June 12 to June 19 in the city of Calamba in Laguna	2.05	Agree	High Knowledge Level
The Buhayani festival is institutionalized in City ordinance No. 575 in June 2015	2.34	Agree	High Knowledge Level
Total:	**2.03**	**Agree**	**High Knowledge Level**

This table clearly shows that the local residents of the Calamba city have a high knowledge level towards Buhayani Festival as cultural heritage event. Results show that they strongly agreed that the term "Buhayani" is conceived as a play on the words as "buhay" and "bayani", with a mean of 1.77, while they agreed that there is a grand float competition and grand parade as part of the activities of the festival (1.95), that the Buhayani festival is a celebration to commemorate the life of Philippine Hero Dr. Jose Rizal's life that is typically a week-long celebration that starts every June 12 to June 19 in the city of Calamba in Laguna (2.05), and was institutionalized through the City ordinance No. 575 in June 2015 (2.34).

Respondents Attitude on Cultural Heritage Attractions

Table 12: The community's Attitude level towards Rizal Monument at The Plaza

Statements	Mean	Descriptive Meaning	Interpretation
I think Rizal Monument needs to be maintained as a cultural heritage site	1.45	Strongly Agree	Very Positive
I believe that I have responsibility for the preservation and conservation of the Rizal Monument even though I am not part of a government organization.	1.6	Strongly Agree	Very Positive
I believe that as a Calambeño, I should participate in the preservation and conservation of the Rizal Monument by taking part in programs, seminars, and events.	1.73	Strongly Agree	Very Positive
I believe that contributing money will aid to preserve and conserve the Rizal Monument	1.97	Agree	Positive
Total:	**1.69**	**Strongly Agree**	**Very Positive**

It is clear that the local community of the city of calamba possess a very positive attitude towards the Rizal Monument at The Plaza, whereas, they strongly agreed that it needs to be maintained as a cultural heritage site, that they have a responsibility for the preservation and conservation of the Rizal Monument even though they are not part of government organization, and they believed that as a local resident, they should participate in the preservation and conservation of the Rizal Monument by taking part in programs, seminars, and events, with a mean scores of 1.45, 1.6, and 1.73 respectively, while they agreed that contributing money can aid to preserve and conserve the Rizal Monument, with a mean of 1.97.

Table 13: The local community's Attitude level towards Rizal Shrine

Statements	Mean	Descriptive Meaning	Interpretation
I think Rizal Shrine needs to be maintained as a cultural heritage site	1.45	Strongly Agree	Very Positive
I believe that I have responsibility for the preservation and conservation of the Rizal	1.65	Strongly Agree	Very Positive

Shrine even though I am not part of a government organization.			
I believe that as a Calambeño, I should participate in the preservation and conservation of the Rizal Shrine by taking part in programs, seminars, and events.	1.79	Strongly Agree	Very Positive
I believe that contributing money will aid to preserve and conserve the Rizal Shrine	1.93	Agree	Positive
Total:	**1.71**	**Strongly Agree**	**Very Positive**

The people of Calamba strongly agreed that the Rizal Shrine needs to be maintained as a cultural heritage site, that they have a responsibility for the preservation and conservation of the Rizal Shrine even though they are not part of government organization, and they believed that as the city's residents, they should participate in the preservation and conservation of the Rizal Shrine by taking part in programs, seminars, and events, with a mean scores of 1.45, 1.65, and 1.79 respectively, while they agreed that contributing money can aid to preserve and conserve the Rizal Shrine, with a mean of 1.93. This translates into a very positive attitude towards the cultural heritage site.

Table 14: The local community's Attitude level towards Kalan Banga

Statements	**Mean**	**Descriptive Meaning**	**Interpretation**
I think Kalan Banga needs to be maintained as a cultural heritage site	1.58	Strongly Agree	Very Positive
I believe that I have responsibility for the preservation and conservation of the Kalan Banga even though I am not part of a government organization.	1.77	Strongly Agree	Very Positive
I believe that as a Calambeño, I should participate in the preservation and conservation of the Kalan Banga by taking part in programs, seminars, and events.	1.79	Strongly Agree	Very Positive
I believe that contributing money will aid to preserve and conserve the Kalan Banga	1.96	Agree	Positive
Total:	**2.00**	**Agree**	**Positive**

The respondents of this study clearly have a positive attitude towards Kalan Banga as a cultural heritage site in the city of Calamba, as shown in the table. They strongly agreed that Kalan Banga needs to be maintained as a cultural heritage site, that they have a responsibility for the preservation and conservation of the Kalan Banga even though they are not part of government organization, and they believed that as residents of the city, they should participate in the preservation and conservation of Kalan Banga by taking part in programs, seminars, and events, with a mean scores of 1.58, 1.77, and 1.79 respectively, while they agree that contributing money can aid to preserve and conserve the Kalan Banga, with a mean of 1.96.

Table 15: The local community's Attitude level towards Buhayani Festival

Statements	**Mean**	**Descriptive Meaning**	**Interpretation**
I think Buhayani Festival needs to be maintained as a cultural heritage site	1.53	Strongly Agree	Very Positive
I believe that I have responsibility for the preservation and conservation of the Buhayani Festival even though I am not part of a government organization.	1.75	Strongly Agree	Very Positive
I believe that as a Calambeño, I should participate in the preservation and conservation of the Buhayani Festival by taking part in programs, seminars, and events.	1.8	Strongly Agree	Very Positive
I believe that contributing money will aid to preserve and conserve the Buhayani Festival	2.00	Agree	Positive
Total:	**1.77**	**Strongly Agree**	**Very Positive**

This table shows that the local community of Calamba city strongly agreed that Buhayani Festival needs to be maintained as a cultural heritage site, that they have a responsibility for the preservation and conservation of the Buhayani Festival even though they are not part of government organization, and they believed that as local residents, they should participate in the preservation and conservation of the Buhayani Festival by taking part in programs, seminars, and events, with a mean scores of 1.53, 1.75, and 1.8 respectively, while they agree that contributing money can aid to preserve and conserve the Buhayani Festival, with a mean of 2.00. These results indicate that there is a very positive attitude towards the said attraction, ensuring its preservation.

Respondents Practices on Cultural Heritage Attractions

Table 16: The local community's Practice Level towards Rizal Monument at The Plaza

Statements	Mean	Descriptive Meaning	Interpretation
I have recommended the Rizal Monument before to my family and friends to visit the site.	1.97	Agree	Often
I have visited the Rizal Monument in the last six months	2.05	Agree	Often
I have visited the Rizal Monument more than other types of tourism attractions in Calamba City	2.06	Agree	Often
When I visit the Rizal Monument, I tend to educate myself about it and notice some factual information	2.18	Agree	Often
Total:	**2.07**	**Agree**	**Often**

The people of the city clearly patronize the Rizal Monument at The Plaza despite continuous development of the study as they agreed that they have recommended the Rizal Monument often to their family and friend to visit the site (1.97), that they have visited the Rizal Monument in the last six months (2.05), and they have went to the place more times than the other types of tourism attractions in Calamba City (2.06). Also, while visiting, they often educate themselves about the Rizal Monument and notice some factual information (2.18).

Table 17: The local community's Practice Level towards Rizal Shrine

Statements	Mean	Descriptive Meaning	Interpretation
I have recommended the Rizal Shrine before to my family and friends to visit the site.	1.92	Agree	Often
When I visit the Rizal Shrine, I tend to educate myself about it and notice some factual information	2.11	Agree	Often
I have visited the Rizal Shrine more than other types of tourism attractions in Calamba City	2.19	Agree	Often
I have visited the Rizal Shrine in the last six months	2.23	Agree	Often
Total:	**2.11**	**Agree**	**Often**

Based on the table, the people agreed that they have recommended the Rizal Monument often to their family and friend to visit the site (1.92). Also, they often educate themselves about the Rizal Monument and notice some factual information (2.11), they also agreed that they have visited monument more than the other types of tourism attractions in Calamba City (2.19), and lastly, they have visited the Rizal Shrine in the last six months (2.23), which translates that the local community is highly engaged with the said tourism destination.

Table 18: The local community's Practice Level towards Kalan Banga

Statements	**Mean**	**Descriptive Meaning**	**Interpretation**
I have recommended the Kalan Banga before to my family and friends to visit the site.	2.04	Agree	Often
I have visited the Kalan Banga more than other types of tourism attractions in Calamba City	2.15	Agree	Often
I have visited the Kalan Banga in the last six months	2.18	Agree	Often
When I visit the Kalan Banga, I tend to educate myself about it and notice some factual information	2.24	Agree	Often
Total:	**2.04**	**Agree**	**Often**

Data show that the local community of Calamba City often visit the site where Kalan Banga can be found. This attributed to their responses in the survey, whereas, they agreed that they have recommended the Kalan Banga often to their family and friend to visit the site (2.04), that they have visited Kalan Banga than the other types of tourism attractions in Calamba City (2.15), and that they have visited the Kalan Banga in the last six months (2.18). Moreover, while visiting, they often educate themselves about the Kalan Banga and notice some factual information (2.24).

Table 19: The local community's Practice Level towards Buhayani Festival

Statements	**Mean**	**Descriptive Meaning**	**Interpretation**
I have recommended the Buhayani Festival before to my family and friends.	2.02	Agree	Often
I have participated or watched in the Buhayani Festival celebration at least once.	2.11	Agree	Often

I rather participate or watch Buhayani Festival than visit other types of tourism attractions in Calamba City	2.18	Agree	Often
When I participate or watch Buhayani festival events/activities, I tend to educate myself about it and notice some factual information	2.21	Agree	Often
Total:	**2.13**	**Agree**	**Often**

The local community as reflected on this table clearly patronizes Buhayani Festival as they often participate in this, whereas, they agreed that they have recommended often to their family and friend to join the festival, with a mean score of 2.02. Also, they agreed that they participated or watched in the Buhayani Festival celebration at least once (2.11), that they often participate or watch the Buhayani Festival than visit other types of tourism attractions in Calamba City (2.18), and although, busy participating or watching events/activities, they often educate themselves about the celebration and acquire some factual information (2.21).

Significant differences on respondents' Knowledge, Attitudes, and Practices on Cultural Heritage Attractions when grouped based on demographic profile

Table 20: Significant difference of the respondents' knowledge, attitude, and practice when grouped based on sexuality

	Sex	Mean	Std. Deviation	Std. Error Mean	Sig.
KNOWLEDGE	female	2.2565	.79526	.05724	.792
	male	2.1597	.75917	.05493	
ATTITUDE	female	1.6360	.51408	.03700	.680
	male	1.7382	.56562	.04093	
PRACTICES	female	2.0583	.67713	.04874	.303
	male	2.0746	.74250	.05373	.

Results reveal that there are no significant differences on people's knowledge, attitude, and practices when they are grouped based on their sexuality. This indicates that whether a person is male or female, his/her level of knowledge towards history and other facts about heritage attractions, level of interest of visiting heritage sites, and his/her level of engagement in heritage tourism, are just the same.

Table 21: Significant difference of the respondents' knowledge, attitude, and practice when grouped based on age

		Sum of Squares	df	Mean Square	F	Sig.
KNOWLEDGE	Between Groups	4.624	4	1.156	1.928	.105
	Within Groups	227.210	379	.599		
ATTITUDE	Between Groups	.444	4	.111	.375	.826
	Within Groups	112.087	379	.296		
	Total	112.531	383			
PRACTICES	Between Groups	5.630	4	1.407	2.850	.024
	Within Groups	187.177	379	.494		

Data reveal that there is no significant difference on the knowledge and attitude levels of the people towards heritage attractions when grouped according to their age within significance values higher than 0.05, which means that whatever the age of people are, their level of knowledge and attitude towards heritage tourism are statistically tied. Meanwhile, in terms of heritage tourism practices, it shows that there is significant difference when people are grouped based on their age. Information reveals that as people get older, the lower their engagement on heritage tourism.

Table 22: Significant difference of the respondents' knowledge, attitude, and practice when grouped based on highest educational attainment

		Sum of Squares	df	Mean Square	F	Sig.
KNOWLEDGE	Between Groups	18.929	4	4.732	8.424	.000
	Within Groups	212.905	379	.562		
ATTITUDE	Between Groups	1.516	4	.379	1.294	.272
	Within Groups	111.016	379	.293		
PRACTICES	Between Groups	6.160	4	1.540	3.127	.015
	Within Groups	186.647	379	.492		

This table shows that there is no significant difference on people's attitude towards heritage tourism when grouped according to their highest educational attainment; however, there are significant differences on their levels of knowledge and practices. In terms of knowledge, results indicate that non-graduates have the lowest level of knowledge towards heritage sites, while those who are graduates of secondary education and college are the most knowledgeable. The same is observed in terms of heritage tourism practices, whereas, those who are currently taking their undergraduate studies and have graduated have the highest level of engagement.

Significant relationship among Knowledge, Attitudes, and Practices on Cultural Heritage Attractions

Table 23: Significant Relationship among people's Knowledge, Attitude, and Practices

		KNOWLEDGE	ATTITUDE	PRACTICES
KNOWLEDGE	Pearson Correlation	1	.292**	.487**
	Sig. (2-tailed)		.000	.000
	N	384	384	384
ATTITUDE	Pearson Correlation	.292**	1	.301**
	Sig. (2-tailed)	.000		.000
	N	384	384	384
PRACTICES	Pearson Correlation	.487**	.301**	1
	Sig. (2-tailed)	.000	.000	
	N	384	384	384

Results show that there is a significant relationship between knowledge and attitude, knowledge and practices, and attitude and practices. However, the strongest significance is between knowledge and practices, followed by the relationship between attitude and practices, while the relationship between knowledge and attitude is the weakest. This indicates that as far as the residents of Calamba city are concerned, knowledge on heritage attractions are more likely to influence people's heritage tourism practices than people's attitude towards it, hence, having a higher level of awareness towards facts about the heritage site would result in a higher level of engagement, while the impact of it towards people's attitude, so that people would have a more positive impression on the importance of going to heritage sites is not that much.

CONCLUSION

The study provides insights into the knowledge, attitudes, and practices of the local residents of Calamba towards heritage tourism attractions in their city. The results indicate that the age group of 14-25 years old is the most engaged in participating in the survey, which suggests that they are more interested in the cultural heritage of their city. Moreover, the distribution of respondents based on sex was equally divided between males and females, indicating that both genders are equally interested in heritage tourism. In terms of the highest educational attainment distribution of respondents, the majority of respondents are secondary education graduates, which suggests that education plays a vital role in raising awareness and knowledge of heritage sites. The study also revealed that the local community have a high level of knowledge towards Rizal Shrine, but they have limited knowledge about its history, particularly what happened to it during the World War II. Similarly, the respondents are aware of the Kalan Banga Landmark but are least knowledgeable about its date of construction. Additionally, the findings reveal that the respondents recommend the Rizal Monument, Rizal Shrine, Kalan Banga, and Buhayani festival to their family and friends, and often visit these sites and participate in the said event. The study also found that as people get older, their engagement in heritage tourism decreases, which indicates that heritage tourism might not be a priority for older people. Finally, the results indicate that knowledge has a significant influence on heritage tourism practices, while it has the weakest effect on attitudes, which suggests that promoting heritage sites through education and raising awareness could increase people's engagement in heritage tourism. These findings are crucial to develop strategies that promote heritage sites and raise awareness among people of all ages to encourage them to visit and appreciate the cultural heritage of their city.

RECOMMENDATIONS

The following recommendations were made in response to the findings of the study:

- Although the local community have a high level of knowledge about the four cultural heritage attractions, there is still room for improvement. One way to achieve this is by including Calamba City's history in textbooks or making it a subject for students to study. By learning about the history of Calamba, the youth will be more knowledgeable and appreciative of the city's cultural heritage.
- Since our national hero was born and raised in Calamba City, it goes without saying that city’s residents should be familiar with the fundamental facts about the city's cultural heritage sites. Based on the findings collated, the Rizal Monument has the least mean score compared to other attractions, giving the impression that there are people who tend to pass by and reject the idea of educating themselves about the area. Therefore, it is necessary to prioritize awareness regarding the Rizal Monument by creating and displaying trivia posters surrounding the area. These posters can be seen by visitors or residents of Calamba City, which can help increase knowledge and appreciation of the monument, and the country’s national hero as well.
- The people are not willing to contribute money for the preservation and conservation of the four cultural heritage attractions. Therefore, the local government unit (LGU) should take responsibility for protecting, securing, and maintaining the aesthetic of these attractions. By doing so, they ensure that the attractions remain in good condition for future generations to appreciate and enjoy.
- To easily inform the public about the activities that can help increase people’s appreciation of cultural heritage attractions, an online calendar of events and activities should be established. This calendar can serve as a one-stop-shop for

information on cultural events in the city and encourage more people to participate and learn.

- Future researchers can utilize the data collected in this study and fill the gaps by identifying why people have a high level of knowledge towards cultural heritage sites, why they have a positive attitude toward preservation and conservation, and why their practices are on such level. Hence, the need for a qualitative version of this study.

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SATISFACTION OF THAI CUSTOMERS WITH AIRASIA

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ABSTRACT

This research aims to 1) study the satisfaction level of Thai customers on AirAsia, based on service marketing mix framework 2) compare the satisfaction level of Thai customers on AirAsia, classified by personal factors and customers' behaviors in service purchase. The data were collected by questionnaires given to 200 Thai customers purchasing domestic and international flights. Statistics used for data analysis was descriptive statistics consisted of frequency, percentage, mean and standard deviation as well as inferential statistics which consisted of t-Test and One- Way Anova. LSD was also used to compare means for significant differences.

From the study, it was found that the majority of respondents were male aged between 31 to 40. They hold a bachelor's degree and they were business owners. In terms of customers' behaviors in service purchase, the findings showed that the respondents mostly purchased a flight 1-3 times a year and their travel objectives were business contacts. In addition, the customers mostly have been used checked baggage weight and they were not members of AirAsia mileage cards. Besides, they checked in via AirAsia check-in counters.

The researcher is interested in studying the satisfaction of Thai customers with AirAsia, classified by marketing mix concept for service business. It consists of the aspects of service, distribution, marketing promotion, airline staff, and the exterior of the airline to identify the strengths and weaknesses of the airline to meet the needs of the passengers and use those strengths and weaknesses as a guideline in determining the development of products and services in the future.

Keywords: Satisfaction, Service Marketing Mix, AirAsia

INTRODUCTION

AirAsia is a low-cost airline established in Malaysia and offers the average cheapest fares in Asia. AirAsia Group operates both domestic and international flights with more than 400 destinations in 25 countries where Kuala Lumpur International Airport is its hub.

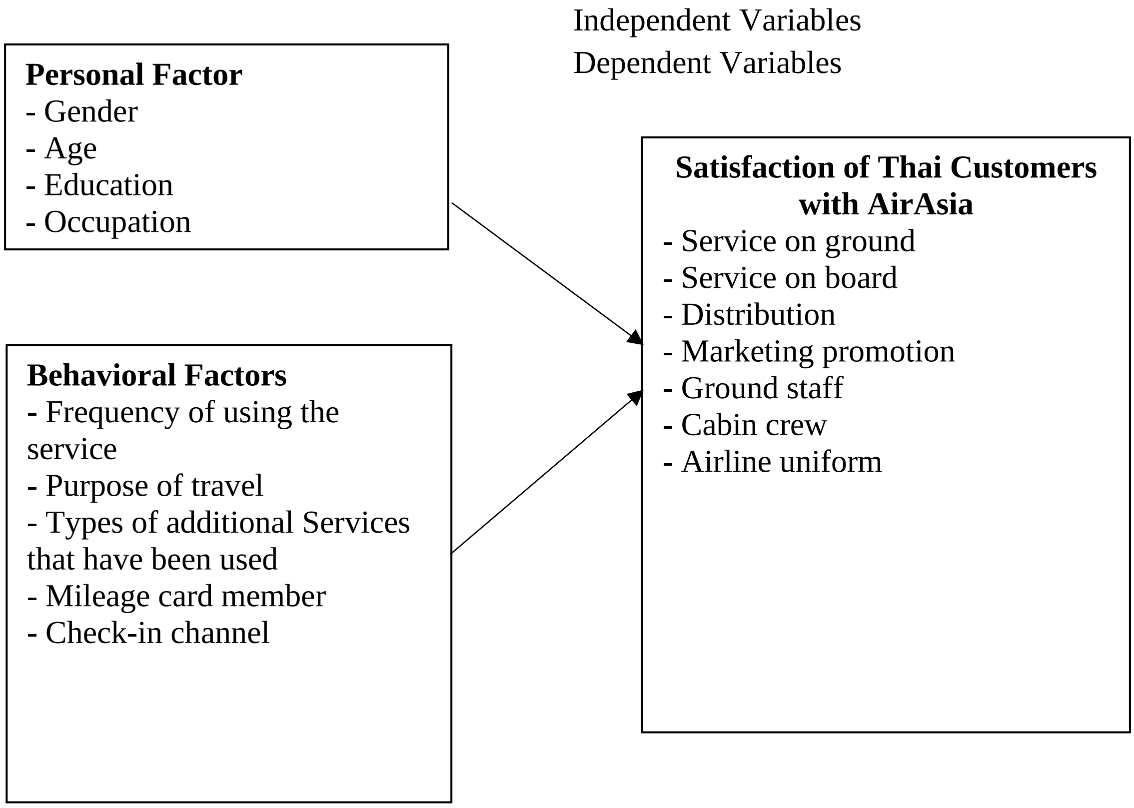
Objectives

1. To study the level of satisfaction of Thai customers with AirAsia. Classified by marketing mix concept for service business.

2. To compare the level of satisfaction of Thai customers with AirAsia. Classified by personal factors.

3. To compare the level of satisfaction of Thai customers with AirAsia. Classified by airline service behavior.

Theoretical Framework



LITERATURE REVIEW AND THEORY

Research study on satisfaction of Thai customers with AirAsia. The researcher has compiled research findings related to the study topic, documents, concepts and related theories presented in the following:

1. Related documents and research
2. Relevant theoretical concepts include:

2.1 Concepts and theories related to satisfaction
2.2 Concepts and theories related to service
2.3 History of Thai AirAsia Company Limited

METHODOLOGY

Research study on “Survey of Satisfaction of Thai Customers with AirAsia” is survey research which focuses on the satisfaction of Thai AirAsia users. Classified by marketing mix concept for service business. The researcher conducted the research according to the following steps:

1. Types of Research
2. Population groups and sampling
3. Educational tools
4. Instrument testing
5. Data collection methods
6. Types of variables
7. Statistical methods
8. Summarizing demographic data

RESULTS

Demographic summary is an analysis of general information about the personal condition of the respondents. The data was collected from questionnaires which accounted for 100 percent of the total number of questionnaires. A total of 2 questionnaires with complete answers were obtained from the analysis of personal status data, gender, age, education level and occupation.

Demographic Characteristics	Quantity	Percentage
1. Gender		
Male	113	56.50
Female	87	43.50
2. Age		
Less than 20 years old	7	3.50
20 - 30 years old	55	27.50
31 - 40 years old	73	36.50
41 - 50 years old	31	15.50
51 – 60 years old	34	17.00
Above 60 years old	0	0.00
3. Education		
Equivalent a bachelor’s degree	62	31.00
bachelor’s degree	93	46.50
Master’s degree	33	16.50
Higher than Master’s degree	12	6.00

4. Occupation		
Student	42	21.00
Company employee	65	32.50
Private business	81	40.50
Government office	12	6.00

Mean, standard deviation, and the level of satisfaction of Thai customers with AirAsia

	Mean	S.D.	Interpretation
Service on ground	3.79	.818	Satisfied
Service on board	4.01	.757	Satisfied
Ticket purchase channels	3.98	.787	Satisfied
Promotion	4.10	.794	Satisfied
Ground staff	4.01	.757	Satisfied
Cabin crew	3.93	.724	Satisfied
Airline uniform	3.98	.787	Satisfied

CONCLUSION

1. Information of respondents

Mostly were 113 males, representing 56.50 percent, aged 31-40 years old 73 people, representing 36.50 percent. Had a bachelor's degree, 93 people, representing 46.50 percent. Had a career in private business 81 people, representing 40.50 percent.

2. Service behavior of Thai users with AirAsia

The analysis found that most of the 200 respondents, had a frequency of using the service 1-3 times a year 74 people, representing 37.00 percent. Had the business purpose 99 people, representing 49.50 percent. Have been used checked baggage weight 154 people, representing 77.00 percent. Did not have mileage card member 49 people, representing 24.50 percent. And check-in through the check-in counter 166 people, representing 83.00 percent.

3. Satisfaction level of Thai customers toward airlines in various aspects classified by marketing mix concept for service business can be summarized as follows;

Service on ground overall was at a high level (Mean = 3.79), service on board overall was at a high level (Mean = 4.01), ticket purchase channels overall was at a high level (Mean = 3.98), promotion overall was at a high level (Mean = 4.10), ground staff overall was at a high level (Mean = 4.01), cabin crew overall was at a high level (Mean = 3.93), airline uniform overall was at a high level (Mean = 3.98), which all are at a high level.

DISCUSSION AND RECOMMENDATION

1. The satisfaction of Thai customers with AirAsia in terms of ground services, it was found that passengers have the lowest satisfaction with ground services. Therefore, the airlines should develop and improve facilities or services to be faster and more accurate. By improving and training employees to be more professional.

2. The satisfaction of Thai service users with AirAsia in terms of in-flight services, it was found that passengers were satisfied. The airlines should facilitate passengers, arrange seats for passengers, serving food and beverages, and taking care of passengers when they are sick or need assistance during the flight until they reach their destination.

3. The satisfaction of Thai customers with AirAsia in terms of ticket purchasing channels, it was found that passengers were satisfied with the convenience of buying tickets with clearly separated categories, not confusing passengers or making it difficult to buy.

4. Satisfaction of Thai customers with AirAsia in terms of promotions, it was found that passengers have the highest satisfaction with promotions. Because it's easy to book, hassle-free, cheap, covering both domestic routes and international routes.

5. Satisfaction of Thai customers with AirAsia in terms of ground staff, it was found that passengers were satisfied with the performance of hospitality duties. The airlines should provide general care and convenience to passengers. From the time passengers come to use the service (Check-in) until sending passengers straight on the flight to the right destination.

6. Satisfaction of Thai customers with AirAsia in terms of cabin crew, it was found that passengers were satisfied. The airlines should ensuring that passengers are safe at all times from take-off to landing, such as demonstrations of emergency equipment and assisting passengers in an emergency.

7. Satisfaction of Thai customers toward AirAsia in terms of airline uniforms, it was found that passengers were satisfied with the dress of the staff that politely, neatly, beautifully, suitable for the place and the occasion.

ACKNOWLEDGMENTS

The organizers would like to thank you to Thai customers who have used the service of AirAsia for answering this questionnaire. In addition, the organizers would like to thank you to Ms.Kanittha Charernnit, advisor of the subject IAC3411 Research for Airline Business who has kindly been an expert in examining the quality of research equipment and has pointed out the shortcomings of the equipment and how to fix it very well. The organizers would like to thank you to Airline Business Group 1 friends for their help and advice.

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SATISFACTION TOWARDS THE SERVICE OF STARBUCKS COFFEE SHOP AT CENTRAL PLAZA SALAYA

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ABSTRACT

This research aims to study demographic and marketing mix factors of customers at Starbucks coffee shop at Central Plaza Salaya. The samples used for this study are 400 samples from Starbucks customers in Central Plaza Salaya. Questionnaires were used to collect data. The data was analyzed as frequency distribution, percentage, mean, and standard deviation. Chi-square test was used for analysis. Most consumers are females, aged between 20 - 30 years, single, hold bachelor's degree, worked in private companies/enterprises, earned between 10,000 - 20,000 Baht. Most of them consume with their friends. The most consumers used servicing on Saturday. The service frequency is 2 times per month. The most of time is 6 pm. - 9 pm.

In addition, the researcher found that overall, of the level of service satisfaction of Starbucks coffee shop at Central Plaza Salaya was high level. The highest satisfaction was people. Secondly, it was process. The lowest satisfaction was physical evidence. Hypothesis testing revealed that individual factors of gender, age, occupation, marital status, educational level, and income per month are associated with consumer's service satisfaction of Starbucks coffee shop at Central Plaza Salaya. In addition, the researcher found that service behavior – people who consume with, the service frequency, period of time spent and time spent related to consumer's service satisfaction of Starbucks coffee shop at Central Plaza Salaya.

To be the information for entrepreneurs to plan the marketing strategies and give most satisfaction to consumers, entrepreneurs should be trained on manners, dress personality and help solve problems for the greatest satisfaction.

Keywords: Demographic, Marketing Mix, Starbucks coffee shop at Central Plaza Salaya, Satisfaction

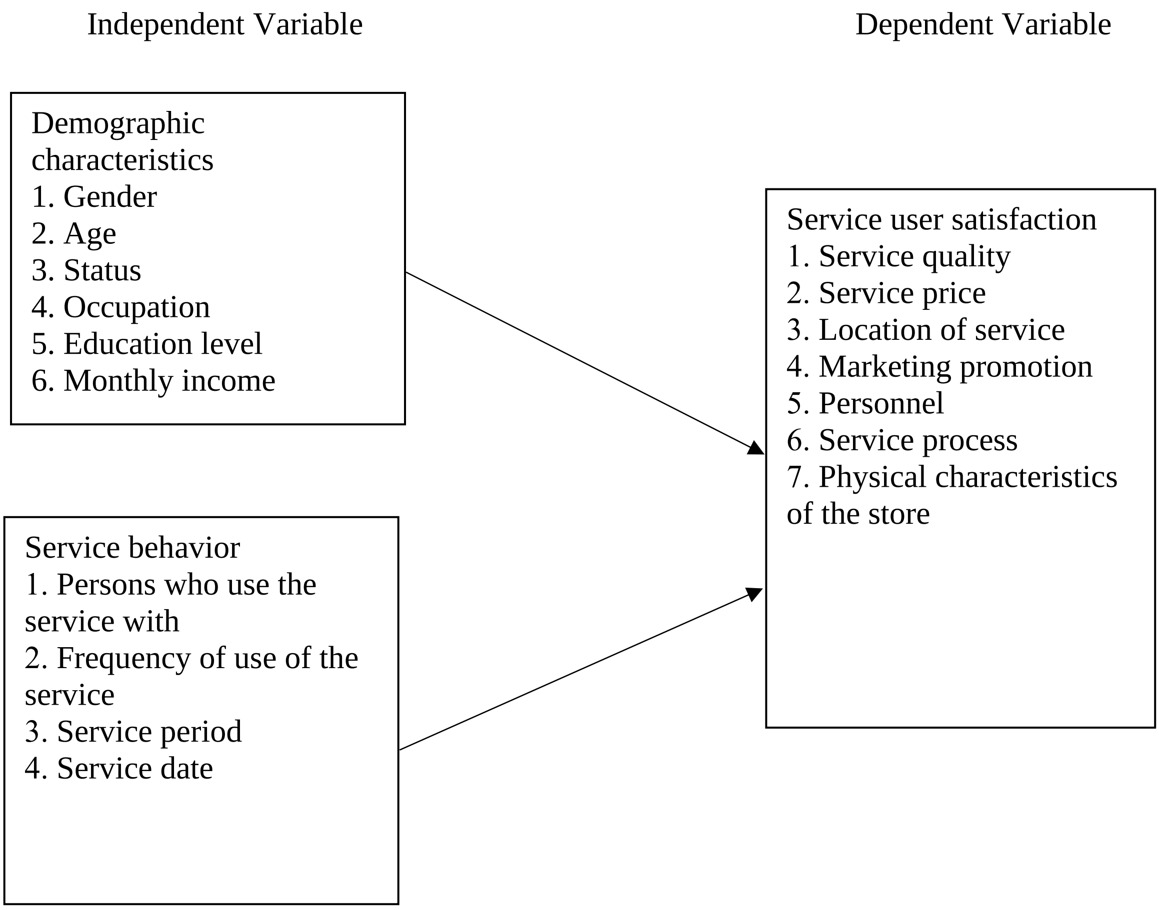
INTRODUCTION

Starbucks is a socially grounded coffee shop that provides an open space for groups of people to sit and drink coffee as long as they want. The target audience of most coffee shops are business people, office workers, students, teenagers and tourists. Therefore, coffee makers and service personnel, they must have the knowledge and expertise that have been well trained and ready to advise customers on products and services. To make customers satisfied and develop business to be more successful.

Objectives

1. To survey the demographic characteristics of Starbucks coffee shop users at Central Plaza Salaya.
2. To study the behavior of using Starbucks coffee service at Central Plaza Salaya.
3. To study the satisfaction of using Starbucks coffee service at Central Plaza Salaya.

Theoretical Framework



LITERATURE REVIEW AND THEORY

The research on Satisfaction towards the Service of Starbucks Coffee Shop at Central Plaza Salaya. The researcher has studied and researched concepts, theories, documents and related research in order to present the research results for the benefit and to achieve the research objectives as follows:

1. Concepts and theories about consumer behavior
2. Concepts and theories related to satisfaction
3. Concepts and theories on 7P's Marketing Mix
4. The concept of factors affecting consumer decision making
5. Information about coffee
6. History of Starbucks Coffee (Thailand) Co., Ltd.
7. Related research

METHODOLOGY

The research on Satisfaction towards the Service of Starbucks Coffee Shop at Central Plaza Salaya. The purpose of this research was to study the satisfaction of using Starbucks coffee service at Central Plaza Salaya in terms of marketing mix and to study the service use behavior of coffee shop users. The researcher has performed the following steps:

1. Population determination and sample
2. Creation of research tools
3. Data collection
4. Data analysis

RESULTS

Data analysis on the demographic characteristics of service users classified by gender, age, status, occupation, education level and monthly income by frequency and percentage distribution.

Demographic Characteristics	Quantity	Percentage
1. Gender		
Male	180	45.00
Female	220	55.00
2. Age		
Less than 20 years old	32	8.00
20 - 30 years old	118	29.50
31 - 40 years old	97	24.25
41 - 50 years old	91	22.75
Above 50 years old	62	15.50

3. Status		
Single	206	51.50
Married	194	48.50
4. Occupation		
Student	80	20.00
Government service	90	22.50
Office worker	166	41.50
Personal business	64	16.00
5. Education		
Less than bachelor's	88	22.00
Bachelor's degree	198	49.50
More than bachelor's	114	28.50
6. Monthly income		
Less than 10,000 Bath	66	16.50
10,000 - 20,000 Bath	158	39.50
20,001 - 30,000 Bath	100	25.00
More than 30,000 Bath	76	19.00

Mean and standard deviation of the level of satisfaction with Starbucks coffee service at Central Plaza Salaya.

Factor	$\bar{x}$	S.D.	Level of satisfaction
1. Service quality	4.08	0.571	Satisfied
2. Service Price	4.29	0.437	Very Satisfied
3. Location of service	4.21	0.465	Very Satisfied
4. Marketing Promotion	4.08	0.571	Satisfied
5. Personal	4.29	0.437	Very Satisfied
6. Service process	4.33	0.395	Very Satisfied
7. Physical characteristic of the store	4.08	0.571	Satisfied

CONCLUSION

When considering the details of each factor, it was found that:

In terms of service quality, the results of the study found that service users had a high overall level of satisfaction in using Starbucks coffee shop at Central Plaza Salaya ($\bar{x}$ = 4.08).

In terms of the service price, the results of the study found that service users had the highest overall level of satisfaction in using Starbucks coffee shop at Central Plaza Salaya ($\bar{x}$ = 4.29).

In terms of the location of service, the results of the study found that service users had the highest overall level of satisfaction in using Starbucks coffee shop at Central Plaza Salaya ($\bar{x}$ = 4.21).

In terms of the marketing promotion, the results of the study found that service users had a high overall level of satisfaction in using Starbucks coffee shop at Central Plaza Salaya ($\overline{x}$ = 4.08).

In terms of the personnel, the results of the study found that service users had the highest overall level of satisfaction in using Starbucks coffee shop at Central Plaza Salaya ($\overline{x}$= 4.29).

In terms of the service process, the results of the study found that service users had the highest overall level of satisfaction in using Starbucks coffee shop at Central Plaza Salaya ($\overline{x}$ = 4.33).

In terms of the physical characteristics of the store, the results of the study found that service users had a high overall level of satisfaction in using Starbucks coffee shop at Central Plaza Salaya ($\overline{x}$ = 4.08).

DISCUSSION AND RECOMMENDATION

In terms of service quality, staff should be trained in terms of service provision, as well as instilling consciousness for all employees to have a service mind and take care of customers equally in order to impress customers in using the service.

In terms of the service price, should make consumers feel the value for money spent on each coffee consumption by developing quality products or may provide additional services such as having magazines to read or having music to listen.

In terms of the location of service, should maintain the impression of customers by improving, providing convenience in parking spaces and expanding branches into department stores or community areas to facilitate consumers.

In terms of the marketing promotion, should pay more attention to marketing promotion which is the main tool used to drive sales by advertising through television media, leaflets and magazines that can easily reach target consumers.

In terms of the personnel, should pay attention to the quality of service staff to ensure consumers that those who come to provide services are trained and have sufficient expertise. In addition, staff should be provided with courteous service and always smiling.

In terms of the service process, should be step-by-step service and there should be magazines in reserve seats or customers to read while waiting. In addition, there should be a speedy service.

In terms of the physical characteristics of the store, the place should be decorated to be beautiful and clean.

ACKNOWLEDGMENTS

The organizers would like to thank you to customers who have used the service of Starbucks coffee shop at Central Plaza Salaya for answering this questionnaire. In addition, the organizers would like to thank you to Ms.Kanittha Charernnit, advisor of the subject IAC3407 Customer Relationship Management and Passenger Satisfaction Survey who has kindly been an expert in examining the quality of research equipment and has pointed out the shortcomings of the equipment and how to fix it very well. The organizers would like to thank you to Airline Business Group 1 friends for their help and advice.

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STRATEGIES TO TACKLE PROBLEMS ENCOUNTERED BY STUDENTS COLLEGE OF TOURISM, HOSPITALITY, AND SPORTS, RANGSIT UNIVERSITY

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ABSTRACT

The objectives of this research were 1) to study personal behavior, learning, social media use, anxiety, and socialization of Students College of Tourism, Hospitality, and Sports, Rangsit University. 2) to study types of problems and tackle problems of students College of Tourism, Hospitality, and Sports, Rangsit University. The sample group consisted of 121 students College of Tourism, Hospitality, and Sports, a hierarchical random sampling by program area was performed. The research instrument was a questionnaire. Data were analyzed by frequency, percentage, mean, standard deviation, and one-way ANOVA. The research results showed that for the student's College of Tourism, Hospitality, and Sports, Rangsit University: a personal car is their vehicle for travel, late class attendance due to traffic jams. The combination of online and onsite classes is preferred. As for the expectation from the study program, the job position in the future that can be done is the most expected. The preparation for the exam is the most concerning. Regarding behavior during the study, most of the sample group used social media on their mobile phone in class. In the socialization aspect, most of them are afraid to talk to strangers. The meeting point is the university co-working space; the problem encountered in accessing co-working spaces is insufficient space. Consulting with peers is the most popular way of coping with difficulties. When comparing students from different programs, there were no differences in opinions on ways of dealing with problems.

Keywords: Strategies**,** Tackle Problems, Encountered, Students

INTRODUCTION

When stepping into the 21st century, various environments have rapid changes in many aspects, including politics, economy, society, environment, and multiple disasters. Such as the Covid 19 epidemic that affects the global community of all genders and ages, even students. Thailand's students also have to face problems and obstacles in various fields. Issues that can and cannot be dealt with. Those students need to overcome those problems and obstacles in their own way. A prototype of a vital fighter who fights against various problems and obstacles. An interesting one is Thomas Alva Edison, an American inventor, and businessman. He invented many essential devices and experiments, created things by himself, and took up to 20 years to do experiments (experiments 50,000 times, about 40,000 failures) to succeed. If he failed 100 times, an ordinary person would have given up, but Thomas Alva Edison still has the effort to overcome various obstacles in their own way. Until he was able to produce light for us to use today, Thomas Alva Edison was one of the prototypes of the struggle to overcome problems and obstacles until success; Staltz cited in Wanna, Ratchanu et al. (2010) explained that the types of issues and obstacles in life were divided into three categories: 1) Social barriers and hardships, 2) job security, and 3) obstacles at the personal level that a person must face. Therefore, the researcher is interested in studying the types of problems and obstacles that occur in the population of students. And how does this population have guidelines or methods to deal with and solve problems?

Objectives

1. To study personal behavior, learning, social media use, anxiety, and socialization of Students College of Tourism, Hospitality, and Sports, Rangsit University.

2. To study types of problems and tackle problems of Students College of Tourism, Hospitality, and Sports, Rangsit University

Research Limitation

This research only studies the students College of Tourism, Hospitality, and Sports, Rangsit University.

LITERATURE REVIEW AND THEORY

The research on strategies to tackle problems encountered by students College of Tourism, Hospitality, and Sports, Rangsit University. Researchers have reviewed various literature that related to the research as follows:

1. The concept of obstacles and problems theory

Obstacles are things or cause that hinder success.

Problems refer to things that hinder human life. It is something that prevents human beings from meeting their needs or something that is an obstacle. Problems that caused the operation not to meet its objectives.

Staltz, cited in Wanna, Ratchanuet al (2010), and mentioned in Wallapho (2017), gave the concept of adversity quotient (AQ) published in 1997 by Paul Gordon Stoltz. Author of the book "Adversity Quotient: Turning Obstacles into Opportunities," Stoltz defines AQ as the ability to overcome obstacles and adversity or intelligence in dealing with crises that can turn a situation into an opportunity. See problems as challenges in life, one factor that can predict success in life. In addition to intelligence quotient (IQ) and emotional quotient (EQ), the ability to overcome obstacles consists of 4 parts: 1) Control & Response focuses on responding to emotions with a positive attitude and emotional quotient. 2) Ownership; people with high AQ will focus on the results of problems and counteract problems. 3) Reach; people with high AQ will be conscious, reflect on problems, and find logical solutions. And 4) Endurance; people with high AQ will positively communicate with themselves, confident that every problem can be changed with new actions.

Staltz, cited in Wallapho (2017), presents an approach to developing the ability to overcome technical obstacles. The LEAD Sequence are *1)* L=Listen to your adversity response 2) E=Explore all origins and your ownership of the result 3) A=Analyze the evidence and 4) D=Do something

Teerask Kambunnaruk et al., cited in Wallapho (2017), defined the ability to face obstacles as problem-solving intelligence is the ability to control problems, recognize the cause of the issues from external factors, responsibility, and tolerance for problems without prolonging them.

Office of Education Council cited in Wallapho (2017) said that the crisis or obstacles in a person's life are divided into three types: 1) Social adversity, for example, economic downturn, high cost of living, crime problems, and family problems. 2) Workplace adversity such as career security, layoffs, and reorganization. 3) Individual adversity, such as career problems, social issues, academic issues, finances, and personal habits.

2. The concept of social media

Teenagers are growing up with social media through various devices, and teenagers reflect their identity through social media. Compared to seniority users, it can be seen that teenagers tend to use hashtags that contain more aggressive words because they want to show their identity in a place where they think they can express themselves without being constrained by adult thinking or behavior.

Negative use of social media on Twitter, some users express private opinions in public spaces without considering the consequences. Posting content on Twitter demonstrates behavior user attitude, in which posting or sharing information may result in misunderstandings or bad feelings for others. Reading messages, including using double-meaning words to publish on social media on negative tweets, may also lead to misinterpretation of other people's exposure behavior. But People seek knowledge to obtain according to their own needs Or seek things that they are interested in and want to know at that time because exposure to news according to the time of their interest will make themselves feel relaxed, able to remember the media presented as well (Soonsomsakul and Wattanaprapa, 2019)

3. Gen Y and Gen Z behavior

Post Today (2019) said that the behavior of Gen Y and Gen Z. They are people who grew up with technology and could use it. Gen Y will have cosmopolitan, use portable technology, love comfort, expect a high-salary job, expect compliments, have little patience, like to change careers, express opinions through technology, be interested in IT, be creative, and need a work-life balance. The Gen Z population is the group of people born after 1997 who were born in an era of modern technology. There are many facilities to live in a digital society, including wireless communication, open-minded acceptance of cultural differences, needing a lot of explanations, and reasonably, don't like long lectures and prefer short and accessible information.

Limitless Education (2022) has mentioned the behavior of Gen Y or Gen Z, which is a group of people aged 28-14 years old, born between 1995-2009, grew up with many facilities around them, can use various technologies, learn quickly, addicted to using social media. Gen Z, approximately 13 million people, is divided into 48% female and 52% male; most of these groups are students. They are about to become a relatively large population in the ASEAN region and will continue to become the primary consumers. This generation has access to the Internet and various information at a very high level. They like things that are short, concise, and easy to understand. They grew up with the ability to access large amounts of information in a short time.

From the literature review, the concept of obstacles and problems theory, the concept of social media, and Gen Y and Gen Z behavior, the researcher applied those concepts to this research.

METHODOLOGY

The research on strategies to tackle problems encountered by students College of Tourism, Hospitality, and Sports, Rangsit University is a survey research with the following procedures: determination of population and sample, design research tool, data collection, and data analysis.

Population and Sample

Population. The population in this study is 613 students College of Tourism, Hospitality, and Sports at Rangsit University. Divided by programs are 187 students from the tourism and hospitality program, 117 students from the hotel and restaurant program, 182 students from the aviation business and transport program, and 127 students from the culinary art and technology program.

Sample. The sample size was determined according to the formula of Yamane with a margin of error of 0.05. The sample size was 242 people, but with the limitation of the research period, the researcher collected 50 percent of the data, a total of 121 samples.

The researcher uses a stratified random sampling method, divided into four tiers according to the disciplines they are affiliated with: tourism and hospitality management program, hotel and restaurant management program, aviation business management and transportation program, and culinary arts and technology program. After that, a simple random sampling was performed in proportion to the population size in each stratum.

Design Research Tool

The research tool was a questionnaire that the researcher created according to the research objectives, with the process of creating the tool as follows:

1. Study the principles, models, and methods of developing questionnaires from books and related research.
2. Set a conceptual framework for constructing research questionnaires.
3. Draft questionnaires to be used for the research in accordance with the established terminology.
4. Bring the completed questionnaire to the advisor to check the quality and correction.
5. Correct the questionnaire according to the advisor's advice.
6. Apply the revised questionnaire for data collection.

The questionnaire was closed-ended questions. By ranking the content of the questionnaire to cover the required information which is divided into 3 parts as follows:

Part 1 Personal information questions, including gender, age, status, occupation, and level of study year of the faculty being studied.

Part 2 Personal behavior, learning, social media use, anxiety, and socializing.

Part 3 The opinion-level questions about the types of problems and how to deal with them: personal problems, learning problems, social media problems, and environmental problems.

Data Collection

The researcher plans to collect data according to the following steps.

1. The questionnaire was used to collect data by selecting a sample based on probability using a stratified random sampling method because the total population of Rangsit University was known. A total of 121 sets of questionnaires were collected. The questionnaires were collected in the buildings located in the four programs of the branch according to the proportion calculated by dividing into 31 students in tourism and hospitality management program, 31students in hotel and restaurant management program, 31 students in aviation business and transport management program, and 31 students in art and culinary technology program.

2. The researcher distributed the questionnaires through various online channels such as Facebook, Instagram, Line, and Twitter.

3. Collect data Between 27 October 2022 to 2 December 2022.

4. Bring all the questionnaires to check for completeness. and continue to analyze the data.

Data Analysis

The researcher collected, analyzed, and processed it with a computer using the packaged program SPSS (Statistical Package for Social Science) for statistical analysis. The details of the data analysis are as follows.

1. Questionnaire part 1 asks about "Personal information" to distribute the frequency and percentage, present it as a table, and interpret the results.

2. Questionnaire part 2 asks about the "Personal behavior, learning, social media use, anxiety, and socializing" to distribute the frequency and percentage, present it as a table, and interpret the results.

3. Questionnaire part 3 asks about "The opinion-level questions about the types of problems and how to deal with them" to analyzed with mean and standard deviation and ranked opinions.

4. Comparing the opinion level about how to tackle problems between students from different programs with one-way ANOVA.

RESULTS

1. Personal data study results. Respondents were found to be 43 males and 78 females, mostly 83 fourth-year students. 39 respondents had income in the range of 5,001 - 10,000, 64 respondents were domiciled in Bangkok, and its vicinity, most of them from private schools in Bangkok and its vicinity, a total of 43 respondents. They choose their program to study based on their dream subject.

2. The study results of personal behavior, learning, social media use, anxiety, and socializing found that:

2.1 Travel aspect. More than half of the respondents traveled by personal car, 61 people (50.4%).

2.2 Class attendance aspect. Never been late for 17 students (14.0%), late attended for 104 students. The reason for late attending classes was traffic jams for 44 students

(30.4%), followed by long home distances for 36 students (29.8%)

2.3 Learning model aspect. It was found that most of the students, 52 students (43.0%), wanted to take hybrid online and on-site classes. They were followed by online classes, 23 people (19.0%).

2.4 Curriculum expectations aspect. The most expected is the future job positions in the amount of 68 people (56.7%), followed by professional skills that will be obtained in 30 people (25.0%), as shown in Table 1.

2.5 Anxiety aspect. 63 students (17.9%) were worried about preparing for the exam, followed by 60 students were did not understand the lesson (17.0%) as shown in Table 2.

2.6 Learning behavior aspect. The sample group used social media on their mobile phones during class for 46 people (38.0%) and did not use social media thru their mobile phones for 2 people (1.7%). The most popular social network is as follows: Facebook (38.0%), Instagram (34.7%), and Twitter (14.9%), respectively.

2.7 Socializing aspect. It was found that 62 people (51.2%) did not want to talk to strangers, causing sometimes the work with other groups was not smooth. The meeting place is the university co-working space, and the problem in accessing co-working spaces is insufficient space and insecurity in accessing the service alone without a friend. Details appear in Table 3.

Table 1 *Expectations from students' curriculum at the College of Tourism, Hospitality, and Sports, Rangsit University*.

Expectations from students' curriculum	Total (Persons)	%
The future job positions	68	56.7
Professional skills that will be obtained in	30	25.0
A clarification of subjects will be open for the next term	22	18.3

Table 2 *The anxiety of College of Tourism, Hospitality, and Sports Students, Rangsit University*

Students' anxiety	Total	**%**	Priority
The preparation for the exam	63	17.9	1
Do not understand the lesson	60	17.0	2
Failure to submit work on time/too much work	59	16.9	3
The score is not as expected.	48	13.6	4
Register on time as specified by the university.	44	12.5	5
Group work problems	39	11.1	6
Not enough books or study materials	34	9.7	7
Others problem	5	1.4	8

Table 3 *The problem of using co-working space of students at the College of Tourism, Hospitality, and Sports, Rangsit University.*

The problem of using co-working space	Total	%	Priority
Insufficient space	60	24.5	1
Insecurity in accessing the service alone without a friend	52	21.2	2
Facilities such as wifi, chairs, and tables are not good enough	48	19.5	3
The location is inconvenient and difficult to access	32	13.1	4
Cleanliness and hygiene issues	26	10.6	5
Many unfamiliar people/strangers	16	6.50	6
Others problem	11	4.50	7

3. The results of the opinion-level about the types of problems and how to deal with them. The research results are as follows:

3.1 Personal problems. Overall, it was found that students at the College of Tourism, Hospitality, and Sports, Rangsit University, their opinions on social problems were at a moderate level ($\overline{x}$=3.03). The first three problems were in order as follows: 1) salary received from family is insufficient for university life; 2) adaptation to a complex society have a high personal world; and 3) not having enough money, wanting to work part-time to earn extra income while studying, respectively, details in Table 4.

Table 4 *The opinion level of students at the College of Tourism, Hospitality, and Sports, Rangsit University to personal problems*

Personal problems	Mean	S.D.	Level of important	Priority
1. Salary received from family is insufficient for university life	3.35	1.05	Moderate	1
2. Adaptation to a complex society have a high personal world	3.25	1.22	Moderate	2
3. Not having enough money, wanting to work part-time to earn extra income while studying	3.22	1.31	Moderate	3
4.Can't concentrate/can't focus on anything	3.11	1.05	Moderate	4
5. Not interested in participating in other university activities except the academic activities	3.09	1.22	Moderate	5
6. Does not like to adapt to new situations	2.92	1.21	Moderate	6
7. Inability to control emotions	2.75	1.32	Moderate	7
8. Quarrel with friends	2.60	1.20	Lowest	8
Total	3.04	.80	High	

3.2 Learning problems. Overall, it was found that their opinions toward learning problems were high level ($\overline{x}$=3.49). The first three problems were ranked in the following order: 1) failing to complete work within the specified time, 2) working in groups with unknown/not close friends, and3) too few field trips. Details are in Table 5.

Table 5 *The opinion level of students at the College of Tourism, Hospitality, and Sports, Rangsit University to learning problems*

Learning problems	Mean	S.D.	Level of important	Priority
1. Failing to complete work within the specified time	3.73	1.06	High	1
2. Working in groups with unknown/not close friends	3.66	0.96	High	2
3. Too few field trips	3.59	1.14	High	3
4. No disciplinary on reading for exam preparation	3.47	1.28	High	4
5. Can not communicate in English	3.40	1.13	Moderate	5
6. Uncertainty on the selection of airline elective subject	3.37	1.09	Moderate	6
7. Instructor/Contents too difficult	3.36	1.07	Moderate	7
8. Don't dare ask questions you don't understand while studying	3.32	1.10	Moderate	8
Total	3.49	0.74	High	

3.3 Problems with using social media. Overall, it was found that the level of opinions on social media problems ($\overline{x}$=3.75), with the first three problems encountered in the following order: 1) the registration website was unstable, caused in delayed registration status, 2) preferred searching knowledge from social media more than other methods, and unstable internet and 3) addicted to news on social media. Details are shown in Table 6.

Table 6 *The opinion level of students at the College of Tourism, Hospitality, and Sports, Rangsit University to use social media problems*

Social media problems	Mean	S.D.	Level of important	Priority
1. The registration website was unstable, caused in delayed registration status	3.93	1.01	High	1
2. Preferred searching knowledge from social media more than other methods	3.88	1.04	High	2

3. Unstable internet	3.69	1.05	High	3
4. Addicted to news on social media	3.69	1.13	High	3
5. Social media affect emotional and psychological	3.68	1.13	High	4
6. Use social media thru mobile phone during class	3.65	1.04	High	5
Total	3.75	0.84	High	

3.4 Problems in the university environment. Overall, students had opinions at a high level ($\overline{x}$ = 3.55). The first three problems found at a high level were 1) flooding made it difficult to travel within the university, 2) other people's lack of courtesy in using public areas, and 3) the number of teaching aids was insufficient for the number of students—details in Table 7.

Table 7 *The opinion level of students at the College of Tourism, Hospitality, and Sports, Rangsit University to the university environment*

Problems in the university environment	Mean	S.D.	Level of important	Priority
1. Flooding made it difficult to travel within the university	3.95	1.10	High	1
2. Other people's lack of courtesy in using public areas	3.65	1.04	High	2
3. The number of teaching aids was insufficient for the number of students	3.59	1.00	High	3
4. The training equipment in the laboratory was inadequate	3.55	1.17	High	4
5. The inconvenience of access to the laboratory	3.51	1.13	High	5
6. Equipment is out of date	3.48	1.08	High	6
7. The gap time for class change	3.42	1.06	High	7
8. Insufficient Seats in the cafeteria are not enough for the number of students	3.30	1.17	Moderate	8
Total	3.56	0.87	High	

3.5 Guidelines for coping with the problems of students at the College of Tourism, Hospitality and Sports, Rangsit University, it was found that the procedures used in dealing with the problems were as follows: consulting friends (=3.83), emotional release on social media ($\overline{x}$=3.81), consulting advisor, ($\overline{x}$=3.55), consulting parents ($\overline{x}$=3.54), be patient/passive ($\overline{x}$=3.15), complain to relevant authorities ($\overline{x}$=2.89), and other guidelines ($\overline{x}$=2.74). Sort by frequency is shown in Table 8.

Table 8 *The opinion level of students at the College of Tourism, Hospitality, and Sports, Rangsit University to the guidelines for coping with the problems*

Guidelines for coping with the problems	Mean	S.D.	Level of important	Priority
1. Consulting friends	3.83	1.13	High	1
2. Emotional release on social media	3.81	1.08	High	2
3. Consulting advisor	3.55	1.16	High	3
4. Consulting parents	3.54	1.28	High	4
5. Be patient, passive	3.15	1.34	Moderate	5
6. Complain to relevant authorities	2.89	1.36	Moderate	6
7. Other guidelines	2.74	1.23	Moderate	7
Total	3.56	0.7	High	

When comparing the opinions on the ways of coping with the problems, it was found that students from different programs did not have different opinions on the methods of dealing with the problems at a level of statistical significance of 0.05; details are shown in Table 9.

Table 9 *Comparing the differences in the way of coping with the problems of college students in tourism, Hospitality, and sport, Rangsit University is divided by program of study*

Source of Variation	SS	df	MS	F	Sig
Between Groups	.210	3	.070	.137	.938
Within Groups	59.795	117	.511		
Total	60.005	120			

CONCLUSION

1. Strategies to Tackle Problems Encountered by Students College of Tourism, Hospitality, and Sports, Rangsit University, the research results can be summarized as follows. The samples were one hundred twenty-one students from the College of Tourism, Hospitality and Sports, Rangsit University, mostly female and fourth-year students in tourism and hospitality management. They come from private schools in Bangkok and its vicinity, and most reasons for choosing a field of study are based on their interest.

2. Personal behavior, learning, use of social media, anxiety, and socializing, it was found that more than half of the respondents travel by car. Class attendance aspect, most of them were late, the reason for being late was traffic jams. The learning model aspect found that most students preferred a combination of online and on-site learning. The expectation from the curriculum is the possible future job positions. The anxiety aspect that they concern about is exam preparation. Learning behavior aspect, they used social media on their mobile phones during class. And in terms of socialization, they were reluctant to talk to strangers, and the university co-working space was the place they used to meet people. The problem encountered

in accessing co-working spaces is insufficient space to meet demand.

3. The opinion level about the types of problems and how to deal with it. The research results are as follows:

Personal problems: Students from the College of Tourism, Hospitality, and Sports, Rangsit University, had a moderate level of opinions on social problems. The most common problem is that the salary received from the family is not enough for university life.

Learning problems were found that students in the College of Tourism, Hospitality, and Sports, Rangsit University, their opinions on learning problems were at a high level. The most common problem is didn't complete the work on time.

Problems with using social media found that students at the College of Tourism, Hospitality, and Sports, Rangsit University, had a high level of opinions towards using social media. The most common problem is the enrollment website is unstable, causing delays.

On the problem of the environment within the university, it was found that students from the College of Tourism, Hospitality, and Sports, Rangsit University, their opinions were at a high level. The most common problem is that floods caused it difficult to travel inside the university.

Guidelines for coping with students' problems in the College of Tourism, Hospitality, and Sports, Rangsit University, found that most students used to deal with problems was to consult their friends.

Regarding the opinions on the ways of coping with the problems, it was found that students from different programs did not have different opinions on the methods of dealing with the problems at a level of statistical significance of 0.05**.**

DISCUSSION AND RECOMMENDATION

The researcher discussed the research results as follows.

1. Students at the College of Tourism, Hospitality, and Sports, Rangsit University, which is a group of samples whose personal behavior prefers to use social media in daily life, for example, like a hybris classroom between online and onsite, like to learn and search for information on online, communicate with others on social media, express their opinions in social media, in line with Post Today (2019), indicating that Gen Y and Gen Z populations grew up with technology and could use technology. And also in line with Limitless Education (2022), which mentions Gen Y or Gen Z behaviors growing up with many facilities around them, having the ability to use various technologies, being quick to learn, and being addicted to using social media.

2. Problems and obstacles faced by students at the College of Tourism, Hospitality, and Sports, Rangsit University, consist of the salary received from the family being insufficient for living, failing to complete work within the specified time, delayed registration, and Flooding making it difficult to travel within the university. These are all individual adversity, consistent with the Office of Education Council cited in Wallapho (2017), which states that there are three types of crises or obstacles in a person's life: 1) Social Adversity, 2) Workplace Adversity, and 3) Individual Adversity.

3. Guidelines for coping with the problems of college students in tourism, Hospitality, and sports, Rangsit University, it was found that the students used the method of consulting their friends and emotional release on social media consistent with Staltz cited in Wallapho (2017) presented guidelines for developing the ability to face obstacles using The LEAD Sequence technique as follows: 1) L= Listen to your adversity response 2) E=Explore all origins and your ownership of the result 3) A=Analyze the evidence, and 4) D=Do something. In line with Soonsomsakul and Wattanaprapa (2019) stated that adolescents wanted to create an identity in a place they thought they could use to express themselves without being constrained by adult thinking or behavior. And also consistent with Post Today (2019) stated that Gen Y and Gen Z Gen Y and Gen Z population use mobile technology, love comfort, expect work that receives a high salary, hope for compliments, are impatience, like to change jobs, express opinions through technology, interested in IT, being creative, and create a work-life balance for yourself.

3. Suggestions for further research

Extend the spectrum of education on personal behavior, learning, social media use, anxiety, and the types of problems & tackle problems of international students of Rangsit University and compare the differences between them to obtain helpful information for the university taking care of students.

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THE FACTORS OF CUSTOMER SATISFACTION ABOUT RESERVATION WITH TRAVELOKA

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ABSTRACT

Tourism is one of the activities most enjoyed by both Thais and foreigners. On the outbound journey Some customers rely on Traveloka for their budget and travel plans. where do you want to go, what activities they would like to do and how much they booked, so budget was the main factor influencing the decision-making of the customers in this research. To study the behavior of users of the Traveloka app, trust and attitude toward the Traveloka app are related to the intent to use the app service.

INTRODUCTION

Objectives

1. To study the users' behavior while they are using the application: Traveloka even brand royalty on the application and trust toward the application which are related to the services.
2. To study customers' satisfaction on the Traveloka application.
3. To understand strategic entrepreneurship on a digital multi-sided platform.
4. To conduct research on customers' behavior which likely to facilitate while using application.

Research Questions

1. What makes Traveloka becoming popular?
2. Why do people use Traveloka to book a ticket?
3. What do people think while they are using Traveloka?

LITERATURE REVIEW

At the present time, most businesses can reserve the facilities by using online platforms; either applications or websites. Traveloka have been launched in 2012. So, the owners of this application have been launched for 10 11 years but there are some people still feel uncomfortable using Traveloka application and website, especially in Southeast Asia regions.

Traveling application: Traveloka is one of the most popular online platforms in Western regions: America, England, Germany, etc. People who use the traveling application can quickly book the hospitalities or transportations. It is also in Traveloka application which allow people to be able to book the hospitality and transportations either inbound or outbound as quickly as they want. There are the headquarter of the company in Southeast Asia: Jakarta, Philippines. This platform is spread widely in Southeast Asia, especially in Thailand, Malaysia and Singapore. Therefore, the main goal of Traveloka application is to offer all of their services and offer the lowest cost hotels to be reserved by customers.

In terms of using the application, users have to access filter and sorting choices. Traveloka is constantly enhancing its app and website to offer more convenient services for its quickly expanding customer base in order to handle everything in your trip as efficiently as possible.

METHODOLOGY

This research use survey to reach the customers' opinion of using this application. The sample is 200 people form the students who use the application inside or outside the campus including the students from other universities. There are main denominators of the survey; Age, gender: male, female, or others, occupation, operation-system: android or iOS. Moreover, there are other denominators to calculate, such as how often do they use the application. In terms of calculation the data, the data are calculated into percentage to be easy to understand than using the portion of the respondents. Therefore, the number of the people who do the survey are represented as the percentile on the pie chart instead of the table.

CONCLUSION

1. General information of respondents

1.1) Age of the majority of the population is between born in 1997-2009, with 49% of all respondents.

1.2) Gender of the respondents was divided into 55% female and 45% male.

1.3) Ooccupation, of the majority is students for 33%, 67 people out of 200.

1.4) The operating system of the majority of participants is IOS 50.5% and Android 49.5%.

1.5) The data sims package of the majority of participants who are paid monthly is 49.5%.

2. Information about

2.2) It was found that 25 people out of 200 know the Traveloka travel and ticketing application, 51 people know that for booking flight application, 47 people know that for booking hotel application, 34 people know about buying attraction tickets, and 13 people never heard of it.

2.3) It was found that most of the respondents used application services, booking flights 31.3%, buying attraction tickets 24.4%, booking hotels 18.9%, land transportation for 17.9%, and never using applications 7.5%.

2.4) It was found that intend to use Traveloka out of 200 people, for leisure 58 people, daily life 56 people, study 43 people, business 28 people, and never thinking about us 15 people.

2.5) It was found that most of the respondents' payment methods, credit cards 30.8%, internet banking 21.4%, debit cards 15.9%, Paypal for 13.9%, pay via 7-11 for 12.4%, never use it service 5.5%.

2.6) It was found that estimated the frequency of hotel reservations through online intermediaries (Not Traveloka), was 1-2 times for 43.3%(86 people), 3-4 times for 21.4%(43 people), 5-6 times for 16.4%(33 people), more than 6 times for 10.4%(21 people), 0 times for 8.5%(17 people).

2.7) It was found that most of the respondents estimated frequency of offline hotel reservations, 1-2 times for 41.3%, 3-4 times for 27.9%, 5-6 times for 11.9%, 0 times for 10.9%, more than 6 times for 8%.

2.8) It was found that the estimated frequency of flight reservations through online intermediaries (Not Traveloka), was 0 times for 26 people out of 200, 1-2 times for 86 people out of 200, 3-4 times for 45 people out of 200, more than 6 times for 23 people out of 200, 5-6 times for 20 people out of 200.

2.9) It was found the respondents estimated frequency of offline flight reservations, was 0 times for 16.4%, 1-2 times for 38.3%, 3-4 times for 20.9%, 5-6 times for 12.4%, and more than 6 times for 11.9%.

2.10) It was found the estimated frequency of buying attraction tickets through online intermediaries (Not Traveloka), was 1-2 times for 39.5%(78 people), 3-4 times for 24.5%(49 people), 0 times for 14.5%(29 people), more than 6 times for 12%(25 people), 5-6 times for 9.5%(19 people).

2.11) It was found that most of the respondents estimated the frequency of offline buying attraction tickets, 1-2 times for 37.3%, 3-4 times for 23.9%, 5-6 times for 16.4%, 0 times for 11.9%, more than 6 times for 10.4%..

2.12) It was found that most of the respondents estimated the frequency of renting or booking Land transportation through online intermediaries (Not Traveloka), 1-2 times for 70 people (35.3%), 3-4 times for 40 people (19.9%), 0 times for 35 people (17.4%), more than 6 times for 33 people (16.4%), 5-6 times for 22 people (10.9%).

2.13) It was found that the estimated frequency of offline renting or booking Land transportation out of 200 people, 1-2 times for 65 people, 3-4 times for 48 people, 0 times for 30 people, 5-6 times for 29 people, more than 6 times for 28 people.

2.14) It was found that for most of the respondents during the past year, the approximate frequency of booking hotels through Traveloka, was 1-2 times for 44.3%(89 people), 3-4 times for 16.4%(3 33 people), more than 6 times 15.4%(31 people), 0 times for 12.9%(26 people), 5-6 times for 10.9%(22 people).

2.15) It was found that for respondents During the past year, the approximate frequency of booking flights through Traveloka, was 1-2 times for 35.8%, 3-4 times for 23.9%, more than 6 times for 14.9%, 0 times for 13.9%, 5-6 times for 11.4%

2.16) It was found that for most of the respondents During the past year, the approximate frequency of buying attraction tickets through Traveloka out of 200 people, was 1-2 times for 34.3% (68 people), 0 times for 18.4% (37 people), 3-4 times for 17.4% (35 people), 5-6 times and more than 6 times for 14.9% (30 people).

2.17) It was found that for most of the respondents During the past year, the approximate frequency of renting or booking Land transportation through Traveloka, was 1-2 times for 33.3%, 3-4 times for 26.4%, 0 times for 17.4%, more than 6 times for 13.9%, 5-6 times for 9%.

2.18) It was found that Who is the person who has the most influence on your decision to use an online booking agent, family 27.9%, friends 24.4%, lover for 19.4%, YouTuber for 10.4%, celebrity for 10%, blogger for 7.5%, and myself for 0.5%.

2.19) It was found that most of the respondents' opinions toward Customer Service of Traveloka, were good 45.3%(90 people), excellent for 28.4%(57 people), not that satisfied 15.4%(31 people), bad for 6%(12 people), don’t know for 5%(10 people).

2.20) Product factor

2.20.1) Websites or online applications are easy to use.

There is data for The majority of respondents strongly agree 53 people, somewhat agree 114 people, moderately agree 26 people, somewhat disagree 7 people.

2.20.2) Websites or applications Online has complete information about each hotel

The majority of respondents strongly agree with 81 people, somewhat agree with 97 people, moderately agree with 18 people, somewhat disagree with 3 people and strongly disagree with 1 person.

2.20.3) Website or Application has a wide variety of hotels and flights to choose from online.

The majority of respondents strongly agree with 62 people, somewhat agree with 103 people, moderately agree with 29 people, and somewhat disagree with 2 people.

2.20.4) The website or online application is reliable and has a good image.

The majority of respondents strongly agree with 66 people, somewhat agree with 98 people, moderately agree with 34 people, and somewhat disagree with 2 people.

2.20.5) The website or online application is regularly updated with new information.

The majority of respondents strongly agree with 61 people, somewhat agree with 102 people, moderately agree with 32 people, and somewhat disagree with 5 people.

2.20.6) Websites or online applications have good and fast support services.

The majority of respondents strongly agree with 77 people, somewhat agree with 90 people, moderately agree with 30 people, and somewhat disagree with 3 people.

2.21) Price factor

2.21.1) Websites or online applications compare the price difference is visible.

The majority of respondents strongly agree with 60 people, somewhat agree with 105 people, moderately agree with 30 people, somewhat disagree with 4 people and strongly disagree with 1 person.

2.21.2) Intermediary websites or applications Online offers lower prices than booking directly.

The majority of respondents strongly agree with 80 people, somewhat agree with 93 people, moderately agree with 23 people, somewhat disagree with 2 people and strongly disagree with 2 people.

2.21.3) Can select multiple price levels.

The majority of respondents strongly agree with 76 people, somewhat agree with 104 people, moderately agree with 17 people, and somewhat disagree with 3 people.

2.22) Distribution channel factors

2.22.1) Able to access websites or applications easily and quickly.

The majority of respondents strongly agree with 50 people, somewhat agree with 112 people, moderately agree with 36 people, somewhat disagree with 1 person and strongly disagree with 1 person.

2.22.2) There are various payment methods.

The majority of respondents strongly agree with 75 people, somewhat agree with 93 people, moderately agree with 30 people, and somewhat disagree with 2 people.

2.23) Marketing Promotion Factors

2.23.1) There are advertisements and public relations continuously.

The majority of respondents strongly agree with 53 people, somewhat agree with 110 people, moderately agree with 32 people, and somewhat disagree with 5 people.

2.23.2) There are various promotions and privileges available.

The majority of respondents strongly agree with 100 people, somewhat agree with 70 people, moderately agree with 28 people, and somewhat disagree with 2 people.

2.23.3) There are interesting seasonal promotional activities and festivals.

The majority of respondents strongly agree with 61 people, somewhat agree with 114 people, moderately agree with 23 people, and somewhat disagree with 2 people.

2.24) Service factor

2.24.1) Can select according to individual desires such as the number of people, price, type of accommodation or flight, facilities, etc.

The majority of respondents strongly agree with 59 people, somewhat agree with 120 people, moderately agree with 19 people, and somewhat disagree with 2 people.

2.24.2) Reliable policy to maintain personal information.

The majority of respondents strongly agree with 90 people, somewhat agree with 91 people, moderately agree with 17 people, and somewhat disagree with 2 people.

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PASSENGER AIRPORT SELECTION ANALYSIS

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ABSTRACT

Why do most people choose an airport to board their flight? This survey will give everyone a better understanding of their preferences for using each airport. This research was conducted to explore why most people make a comparison between Don Mueang Airport or Suvarnabhumi Airport and why each airport is differently popular. This study is a survey research. We sent a questionnaire to 200 people to find out how satisfied they were using each airport. to explore why most people choose this airport, why, and their individual preferences. The results of the research revealed that Suvarnabhumi Airport has more choice than Don Mueang Airport. The survey found that most people choose Suvarnabhumi Airport because of convenience before boarding. Most people choose an airport for its convenience and satisfaction. The survey will help people who have never been to both airports choose which airport to choose from the airport satisfaction survey.

INTRODUCTION

Airports are one of a major component in aviation industry. They are where facilitates integration into the global economy and provides vital connectivity on a national, regional, and international scale. To be easily understood, airports are important to a community because they provide local businesses with access to the global market. They help retain and attract business to a community and thus provide jobs and economic prosperity for the area.

They are also a fundamental component in decision making to use air transport services. Customers, who have a desire to make a reservation with each airline, will research that does that airline operate at the airport near their destinations or not. How easily it is to travel from here to there? What level the facilities is? So, as an international program of Airline Business student of Suan Sunandha Rajabhat University, who soon to find the place to go on an internship, will do a research and analyze about how passenger making an airport selection by finding the information about the top 2 airports in Thailand, Don Mueang Airport & Suvarnabhumi Airport, in "Qualitative Research" style. Then we will do the survey questionnaire, the basic / fundamental research, before summarizing the outcome of the research.

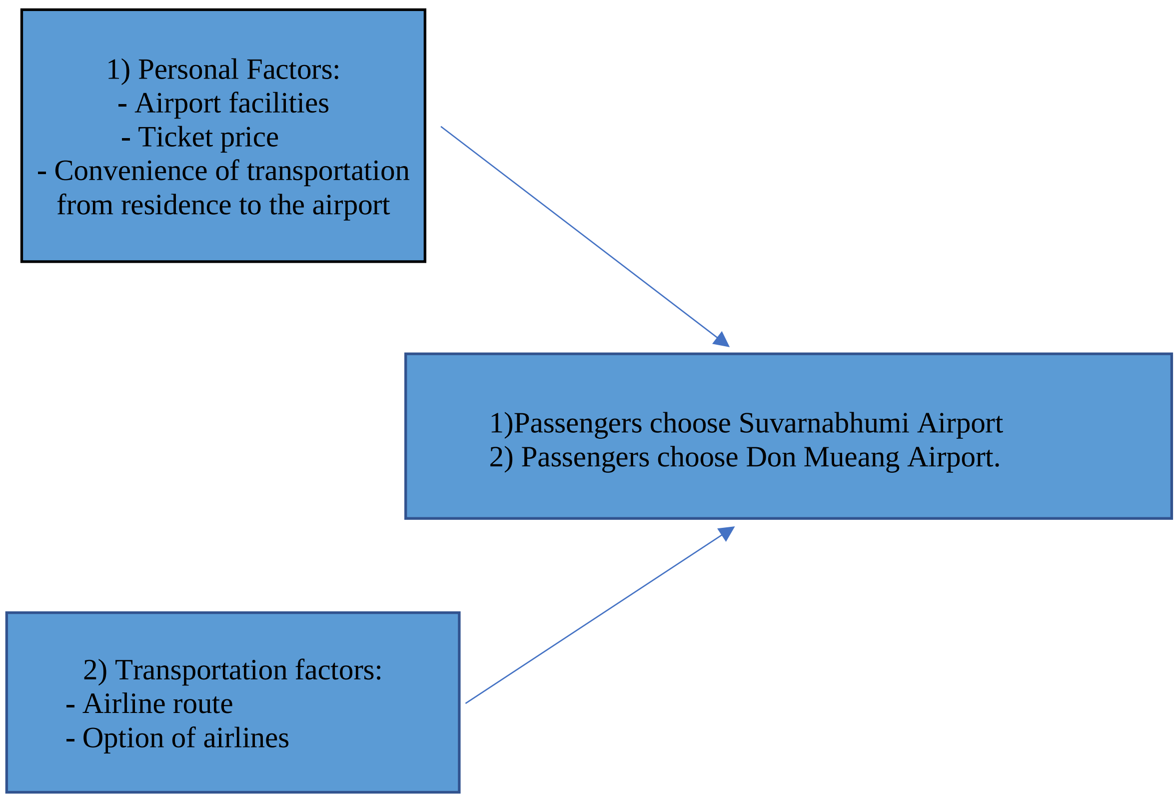
Objective

1.3.1 To research the diversity of airlines that each airport has.
1.3.2 To research about the diversity of international flight and domestic flight.
1.3.3 To research comfortable transportation to get to the airport.
1.3.4 To research comfortable transportation from one point to another point.
1.3.5 To research airport facilities that make the passengers comfortable and satisfying.

Research Question

1.2.1 Which airport is more popular, between Suvarnabhumi Airport and Don Mueang Airport.
1.2.2 What make that airport popular?
1.2.3 What does people think about while they are choosing the airport.

Research Framework or conceptual framework



LITERATURE REVIEW

As an airline student, we would like to ensure and find out the reason behind why Suvarnabhumi Airport and Don Mueang Airport are so popular among Thai traveler.

We also conducted this research to find out what are the key factors affecting the passenger's choice of selecting airport. And this is the topic we will be researching.

2.1 Importance of the airport

2.2 History of the airport

2.3 Air Transport Statistic

2.4 Factors affecting the airport selection of passenger

METHODOLOGY

3.1. Population and sample

3.1.1. Population

The population that was used in this research included 200 people living and working in Thailand (Occupation includes student, bureaucrat, freelance, self-employed, officer and others).

3.1.2. Sample

The sample group that will be used in this research is whether male, female, or other gender identities. Aged from 18 years old to more than 60 years old. The age range can be classified as the following:

18-28 years old, young adulthood: The first stage of building wealth. It's the age of investing and managing debt.

29-39 years old, middle adulthood: The second stage of building wealth.

40-59 years old, late adulthood: Preparing to enter retirement state. This is another critical stretch as this period is people's highest earning years.

More than 60 years old, the senior citizen: In 60's, people head into retirement. According to the announcement of the Social Security Office that has prepared guidelines for reforming the old-age pension system with the aim of creating a sustainable old-age pension system as well as strengthening the stability of insured employees when entering the retirement age, by extending the age of people who are entitled to receive old age benefits from 55 years to 60 years.

International Journal of Environmental Research and Public Health has stated about psychological factors underlying change in travel behavior that actions of travelers, are concerned with age and gender as well as socioeconomic and environmental factors. In the United States, Boschmann and Brady found that, with increasing agex travelers make fewer and shorter trips, women make fewer and shorter trips than men, according to a person's motivations and a conviction in strength.

RESULTS

Research on factors affecting Passenger Airport Selection was created for the purpose of

1.3.1 To research the diversity of airlines that each airport has.

1.3.2 To research about the diversity of international flight and domestic flight.

1.3.3 To research comfortable transportation to get to the airport.

1.3.4 To research comfortable transportation from one point to another point.

1.3.5 To research airport facilities that makes the passengers comfortable and satisfying.

By using Quantitative Surveys with Thai people who used to use the airline and had a tendency to use the air service. Questions will aim to reveal opinions and experiences to gain detailed information from respondents about a survey research topic. The data inside the questionnaire will be related to the decision elements in choosing between 2 airports, Don Mueng airport and Suvarnabhumi airport.

That the study that researcher created consists of 3 parts:

1. General status information of the respondents such as gender, age, occupation.
2. Information about the use of air transport services. For example, airport service experience and frequency tendency to use air transport service.
3. Questionnaire on factors affecting airport decisions selection.

Data collection

The researchers collected data between October 28, 2021 - December 4, 2021. By distributing a questionnaire to a population of 202 people, accounted for 100%

Data analysis

Quantitative research, the research that focuses on Data and obtained in numerical characteristics and requires statistical methods to analyze the data to summarize.

Analysis of the data obtained from the questionnaire it started with 200 questionnaires collected to examine the data. It will check to see the completeness of the survey response to obtain complete documents of 202 complete sets according to the number of samples set and processed by the Google form and Microsoft Excel program.

CONCLUSION

1. General information of respondents.

1.1) Gender of the respondents were divided into 61.4 percent female, 35.6% male, and 3.0 percent don’t want to be specific.

1.2) Age of the majority of the population is between the ages of 18-28, with 66.8% of all respondents.

1.3) Career of most of the respondents is students, 122 people out of 202.

2. Information about traveling by plane.

2.1) It was found that most of the respondents have used both Suvarnabhumi Airport and Don Mueang Airport service with a 52 percent statistic. But if compared to people who have only chosen to go to only one airport, you will discover that there are 22.8% selected Suvarnabhumi Airport. In the other hand, there are 20.3% of respondents, selected Don Mueang Airport.

2.2) It was found that 102 people (50.5% of respondents) travel to an airport by private car. And the type of vehicle that is popular for traveling, which is ranked next to private cars is public train, airport rail link, shuttle bus, and private motorcycle respectively.

2.3) It was found that 98 people (48.5%) travel by plane once a year. Every 4-6 months, 58 people(28.7%) and every 1-3 months, 25 people. (12.4%). In addition to answer options, there were 1 respondent who replied that they travel by plane 2-3 years per time and 1 person indicate that it depends on the occasion.

2.4) It was found that 68 people out of 202 people of the sample population was thinking that airport service options are affect the deciding on an Airport in highly extent and 5 people Strongly disagree with it.

2.5) It was found that there are 77 people (38.1%) out of 202 people of the sample population was thinking that the distance between the check-in counter and gate, is somewhat agree that it affect airport service selection. Neither agree Nor disagree 68 people, Strongly agree 31 people, and Strongly disagree 14 people, Somewhat disagree 12 people. Which show us that the check-in counter and gate distance is not a big enough point to be a problem in the eyes of most respondents.

2.6) It was found that there are 70 people (35.1%) out of 202 people of the sample population was thinking that the distance between the immigration and departure gate, is somewhat agree that it affect airport service selection. Somewhat agree 69 people, strongly agree 32 people, Somewhat disagree 17 people, and Strongly disagree 14 people.

2.7) It was found that there are 75 people (37.1%) out of 202 people of the sample population was somewhat agree that the Internet advertising and advertising through various channels has impact on customers' choice of airports. , Strongly agree 57 people, Neither agree Nor disagree 47 people, Somewhat disagree 15 people, and Strongly disagree 8 people.

2.8) It was found that there are 96 people (47.5%) out of 202 people of the sample population was strongly agree that they are more likely to use airports with improved traffic and easy to travel. Somewhat agree 69 people, Neither agree Nor disagree 27people, Somewhat disagree 5 people, and Strongly disagree 5 people.

2.9) It was found that there are 57 people (28.2%) out of 202 people of the sample population was neither agree nor disagree that they are likely to use the service only at the airport that most people know. Somewhat agree 54 people, Strongly agree 51 people, Somewhat disagree=21, and Strongly disagree 19 people.

2.10) It was found that most of the respondents had flown with domestic flight 1-3 times per month for 93 people (46%), Never fly domestic flight for 50 people (24.8%), fly domestic flight 4-5 times per month for 26 people (12.9%), more than 5 times per month for 16 people

(7.9%), %), and others from uncertain or flew less often than the answer stated for 17 people.

2.11) It was found that the frequency of respondents taking international flights is as follows: 1-3 times per month for 80 people (39.6%), Never flown for 66 people (32.7%), 4-5 times per month for 22 people (10.9%), more than 5 times per month for 11 people (5.4%), and others from uncertain or flew less often than the answer stated for 23 people.

2.12) It was found that there are 152 people (75.2%) using air transport service for leisure travel, back to hometown for 67 people (33.2%), business for 50 people (24.8%), study abroad for 26 people (12.9%), and for additional purpose includes; visit with their family for 1 answer (0.5%),and study to another province for 1 answer (0.5%).

2.13) It was found that the most popular Quarter that people likely to travel is Quarter 4 (October to December) with stats of 114 people (56.4%) out of 202 people of the sample population. 72 people (35.6%) prefer to travel in Quarter 2 (April to June), 61 people (30.2%) prefer to travel in Quarter 1 (January to March), 49 people (24.3%) prefer to travel in Quarter 3 (July to September) and others such as according to their convenience for 3 people (1.5%)

2.14) Suvarnabhumi airport’s facilities 2.14.1 Restroom

The majority of respondents were highly agree, representing 84 people, the most agreed with 62 people, moderately agreed with 53 people, slightly agreed with 2 people, and least agreed with 1 person.

2.14.2 Restaurant

From the questionnaire Most of the respondents agreed the most 85 people, very agreed 73 people, moderately agree 37 people, and slightly agree 6 people and least agree 1 person.

2.14.3 Duty free shop

Most of the respondents most agree 80 people, strongly agree 81 people, and moderately agree 34 people, slightly agree 5 people, and least agree 2 people.

2.14.4 Bank Currency exchange

From the survey, 78 people most agree, 78 people strongly agree, 41 people moderately agree, 3 people least agree, and 2 people least agree.

2.14.5 Lounge

From the questionnaire, it was found that most people agree. 78 people, most agree 75 people, moderately agree 44 people, and slightly agree 3 people and least agree 2 people.

2.14.6 Convenient

According to the survey, 81 people strongly agree, 85 people strongly agree, 32 people moderately agree, 2 people slightly agree and 2 people least agree.

2.14.7 Post office

From survey responses, the most agree 61 people strongly agree 84 people, 51 people of moderately agree slightly agree 4 people and Least agree 2 people.

2.15) Don Mueang airport’s facilities 2.15.1 Restroom

The majority of respondents were highly agree, representing 57 people, the most agreed with 83 people, moderately agreed with 59 people, slightly agreed with 1 person, and least agreed with 2 people.

2.15.2 Restaurant

From the questionnaire Most of the respondents agreed the most 57 people, very agreed 92 people, moderately agree 49 people, and slightly agree 3 people and least agree 1 person.

2.15.3 Duty free shop

Most of the respondents most agree 48 people, strongly agree 100 people, and moderately agree 48 people, slightly agree 4 people, and least agree 2 people.

2.15.4 Bank Currency exchange

From the survey, 60 people most agree, 92 people strongly agree, 47 people moderately agree, 2 people least agree, and 1 person least agree.

2.15.5 Lounge

From the questionnaire, it was found that most people agree. 56 people, most agree 96 people, moderately agree 46 people, and slightly agree 2 people and least agree 2 people.

2.15.6 Convenient

According to the survey, 62 people strongly agree, 102 people strongly agree, 35 people moderately agree, 1 person slightly agree and 2 people least agree.

2.15.7 Post office

From survey responses, the most agree 51 people strongly agree 100 people, 48 people of moderately agree slightly agree 2 people and Least agree 1 person.

DISCUSSION

Results of a research study on service quality that affects satisfaction of airport service users.Suvarnabhumi and Don Mueang Airport. The results showed that The quality of service affects the satisfaction of airport service users. Suvarnabhumi and Don Mueang Airport have 4 aspects: the concreteness of the service Credibility can be trusted in Responding to customers and giving them confidence. The research results can be further discussed as follows.

1.The concreteness of the service User level

At Suvarnabhumi Airport and Don Mueang Airport Opinions on the service quality in terms of the concreteness of the service were at a high level and had an effect on

Customer Satisfaction at Suvarnabhumi Airport and Don Mueang Airport in the opinion of the researcher. partly because There are building and premises services to support proper use.

2.Reliability

Reliability of service users at Suvarnabhumi Airport and Don Mueang Airport The customer's level of opinion towards the service quality of Suvarnabhumi Airport was higher than that of Don Mueang Airport. And affects the satisfaction of customers who choose to use the service at Suvarnabhumi Airport. and Don Mueang Airport In the opinion of the researcher Since Suvarnabhumi Airport is part of the famous airports of Thai Public Company Limited, an airport service organization for a long time, it has a reliable image. Management and Corporate Governance Consistently accurate service

3. Responding to customers User level

Suvarnabhumi Airport Opinions on service quality responding to customers were at a high level and affecting customer satisfaction at Suvarnabhumi Airport in the researcher's opinion because employees and operators had a willingness to provide assistance. , Solve problems, answer questions with product delivery points. Comments or suggestions for further improvements make airport users feel promptly responded. Therefore, service users pay attention to responding to customers.

4. Build confidence for customers. Passengers at Suvarnabhumi Airport and Don Mueang Airport

Suvarnabhumi Airport and Don Mueang Airport had their opinions on service quality in terms of customer confidence on service quality at a high level. And affecting the satisfaction of the users of the Suvarnabhumi Airport service. and Don Mueang Airport. In the opinion of the researcher, because the operational staff has knowledge, ability and expertise in the assigned job well. The organization has systems and operational methods to improve business growth to support the needs of passengers. Service users therefore focus on giving confidence to customers.

RECOMMEDATION

1.Increase research areas by using regional airports under the supervision of Airports of Thailand Public Company Limited, such as Chiang Mai Airport. Phuket Airport Mae Fah Luang Chiang Rai International Airport Hat Yai International Airport to bring data to compare the research results whether they are the same or not

2.Study of service quality for more complete research results Therefore, qualitative research such as in-depth interviews should be added. Focus group discussions are coupled with quantitative research to obtain more complete information.

3.Categorize data to facilitate analysis.

4.Summarize the results of data analysis by putting concepts or theories into conclusions.

5.Clear research sources for more credibility

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IMPACT OF COVID-19 TO PASSENGERS WHO FLIES DOMESTIC FLIGHT WITH NOK-AIR AT DON MUEANG INTERNATIONAL AIRPORT

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ABSTRACT

The COVID-19 pandemic has had a major impact on the global airline business with continuous travel restrictions imposed by national governments causing significant fall in passenger air travel demand. Passenger confidence will be greatly affected by issues such as health concerns, fears and and avoiding meeting people and also it’s effect to there income. All of them inevitably affect the demand for air travel.It aims to create an understanding of the

current situation as a result of changing people's behavior and awareness of self-protection while traveling. The result of the change is a lifestyle change towards social distancing. causing changes in travel patterns that directly and indirectly affect the aviation industry.

INTRODUCTION

Since the beginning of 2020, COVID-19 has infected more than 200 million people and caused more than 4 million deaths. By mid-August 2021, the government has begun enforcing social distancing measures with a stay-at-home policy. To begin with, there is no effective treatment or vaccine. to control the spread of the virus and slow the spread between people This is because many health care systems exceed their immediate capacity.The pandemic has changed the travel habits of air passengers. The nature of demand changes and travel psychology changes the type of passenger who travels onward. More research is needed to understand the impact of COVID-19 on the aviation industry and to support future airline and airport operations. Being able to understand the influence of the pandemic on passenger preferences and decisions is critical. Growth in the tourism and aviation industry has been greatly affected.The tourism industry has been hit hard by the COVID-19 crisis. since the start of the epidemic in February Until there is a lockdown measure, the airline has announced to stop flying. But traveling in the New Normal era makes traveling different. Airlines have been hit hard by the closure of the country's airspace. The lockdown has changed travel patterns and is a turning point in aviation.

THE AIM OF STUDY

The purpose of this study was to assess passenger perspectives towards Nok-Air during the COVID-19 outbreak at Don Mueang International Airport and both Nok-Air's adaptation during the COVID-19 outbreak.

METHODOLOGY

Quantitative methods were used using SPSS for descriptive analysis and structural equation modeling to analyze the causal relationship of passengers satisfaction with Nok-air's services, questionnaires were used to collect information. By pre-testing credibility by having an advisor check the accuracy and suitability before sending it to the respondents. The sample consisted of 147 people who had used NokAir, a domestic airline at DMK airport.

LITERATURE REVIEW

The COVID-19 virus has spread since the beginning of 2020. It began to spread rapidly in Asia and spread throughout the world, becoming a public health crisis. This crisis has affected people's daily life, causing various economic activities to slow down. There are no passengers at the airport, almost deserted tourist attractions. Many businesses are affected both directly and indirectly.According to public health measures at Don Mueang Airport to build confidence among passengers and airport service users including to reduce the spread of COVID-19.In the era of new lifestyles, by increasing the frequency of deep cleaning of various touch points with disinfectants that meet the standards of the Ministry of Public Health every day, such as cleaning luggage trays, elevator buttons, luggage trolleys, chairs and airline services counters,baggage claim areas, etc., with disinfectant doormats and hand sanitizer checks at various service points to be ready for use at all times.

Table 4.1 Number and percentage of general information of the sample group, classified by gender.

General Information	Number	Percentage
Gender		
Male	49	33.3
Female	95	64.6
Prefer not to say	3	2.1
Total	**147**	**100**

Table 4.2 Number and percentage of general information of the sample group, classified by age.

General Information	Number	Percentage
Age		
18-25 years old	123	83.7
26-35 years old	8	5.4
36-45 years old	6	4.1
46-55 years old	1	0.7
56 years old above	9	6.1
Total	**147**	**100**

Table 4.3 Number and percentage of general information of the sample group, classified by income.

General Information	Number	Percentage
Income		
Less than 15,000 Baht	111	75.5
15,000-30,000 Baht	22	15
More than 30,000 Baht	14	9.5
Total	**147**	**100**

Table 4.4 Number and percentage of travel purpose n=231

Travel Purpose	Number	Percentage
Business trip/Conference/Meeting	7	4.8
Holiday/Leisure	82	55.8
Visit friends/Relative	40	27.2
Shopping	10	6.8
Study	42	28.6
Return home	46	31.3
Others	4	2.8

* More than 1 answer

Table 4.5 Number and percentage of travel frequency

Travel frequency	Number	Percentage
1-3 times per month	107	72.8
4-6 times per month	8	5.4
More than 6 times per month	5	3.4
others	27	18.4
Total	**147**	**100**

Table 4.6 Number and percentage of travel companion

Travel companion	Number	Percentage
Alone	60	40.8
Friends	37	25.2
Family	35	23.8
Colleague	5	3.4
Boyfriend/Girlfriend	8	5.4
Others	2	1.4
Total	**147**	**100**

Table 4.7 Number and percentage of travel time

Travel time	Number	Percentage
Monday-Friday	42	28.6
Weekend	61	41.5
Holiday	37	25.2
Others	7	4.7
Total	**147**	**100**

Table 4.8 Satisfaction of passengers using services during Covid-19
n =147

Satisfaction of passengers using services during Covid-19	Level of satisfaction					Mean	Level of satisfaction
	Very Satisfied 5	Satisfied 4	Unsure 3	Dissatisfied 2	Very Dissatisfied 1		
	Numbers	Numbers	Numbers	Numbers	Numbers		
Chair spacing	13	34	61	24	15	3.04	Medium
Line spacing at check-in	15	35	61	25	11	3.12	Medium
Temperature measurement before entering the airport	20	45	52	16	14	3.27	Medium
Ground staffs wear masks all the time	32	45	40	18	12	3.46	Medium
The amount of hand sanitizer at various points in the airport	20	40	52	20	15	3.20	Medium

Satisfaction of passengers using services during Covid-19	Level of satisfaction					Mean	Level of satisfaction
	Very Satisfied 5	Satisfied 4	Unsure 3	Dissatisfied 2	Very Dissatisfied 1		
	Numbers	Numbers	Numbers	Numbers	Numbers		
Staffs provide information about Covid-19	17	42	55	20	13	3.20	Medium
Keeping distance between passengers and staff	17	41	56	17	16	3.17	Medium
Cleanliness of the aircraft	23	46	45	20	13	3.31	Medium
Cabin crews wear masks on all flight	31	48	42	10	16	3.46	Medium
Punctuality of the flight	16	43	45	26	17	3.10	Medium
Total of Satisfaction of passengers using services during Covid-19						3.23	Medium

RESULT

The majority of respondents aging around 18-25 year-old accounted for 83.7 percent. There were female 64.4 percent and male 33.3 percent and their income is 75.5 percent that less than 15,000 Baht and the result of the passenger behavior we will start with travel purpose they like to travel in holiday/leisure that is 55.8 percent or 82 passenger next is return home is 31.3 percent or 46 passenger next topic is travel frequency in this one most of our passenger travel 1-3 times per month count in percentage is 72.8 percent or 107 passenger. Travel companion, in this one they choose travel alone the most that is 40.8 percent or 60 passenger.Travel time they choose travel on weekend 41.5 percent or 61 passenger and the second place that they choose most is Monday and Friday is 28.6 percent of 42 passenger.In part of level of satisfaction we have concluded that total of Satisfaction of passengers using services during Covid-19 Mean = 3.23 which the result of the average came out to be Medium.

CONCLUSION AND RECIMMENDATIONS

The research of the impact of COVID-19 to passengers who flies domestic flight with Nok-Air at Don Mueang International Airport. The research results can be summarized as follows.The results of the analysis of general information. Most of the passengers are female, aged 18-25 years, and have an average monthly income of less than 15,000 baht. next is the results of the analysis of passenger behavior Most of the passengers have the purpose of traveling for holiday/leisure, with frequency of travel 1-3 Once a month, most of them traveled alone and spent the most time traveling on weekends. the results of the analysis satisfaction of passengers using services during Covid-19 is passenger satisfaction with service during COVID-19 overall medium level recommendations This study can summarize recommendations. To be used as a guideline for Nok-Air to adjust its form and develop its work to suit the COVID-19 situation.

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FACTORS INFLUENCING THE DECISION TO STUDY FOR A BACHELOR DEGREE, COLLEGE OF HOSPITALITY INDUSTRY MANAGEMENT, SUAN SUNANDHA RAJHABHAT UNIVERSITY, NAKHON PATHOM CAMPUS

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ABSTRACT

Education is an integral part of the human resource development of human life. Most people attach great importance and interest to education. Suan Sunandha Rajabhat University, Nakhon Pathom Campus is a public educational institution that is necessary to discover a strategy to attract students to decide to study for a bachelor's degree. Therefore, it has organized various activities and public relations, such as managing guidance activities or referrals through the website and many other channels to attract more student’s interested in deciding to study. The purpose of this research was to study the factors affecting the decision to study at the university of high school students (Grade 10-12) and their parents. The participants in this research were 240 people, The questionnaire, mainly based on the 3 essential factors and the components of Marketing Mix (4Ps), was applied for data collection.
Keywords: Decision Making, Study, Bachelor's degree, Marketing Mix (4Ps)

INTRODUCTION

Education is the essential basis in the development of society for people who are members of a community with quality and morality. That is, education helps to develop the human mind and teaches people life, careers, and patience in defying life's obstacles. So that, the government has encouraged everyone to pay attention to this matter because it is the motivation for success in life and it can be used in a career to support themselves and their families. College of Hospitality Industry Management of Suan Sunandha Rajabhat University, Nakhon Pathom Campus is an academic department included in public higher education institutions that focus on extending to high school and high school graduates. In addition, a vocational Certificate offers opportunities for further professional education up to a degree. There is a spirit of intelligent civilization and mental beauty. Therefore, education is necessary for people of all ages.

Objective

1. To study the factors affecting the decision to study at the university of high school students (Grade 10-12) and their parents at the College of Hospitality Industry Management, Suan Sunandha Rajapat University, Nakhon Pathom Campus.
2. To compare the factors affecting the decision to study in higher education.

LITERATURE REVIEWS AND THEORY

Rojcharoenngam (2003) studied the influential marketing factors on parents' decisions when they selected international schools in Bangkok for their children. The study revealed that among the major factors, product and place played the most influential roles. It also indicated that price and promotion put slight influence on their judgments. Moreover, personal characteristics such as age, occupation and income affected parents' decisions to send their children to the international schools while their marital status and educational level did not show any significant impacts on their decisions. According to the review of the related research, a framework of ideas and concepts was constructed with the intention of providing a foundation for this study. This framework was then applied to the current study.

RESEARCH METHOD

Research Design.

Survey method was used in this study to collect data by select sampling from the high school students (Grade 10-12) and their parents**.**

Sample

The sample were selected by random sampling from the target group 240 samples sampling or high school students (Grade 10-12) and their parents.

Instrument

The research instrument was a survey questionnaire divided in to three parts:

Part I: Respondent personal information.

This part was design using closed-ended questions on the respondent record of each participant regarding general information namely, gender, age, occupation, and salary.

Part II: Factors influencing the decision to study for a Bachelor degree

This part about questionnaire of closed-ended question or new question and asking about factors influencing the decision to study for a Bachelor degree, College of Hospitality Industry Management, Suan Sunandha Rajhabhat University, Nakhon Pathom Campus.

Table 1: Rating of satisfaction and interpretation of the scale.

Rating of satisfaction	**Interpretation of the scale**
5	Strongly Agree
4	Agree
3	Neither Agree nor Disagree
2	Disagree
1	Strongly Disagree

Part III: Recommendation

This part was about recommendation that to make the university solve the problem or accept the comment.

Data Analysis

This research study gained data from the questionnaire for comparing the mean score between the satisfaction levels of these organization and customer the respondent's decision making. The result of the study was computed in terms of frequency, percentage and mean.

Using a five-point Liker scale type, the interval of ranges to measure each variable was calculated from **Lowest** to **Highest** as follows:

$$\text{Interval scale} = \frac{Highest\ value - Lowest\ value}{Number\ of\ Interval\ scale}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

This means the interval value between each level in 0.8 the item with interval value has been decreasing the criteria for interpreting the levels of satisfaction is shown in the following range of mean score.

Table 2: Rating scale, Satisfaction level and Mean score.

Rating Scale	Satisfaction Level	Mean Score
5	Highest	4.49-5.00
4	High	3.50-4.49
3	Moderate	2.50-3.49
2	Low	1.50-2.49
1	Lowest	1.00-1.49

RESULT

Data was obtained from 240 sampling, both high school students (Grade 10-12) and their parents, we classify as:

1. Fundamental Research results psychology factor.
2. Fundamental Research results society factor.
3. Fundamental Research results marketing factor.

Part I: Demographic information

Table 3: Rating of satisfaction

Table 3: Number and percentage of respondent classified by gender

Demographic information	Number of people	Percentage
Gender		
Female	127	52.9%
Male	91	37.9%
LGBTQ+	22	9.2%
Total	240	100.00%

Table 4: Number and percentage of respondent classified by age

Demographic information	Number of people	Percentage
Ages		
16-19	133	55.4%
20-24	71	29.6%
25-29	12	5%
30 and above	24	10%
Total	240	100%

Table 5: Number and percentage of respondent classified by occupation

Demographic information	Number of people	Percentage
Occupation		
Student	197	82.1%
Government officer	13	5.4%
Employee of company	15	6.3%
Self-employed	12	5%
Others	3	1.2%
Total	240	100%

Table 6: Number and percentage of respondent classified by salary

Demographic information	Number of people	Percentage
Salary		
Less than 15,000	188	78.3%
15,001-20,000	19	7.9%
20,001-25,000	7	2.9%
25,001 - 26,000	10	4.2%
More than 26,000	16	6.7%
Total	240	100%

<u>Part II:</u> Level of People’s satisfaction with factors influencing the decision to study for a Bachelor degree.

Table 7: Number, mean, percentage and standard deviation of the people who agree or disagree for Psychology factor, Society factor, and Marketing factor.

Factors	Level of Agreement					$\bar{x}$	%	S.D.	Amount
	5	4	3	2	1				
Psychology factors									
1. The university is well-known as the 1st Rajabhat University	86 (35.83)	83 (34.58)	56 (23.33)	14 (5.83)	1 (0.43)	3.99	79.8%	0.93	High
2. There are faculties that match learners' interests.	102 (42.50)	76 (31.67)	51 (21.25)	11 (4.58)	0 (0.00)	4.12	82.4%	0.89	High
3. Choose from advertisements/public relations through various media	33 (13.75)	68 (28.33)	95 (39.58)	31 (12.92)	13 (5.42)	3.32	66.4%	1.03	Moderate
4. Learners cannot find any other universities to study	25 (10.42)	38 (15.83)	79 (32.92)	42 (17.50)	56 (23.33)	2.72	54.4%	1.27	Moderate
Society factors									
1. According to the need of parents	54 (22.50)	63 (26.25)	59 (24.58)	41 (17.08)	23 (9.59)	3.35	67.0%	1.26	Moderate
2. Friends /Senior /Cousins /Teachers’ recommendations	67 (27.92)	76 (31.67)	61 (25.42)	21 (8.75)	15 (6.24)	3.66	73.2%	1.15	High
3. Learners need a new society in higher education	83 (34.58)	80 (33.33)	63 (26.25)	12 (5.00)	2 (0.84)	3.95	79.0%	0.94	High
4. It is accepted by the organization upon graduation	94 (39.17)	77 (32.08)	52 (21.67)	12 (5.00)	5 (2.08)	4.01	80.2%	0.99	High
Marketing factors									
1. There is a program of subjects that are offered to meet the needs of the labor market	95 (39.58)	86 (35.83)	55 (22.92)	4 (1.67)	0 (0.00)	4.13	82.6%	0.82	High
2. There are laboratories to help learners increase their knowledge	101 (42.08)	88 (36.67)	45 (18.75)	6 (2.50)	0 (0.00)	4.18	83.6%	0.82	High
3. The cost of education is cheaper than other institutions	56 (23.33)	64 (26.67)	70 (29.17)	28 (11.67)	22 (9.16)	3.43	68.6%	1.22	High

4. There are few extra paid activities	38 (15.83)	87 (36.25)	67 (27.92)	36 (15.00)	12 (5.00)	3.42	68.4%	1.08	High
5. University's location is convenient for learners	36 (15.00)	77 (32.08)	97 (40.42)	15 (6.25)	15 (6.25)	3.43	68.6%	1.02	High
6. There are basic facilities such as parking lots, elevators, university's dormitory, mock-up rooms, etc..	87 (36.25)	81 (33.75)	53 (22.08)	13 (5.42)	6 (2.50)	3.95	79.0%	1.01	High
7. There are students loans fund for education (กยศ., กรอ.)	90 (37.50)	77 (32.08)	55 (22.92)	10 (4.17)	8 (3.33)	3.96	79.2%	1.03	High
8. There are various publicity channels such as Facebook, Instagram, Tiktok, or the university's exhibition, etc.	53 (22.08)	70 (29.17)	77 (32.08)	29 (12.08)	11 (4.59)	3.52	70.4%	1.10	High

CONCLUSION

The purpose of this research is to study the factors affecting the decision to study at the university of high school students (Grade 10-12) and their parents at the College of Hospitality Industry Management, Suan Sunandha Rajabhat University, Nakhon Pathom Campus. To compare the factors affecting the decision to study in higher education in order to be guideline for promoting the university. The researcher used the survey research method by collecting data from a sample group of 240 people.The result can be summarized as follow:

Personal information: most of respondents were female of 127, representing 52.9%, age 16-19 years old around 55.4% mostly as a student, which had a salary less than 15,000 THB around 78.3%

The respondents were satisfied in each aspect. For the overall will be at a high level ($\bar{x}$ = 3.70, representing 73.93%, and S.D. = 1.035) and when considering each aspect, the result is as follows:

1. The Psychology factor: Respondents were satisfied with There are faculties that match learners' interests which is at a high level. $\bar{x}$ = 4.12, representing 82.4%, and S.D. = 0.89
2. The Society factor: Respondents were satisfied with it is Accepted by the organization upon graduation which is at a high level. $\bar{x}$ = 4.01, representing 80.2%, and S.D. = 0.99

3. The Marketing factor: Respondents were satisfied with it is The Society factor: Respondents were satisfied with There are laboratories to help learners increase their knowledge which is at a high level. $\overline{x}$ = 4.18, representing 83.6%, and S.D. = 0.82

DISCUSS THE RESULTS

The research result in Factors influencing the decision to study for a Bachelor degree, College of Hospitality Industry Management, Suan Sunandha Rajhabhat University, Nakhon Pathom Campus. There is an analysis of information about factors that influencing a decision making to study for a Bachelor degree. When considering each aspect is Personal Information, Psychology factor, The Society factor, and The Marketing factor. Most of them had the same level of satisfaction which can be discussed as follows:

1. Psychology factor: The respondents had a high level of satisfaction. When considering each item, the university is well-known as the 1st Rajabhat University and there are faculties that match learners' interests such as Airline Business (International Program), Hotel Management (International Program), Logistics and Supply Chain Management Program, and Department of Cinematic Arts (International Programs).

2. Society factor: The respondents had a high level of satisfaction due to the environment around Suan Sunandha Rajabhat University Nakhon Pathom campus is beautiful, shady, and good atmosphere. Moreover, there is a good relationship between teachers and seniors also.

3. Marketing factor: The respondents had a high level of satisfaction. As a result, it was found that there were virtual laboratories for practical learning with experienced teachers and there are basics facilities such as parking lots, elevators, university's dormitory, etc.

RECOMMENDATIONS

From study “Factors influencing the decision to study for a Bachelor degree, College of Hospitality Industry Management, Suan Sunandha Rajhabhat University, Nakhon Pathom Campus”. And have recommendation as follows:

1. Suan Sunandha Rajabhat University Nakhon Pathom Campus should improve their public relations operations to facilitate search for new and former students. They should also be wider publicity to make it more known.

2. Convenience in traveling to Suan Sunandha Rajabhat University Nakhon Pathom Campus has difficulty because there is not enough shuttle buses to enter and leave the university.

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SUAN SUNANDHA RAJABHAT UNIVERSITY'S DORMITORY IN NAKHON PATHOM CAMPUS'S LIFE SATISFACTION SURVEY

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ABSTRACT

A systematic survey on the life-style of college undergraduate dormitory of the university finds that, most of the time, undergraduates “amuse themselves” in the dorms and university. However, they are not satisfied with the hardware facilities and the rules and regulations. To improve the management level of college student dormitory and promote development of students, it is necessary for the department of college dormitory management to strengthen construction of the physical environment, develop a dormitory service or facilitation that establish the dormitory institutional norms in which students can participate. Above all, the department of dormitory management needs to establish the system of dormitory education to help students carry out effective education in life. The purpose of this research was to study the level of student satisfaction with the service of Suan Sunandha Rajabhat University's dormitory, Nakhon Pathom Campus with 3 aspects; physical, security, service and facilitation. The target group consisted 205 samples of undergraduate students who lived at university's dormitory. The statistics used were frequency, percentage, mean, and standard deviation.
Keywords: Satisfaction, Undergraduate student, Dormitory, Service

INTRODUCTION

At present, choosing a place to live is an important thing that makes humans have a good quality of life. Usually, we live in a house together with family members. Some students decide to study in educational institutions away from their homes, so they must temporarily relocate to live in a dormitory for the convenience of traveling to study and for comfort and to save unnecessary expenses such as car expenses, travel expenses, and wasting time. Most students choose to live in the university's dormitories which cost lesser than off-campus dormitory and save costs in terms of accommodation. In addition, the university’s dormitory is highly secure and easy to travel to, and also training for students to develop themselves in terms of personality, discipline, public mind, and goodwill, be responsible for themselves and the community, society, and also learn skills to live with others.

Objective

1. To study the Suan Sunandha Rajabhat University's dormitory in Nakhon Pathom Campus's life satisfaction survey in 3 aspects: physical, security, and service and facilitation.
2. To compare the Suan Sunandha Rajabhat University's dormitory in Nakhon Pathom Campus's life satisfaction survey divided by gender, faculty, year, room size and building.

LITERATURE REVIEWS AND THEORY

Pannee Chuthaijanjit (1995, cited in Nalinthip Pimprasit, 2009, 9) stated that satisfaction is a matter of feelings that a person has towards something which influences each person to respond to stimuli. Varies. A person's more or less satisfaction tends to depend on their values. Satisfaction comes from childhood upbringing and is gradually absorbed by imitating parents and close people without supervision. It is a matter of learning behavior, experience, and inheritance. Existing satisfaction and the masses.

RESEARCH METHOD

Research Design.

Survey method was used in this study to collect data by select sampling from the students who lives in different building at Suan Sunandha Rajapat University’s dormitory, Nakhon Pathom Campus.

Sample

The sample were selected by random sampling from the target group 205 samples of students who lives in Suan Sunandha Rajapat University’s dormitory, Nakhon Pathom Campus.

Instrument

The research instrument was a survey questionnaire divided in to three parts:

Part I: Respondent personal information.

This part was design using closed-ended questions on the respondent. record of each participant regarding general information namely, gender, faculty, year, room size and building.

Part II: Level of People's satisfaction with different aspects of university dormitory service.

This part was about questionnaire of closed-ended question or new question and asking about different aspects of Suan Sunandha Rajhabhat University's dormitory service that affecting level of satisfaction.

Table 1: Rating of satisfaction and interpretation of the scale.

Rating of satisfaction	**Interpretation of the scale**
5	Very satisfied
4	Satisfied
3	Neither satisfied nor unsatisfied
2	Likely unsatisfied
1	Unsatisfied

Part III: Recommendation

This part was about recommendation that to make the university solve the problem, accept the comment and improve university's dormitory services.

Data Analysis

This research study gained data from the questionnaire for comparing the mean score between the satisfaction levels of university's dormitory service and student satisfaction. The result of the study was computed in terms of frequency, percentage, mean, and standard deviation.

Using a five-point Liker scale type, the interval of ranges to measure each variable was calculated from **Lowest** to **Highest** as follows:

$$\text{Interval scale} = \frac{Highest\ value - Lowest\ value}{Number\ of\ Interval\ scale}$$
$$= \frac{5-1}{5}$$
$$= 0.8$$

This means the interval value between each level in 0.8 the item with interval value has been decreasing the criteria for interpreting the levels of satisfaction is shown in the following range of mean score.

Table 2: Rating scale, Satisfaction level and Mean score.

Rating Scale	Satisfaction Level	Mean Score
5	Highest	4.49-5.00
4	High	3.50-4.49
3	Moderate	2.50-3.49
2	Low	1.50-2.49
1	Lowest	1.00-1.49

RESULT

Data was obtained from 205 sampling, undergraduate student lived at Suan Sunadha Rajabhat University's dormitory, Nakhon Pathom Campus. we classify as:

1. Fundamental Research results physical aspect.
2. Fundamental Research results security aspect.
3. Fundamental Research results service and facilitation.

Part I: Demographic information

Table 3: Rating of satisfaction

Table 3: Number and percentage of respondent classified by gender

Demographic information	Number of people	Percentage
Gender		
Female	172	83.9%
Male	33	16.1%
Total	205	100%

Table 4: Number and percentage of respondent classified by faculty

Demographic information	Number of people	Percentage
Faculty		
College of Logistics and Supply Chain	112	54.6%
College of Politics and Government	28	13.7%
College of Communication Arts	24	11.7%
College of Hospitality Industry Management	41	20.0%
Total	205	100%

Table 5: Number and percentage of respondent classified by year

Demographic information	Number of people	Percentage
Year		
63	93	45.4%
64	66	32.2%
65	46	22.4%
Others	0	0.0%
Total	205	100%

Table 6: Number and percentage of respondent classified by room size

Demographic information	Number of people	Percentage
Room size		
26 m² (4,000 THB/month)	159	77.6%
39 m² (5,000 THB/month)	41	20.0%
60 m² (6,000 THB/month)	5	2.4%
Total	205	100%

Table 7: Number and percentage of respondent classified by building

Demographic information	Number of people	Percentage
Building		
Building 1	23	11.2%
A1	58	28.3%
A2	35	17.1%
A3	36	17.6%
B1	33	16.1%
B2	20	9.7%
Total	205	100%

Part II: Level of People's satisfaction with aspects affecting university dormitory service

Table 8: Number, mean, percentage and standard deviation of the people who satisfied or unsatisfied for Physical aspect, Security aspect, and Service and facilitation aspects.

Factors	**Level of Agreement**					$\bar{x}$	**%**	**S.D.**	**Amount**
	5	**4**	**3**	**2**	**1**				
Physical aspects									
1. Dormitory's location is close to university.	77 (37.56)	61 (29.76)	55 (26.83)	12 (5.85)	0 (0.00)	3.99	79.8%	0.94	High
2. The environment in the dormitory is conducive to live.	42 (20.49)	79 (38.53)	65 (31.71)	17 (8.29)	2 (0.98)	3.69	73.8%	0.92	High

3. Basic facilities include beds, wardrobes, and desks in the dormitories.	51 (24.88)	67 (32.68)	67 (32.68)	19 (9.27)	1 (0.49)	3.72	74.4%	0.95	High
4. Proportional arrangement of washing areas	37 (18.05)	67 (32.68)	70 (34.15)	27 (13.17)	4 (1.95)	3.52	70.4%	0.99	High
5. The equipment in the bathroom is suitable such as a shower, washbasin, and toilet.	40 (19.51)	71 (34.63)	68 (33.17)	25 (12.20)	1 (0.49)	3.60	72.0%	0.95	High
6. The rules and regulations of the dormitory are clearly explained.	52 (25.37)	69 (33.66)	58 (28.29)	23 (11.22)	3 (1.46)	3.70	74.0%	1.02	High
7. Parking lots are enough and can protect vehicles from weather conditions such as sunscreen, and rain.	35 (17.07)	53 (25.86)	76 (37.07)	37 (18.05)	4 (1.95)	3.38	67.6%	1.03	Moderate
8. There are enough places to relax and rest.	28 (13.66)	49 (23.90)	73 (35.61)	48 (23.42)	7 (3.41)	3.21	64.2%	1.06	Moderate
9. Close to cafeterias, or convenience stores.	30 (14.63)	40 (19.51)	63 (30.73)	58 (28.29)	14 (6.83)	3.07	61.4%	1.16	Moderate
10. The room size is reasonable and well-ventilated.	35 (17.07)	69 (33.66)	63 (30.73)	37 (18.05)	1 (0.49)	3.49	69.8%	0.99	Moderate
Security aspects									
1. The improvement of regulations within the dormitory is consistent with the current situation.	32 (15.61)	85 (41.46)	69 (33.66)	19 (9.27)	0 (0.00)	3.63	73.8%	0.86	High
2. It is prohibited to bring outsiders into the dormitory without permission.	43 (20.97)	70 (34.15)	63 (30.73)	27 (13.17)	2 (0.98)	3.61	72.2%	0.99	High
3. Smoke heat detectors had been installed in each room.	43 (20.97)	85 (41.46)	58 (28.30)	19 (9.27)	0 (0.00)	3.74	74.8%	0.89	High

4. There is a security system, 24 hours a day: CCTV and Keycard.	45 (21.95)	77 (37.56)	63 (30.73)	19 (9.27)	1 (0.49)	3.71	74.2%	0.93	High
5. The dormitory's security guards are trustworthy.	39 (19.02)	55 (26.83)	74 (36.10)	32 (15.61)	5 (2.44)	3.44	68.8%	1.04	Moderate
6. There is a fire extinguisher in the building that is always ready to use.	48 (23.41)	73 (35.61)	55 (26.83)	28 (13.66)	1 (0.49)	3.68	73.6%	0.99	High
7. There are enough emergency lights installed for use.	38 (18.53)	70 (34.15)	65 (31.71)	30 (14.63)	2 (0.98)	3.55	71.0%	0.98	High
8. There are enough emergency lights installed for use.	37 (18.04)	59 (28.78)	70 (34.15)	34 (16.59)	5 (2.44)	3.43	68.6%	1.04	Moderate
9. There is a close inspection of outsiders entering the dormitory.	35 (17.07)	72 (35.12)	61 (29.76)	36 (17.56)	1 (0.49)	3.51	70.2%	0.98	High
10. There is a close inspection of outsiders entering the dormitory.	40 (19.51)	65 (31.71)	53 (25.85)	42 (20.49)	5 (2.44)	3.45	69.0%	1.09	Moderate
Service and facilitation aspects									
1. There are enough washing machines available.	17 (8.29)	52 (25.36)	70 (34.15)	51 (24.88)	15 (7.32)	3.02	60.4%	1.06	Moderate
2. There is clean drinking water available and sufficient to meet the needs.	32 (15.61)	60 (29.27)	81 (39.51)	28 (13.66)	4 (1.95)	3.43	68.6%	0.98	Moderate
3. The dormitory's electrical system works well and is not damaged.	35 (17.08)	76 (37.07)	71 (34.63)	22 (10.73)	1 (0.49)	3.60	72.0%	0.91	High
4. Sufficient and appropriate exercise equipment is provided.	22 (10.73)	56 (27.32)	85 (41.46)	34 (16.59)	8 (3.90)	3.24	64.8%	0.98	Moderate
5. Appropriateness in the dormitory fee + water bill + electricity bill.	28 (13.66)	63 (30.73)	69 (33.66)	38 (18.54)	7 (3.41)	3.33	66.6%	1.04	Moderate

6. If the equipment in the dormitory is damaged, the dormitory provides a fast and efficient maintenance service.	29 (14.15)	54 (26.34)	74 (36.10)	39 (19.02)	9 (4.39)	3.27	65.4%	1.06	Moderate
7. Contacting dormitory personnel is convenient, fast, and willing to serve.	31 (15.12)	53 (25.85)	61 (29.76)	52 (25.37)	8 (3.90)	3.23	64.6%	1.10	Moderate
8. The dormitory's internet connection is stable at high speed.	24 (11.71)	56 (27.32)	68 (33.17)	46 (22.44)	11 (5.36)	3.18	63.6%	1.07	Moderate
9. The service of receiving parcels is appropriate such as the time of receiving the package	37 (18.05)	55 (26.83)	79 (38.53)	29 (14.15)	5 (2.44)	3.44	68.8%	1.02	Moderate
10. There is a housekeeper to clean the dormitory area regularly.	80 (39.02)	45 (21.95)	56 (27.32)	24 (11.71)	0 (0.00)	3.88	77.6%	1.06	High
11. There are nursing services.	25 (12.19)	48 (23.41)	75 (36.59)	37 (18.05)	20 (9.76)	3.10	62.0%	1.14	Moderate
12. Garbage and waste management in the dormitory.	36 (17.56)	51 (24.88)	77 (37.56)	36 (17.56)	5 (2.44)	3.38	67.6%	1.04	Moderate

CONCLUSION

The purpose of this research is to survey students' satisfaction with the university’s dormitory service. To compare each aspect affecting the satisfaction of living in a university's dormitory as a guideline for improving the university's dormitory service. The researcher used the survey research method by collecting data from a sample group of 205 people, namely students who live at Suan Sunandha Rajabhat University's dormitory in Nakhon Pathom Campus. The result can be summarized as follow:

Personal information: most of the respondents were female 172, represent 83.9%, mainly in the faculty of logistics and supply chain, around 54.6%, year 63, around 45.4% live in a room size 26 square meters (4,000 THB/month), around 77.6%, at building A1, about 28.3%.

The respondents were satisfied in each aspect. For the overall will be at a high level ($\bar{x}$ = 3.48, representing 69.55%, and S.D. = 0.389) and when considering each aspect, the result is as follows:

1. The Physical aspect: Respondents were satisfied with Dormitory's location is close to university which is at a high level. $\bar{x}$ = 3.99, representing 79.8%,

and S.D. = 0.94

2. The Security aspect: Respondents were satisfied with Security aspect was Smoke heat detectors had been installed in each room which is at a high level. $\bar{x}$ = 3.74, representing 74.8%, and S.D. = 0.89

3. The Service and facilitation aspect: Respondents were satisfied with There is a housekeeper to clean the dormitory area which is at a high level. $\bar{x}$ = 3.88, representing 77.6%, and S.D. = 1.06

DISCUSS THE RESULTS

The research results in Suan Sunandha Rajabhat University's dormitory in Nakhon Pathom Campus's life satisfaction survey. There is an analysis of information about the level of student satisfaction in the university's dormitory. When considering each aspect is physical, security, and services and facilitation. Most of them had the same level of satisfaction, which can be discussed as follows:

1. Physical aspect: The respondents had a high level of satisfaction. When considering each item, the dormitory's location is close to university and there are basic facilities in the room include beds, wardrobes, writing desks with chairs, dressing table, sink and en-suite bathroom which are fundamental items needed for students who live in the dormitory.

2. Security aspect: The respondents had a high level of satisfaction due to a smoke heat detector had been installed in each room to alarm when there is smoke and protect in case of fire emergency. There is also a security system 24 hours including a CCTV camera installed at every floor of the building and a keycard system when entering in-out dormitory.

3. Service and facilitation: The respondents had a high level of satisfaction. As a result, it was found that there was a housekeeper to clean the dormitory area, they were responsible for their duty, having service mind, and friendly. The dormitory's electrical system works well and is not damaged as well.

RECOMMENDATIONS

From the study "Suan Sunandha Rajabhat University's dormitory in Nakhon Pathom Campus's life satisfaction survey" has recommendations as follows:

1. University dormitory should have roofs for the parking lots, have more restaurants, and improve security guards' behaviors. And entering the dormitory of outsiders should have more strict and clear rules and regulations.

2. Some of the respondents request dormitory staff and maintenance staff should operate

faster and more carefully; the wooden floor in each room is easily damaged, termites, and ceiling leakage when it's raining. There should be a nursing room or nursing service in case of an emergency accident at night, the dormitory cannot help students in a timely

3. The university's dormitory should have strong and precise rules about making noise, borrowing a keycard in case of forgetting, an arrangement for receiving parcels if it lost. Facilities services should be improved; such as unstable internet, not enough drinking water machine and washing machines which are also quite dirty and unusable.

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A STUDY ON CUSTOMER SATISFACTION AND RETURN BEHAVIORS TOWARDS KFC RESTAURANTS IN THAILAND

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ABSTRACT

Fast food has become a way of life for plenty of individuals in today's fast-paced world, stipulated that it is inexpensive, quick, and convenient. Thus, KFC, as one of many QSRs deemed as a global fast-food giant, is at the heart of this study. The chief objective of this research is to determine customer satisfaction and return behaviors towards KFC restaurants in Thailand. A mixed method of research was used to administer an online questionnaire to 104 Thai respondents. Results showed that (1) females between the ages of 20 and 29 with independent income are found to be the dominant demographic variables of Thai KFC customers, (2) physical evidence is the topmost effective strategy used by KFC in garnering repeat and satisfied customers, and (3) alongside their physical appeal, their convenience and taste of food spur customers to favor their brand over its similar fast-food rivals.
Keywords: Customer Satisfaction, Fast-Food, KFC, Return Behaviors

INTRODUCTION

As fast food service restaurants in Thailand have grown tremendously over the last decades, it has played a crucial role in contributing to the country’s economy. Fast food chains such as KFC have been the dominating players in the industry. According to research from [12], the Thai Foodservice sector was forecasted to have a CAGR (Compound Annual Growth Rate) at 4.19% during the period of 6 years from 2022-2027. Hence, they are considered as one of the key businesses known under the category of ‘Quick Service Restaurants’ involving in the expansion of Thailand’s Food Service Industry. KFC Thailand being known as one of the top favorite restaurants by the Thais has showcased its success throughout the years. However, they were hugely impacted by the emergence of the COVID-19 pandemic when the majority of fast food chains were announced to be closed in 2020. Soon afterwards, the recovery in the sales of KFC Thailand started to happen. Thai citizens returned to KFC after regaining their confidence, thus helping KFC rebound from the pandemic; It was reported in [4] that KFC was able to gain its "highest ever quarterly sales" in the beginning of 2022, which expects further expansion of KFC business later in the year. Due to this fact, it is practical to explore consumer insights towards KFC Thailand.

Objectives

1. To evaluate demographic parameters that influence customer satisfaction on KFC fast-food outlets in Thailand.
2. To verify topmost strategies used by KFC which largely influence repeat and satisfied consumers based on the 7Ps of Marketing.
3. To propose recommendations which may assist KFC in maximizing consumer satisfaction and revisits.

Research Questions

1. How do demographic factors affect customer satisfaction towards KFC's fast-food outlets in Thailand?
2. Which among the 7Ps of Marketing Mix–product, price, place, promotion, physical evidence, people, and processes–yield the largest influence in maintaining repeat and satisfied KFC consumers?
3. What strategies can be employed to assist KFC in further maximizing their customer satisfaction and return visits?

LITERATURE REVIEW AND THEORY

In his 2003 book "The Ultimate Question: Driving Good Profits and True Growth," Fred Reichheld introduced the customer satisfaction theory. Between 1998 and 2003, it took shape out of a poll of over 25,000 customers. Customer satisfaction is paramount for any business, not just those in the service industry. [8] defines satisfaction as an individual's emotions of pleasure or dissatisfaction as a result of contrasting a product's observed performance or outcome to his or her anticipation. If managed successfully and prioritized by companies, satisfied customers can assist businesses in surviving a crisis by preventing them from switching to competitors with higher customer satisfaction scores. To support this study, the 7 Ps Marketing Mix was employed which refers to the strategies used to meet the requirements of customers and explicitly position a company's products in their minds. It consists of the 4 Ps: Product, Price, Place, and Promotion [10], as well as three additional Ps that help with the difficulties of selling services: People, Process, and Physical Evidence [6]. A product may include physical or intangible elements such as packaging, color, name, or product quality, among others. According to [5], customers who enjoy delicious food made with high-quality raw materials and fresh ingredients are guaranteed to feel satisfied. Furthermore, customers are satisfied with the overall experience if the food is delicious and the containers are clean. Therefore, an influence of consumer satisfaction with food products aside from taste are from food hygiene, health, and safety. Another factor, price, is the amount paid by a customer to obtain a product or service, or the value of the product or service in terms of money. If the value the customer receives is higher than the price the customer pays, they will then make a decision to purchase the product or service. On the other hand, place correlates to the distribution channel for products or services including how to send or deliver products or services to customers. [11] explored the factors that contribute to family restaurant satisfaction in Phitsanulok Province, and one of the elements that impacted customer satisfaction is that the food establishment must be clean, convenient, and have substantial parking facilities. [7] also found that distribution channel factors positively influence consumer satisfaction, if the service is convenient for travel to meet their friends. In terms of promotion, the following five tools are essential in supporting integrated marketing: advertising, publicity and public relations, employee sales, promotions, and direct marketing. Customers are thrilled about promotional activities such as off-season reductions. This is consistent with the study of [14]. It was observed that offering discounts, exchanges, lucky draws, and special activities in the establishment have been shown to motivate customers to use the service, which, in turn, adds to overall customer satisfaction. People are also integral in customer satisfaction. [13] investigated the marketing mix that affects consumer happiness in Bangkok's Chidlom vicinity and discovered employees with a reliable demeanor, including brilliant looks, courtesy, and interpersonal relations, were found to have a favorable impact on customer satisfaction. Based on [3], customers have a good experience when service is provided with a smile, cheerfulness, and quick food delivery, all of which contribute to their happiness with food establishments. Moving onto process, service operations must focus on providing customers with high-quality goods or services in an on-time and precise manner. According to [1], the satisfaction of service users as a result of excellent processes involving quality, dependability, and fast response to customers' requirements has resulted in long-term customer retention. As for physical evidence, [9] emphasized that physical characteristics of restaurants such as distinctive symbols, easy-to-remember names, and beautiful menus with appetizing images were able to communicate the unique characteristics of the restaurants and lead to satisfaction from visual appeal. The preceding aligns with [2], where establishing a decent restaurant image has served to satisfy customers' requirements and satisfaction.

METHODOLOGY

The paper is focused on studying customer satisfaction and return behaviors towards KFC restaurants in Thailand. The research methodology used is mixed methods, which involves both quantitative and qualitative data collection and analysis. The population in this study were all customers who consumed KFC in Thailand. The sample of this study was collected through a questionnaire distributed to 104 respondents online.

RESULTS

The majority of respondents who took part in this study are females between the ages of 20-29, and are either studying for/or already hold a bachelor's degree with their own income.

Table 1. Respondents' Experience and Knowledge of KFC

1.Have you ever been to KFC?	Frequency	Percent	Valid Percent
I have	100	96.15	96.15
I have never	4	3.85	3.85
Total	104	100.00	100.00

2.Have you ever used KFC products and services?	Frequency	Percent	Valid Percent
I have	103	99.04	99.04
I have never	1	0.96	0.96
Total	104	100.00	100.00

3.Have often do you go to KFC?	Frequency	Percent	Valid Percent
Once a month	2	1.92	1.92
Twice a month	20	19.23	19.23
Not for a fixed time	78	75.00	75.00
I don't go there	4	3.85	3.85
Total	104	100.00	100.00

4.Under what circumstances will you go to KFC?	Frequency	Percent	Valid Percent
It is convenient to have something to eat	82	78.85	78.85
Meet with friends	12	11.54	11.54
It is a good plase to take a rest when you are tired of shopping	8	7.69	7.69
Other reason....	2	1.92	1.92
Total	104	100.00	100.00

5.According to your choice, why do you choose this restaurant?	Frequency	Percent	Valid Percent
Advertisement	9	8.65	8.65
Taste	78	75.00	75.00
Always offers new product	4	3.85	3.85
Health	0	0.00	0.00
Good environment	0	0.00	0.00
Good service	3	2.88	2.88
Reasonable price	8	7.69	7.69
Others...	2	1.92	1.92
Total	104	100.00	100.00

Table 1 indicates that the majority of respondents had visited KFC in Thailand and used their goods and services, but not for a fixed period of time. 78% claim that they're motivated by the fact that it is more convenient and simpler to grab a meal at than others, while 75% continue to choose KFC because of the food's taste.

Table 2. 7Ps of Marketing Mix Influencing Repeat Customers at KFC Thailand

	Factors on service quality	N	Minimum	Maximun	Mean	Respondent's Opinion Level
	Product					
1	The food is delicious and satisfying.	104	1	5	4.03	Agree
2	The food is clean and hygienic.	104	1	5	3.94	Agree
3	The raw materials used for cooking are of good quality.	104	1	5	4.02	Agree
4	There are many food items to choose from.	104	1	5	3.98	Agree
	Price					
5	Each product has a clearly marked price.	104	1	5	3.96	Agree
6	The price of the product is reasonable with the quality.	104	1	5	3.74	Agree
7	The price of the product is diverse.	104	1	5	3.81	Agree
8	The price of the product is reasonable for the quantity.	104	1	5	3.69	Agree
	Place					
9	The locationof the shop is easily accessible.	104	1	5	4.02	Agree
10	Distribution locations are in convenient access locations.	104		5	4.02	Agree
11	Location near residence, workplace, and school.	104	1	5	3.89	Agree
12	The store's business days and hours are suitable for the buyer's needs.	104	1	5	3.96	Agree
	Promotion					
13	There are various forms of public relations advertising.	104	1	5	3.73	Agree
14	There is a discount on purchases.	104	1	5	3.67	Agree
15	Threre are activities on special occasions.	104	1	5	3.64	Agree
16	Threre are always staff members who are always there to recommend new dishes.	104	1	5	3.45	Agree
	People					
17	Ability to recommend food and drink items.	104	1	5	3.66	Agree
18	Serve food and drinks accurately and quickly.	104	1	5	3.82	Agree
19	The service staff are willing and smiling.	104	1	5	3.63	Agree
20	Employees are attentive and enthusiastic in service.	104	1	5	3.64	Agree
	Process					
21	Food and beverage orders are received quickly.	104	1	5	4.03	Agree
22	Served within a reasonable quickly.	104	1	5	4.08	Agree
23	The waiting time for payment is not too long.	104	1	5	4.07	Agree
24	Receiving payments accurately and quickly.	104	1	5	4.11	Agree
	Physical Evidence					
25	The shop's name has a unique identity and a symbol that can be easily remembered.	104	1	5	4.21	Strongly agree
26	The shop's decoration is unique and stands out from other shops.	104	1		4.08	Agree
27	The equipment and tools used are clean.	104	1	5	4.00	Agree
28	The menu presentation is interesting and well-illustrated.	104	1	5	4.05	Agree
29	The store area is cleaned well.	104	1	5	4.04	Agree
	Average				3.90	Agree

Concluding from the abovementioned findings, the bulk of respondents' purpose in returning to KFC is the convenience it offers in satiating their desire for a quick meal. This is complemented by the restaurant's supply of tasty food, which has substantial influence on their repurchase intentions. Table 2 which utilized the 7Ps of Marketing, physical evidence ranked 1st, followed by process. Thais appear to place higher appreciation on KFC's distinctive symbol, which symbolizes their brand's identity–the infamous Colonel Sanders, who established this now widely beloved QSR. Furthermore, KFC's décor sets it apart from other establishments with prevalent red and white colors, as well as pristine tools, space, and equipment. Besides these, the menu they provide is well-illustrated and captivating. Process is ranked 2nd, indicating that KFC is successfully quick not only with meal prep and delivery, but also with service and billing processes.

CONCLUSION

The present study aimed to provide insights into how KFC can better adapt their offers to the needs of their customers through demographic parameter evaluation, and enhance customer satisfaction by verifying topmost strategies that largely influence repeat and satisfied consumers in accordance with the 7Ps of Marketing–Product, Price, Place, People, Promotion, Process, and Physical Evidence. The conclusion drawn from the paper is that physical evidence is the most effective marketing strategy used by KFC in Thailand, followed by process. Through their physical appeal, they can further use this as an advantage such as in enhancing the appearance of their stores and packaging, to attract an even larger customer base. Aside from the 2 Ps mentioned, further reasons discovered to influence customers' motives for favoring KFC over other eating establishments is their provision of convenience and tasty food (It's Finger Lickin' Good).

DISCUSSION AND RECOMMENDATION

In today's competitive and rapidly changing world, KFC must also focus on other features, such as offering a diversified menu via new flavors of burgers, desserts, or finger foods like nuggets. Another crucial factor for any fast-food restaurant is health, which is more often neglected. KFC should also take into consideration experimenting with vegetarian patties, salads, or veggie wraps to attract vegetarian prospects. By doing so, KFC can kill two birds with one stone by welcoming not only the meat lovers and health-oblivious, but also the vegetarians and health-conscious. And finally, KFC might try to provide a suggestion jar in every outlet to gather customer suggestions. For them to become an even more successful restaurant and strengthen their position in the fast-food industry, KFC must take action and embrace customer feedback above all.

Acknowledgements

Our sincere thanks goes out to Suan Sunandha Rajabhat University for this invaluable opportunity. We would also like to express our heartfelt gratitude to Ms. Kanittha Charernnit, for taking the time and providing useful information for this study. Finally, to all respondents in supporting the scholars throughout the course of this research, including dear friends who helped answer questionnaires for its full completion, thank you.

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THAIS' ATTITUDES TOWARDS THE IDENTITY OF QATAR AIRWAYS CABIN CREW UNIFORM

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ABSTRACT

Over the years, air travel's products and services have become increasingly similar. Thus, airlines must have a distinguishing factor which can potentially be found in their cabin crew uniform. This research aims to examine visual effects of Qatar Airways' cabin crew uniform on Thai passengers' attitudes, satisfaction, and preference for their brand. A mixed method approach was used to administer an online questionnaire to 100 Thai respondents. Results showed that (1) uniform worn by cabin crew is proven to be a strong visual identity that influences passengers preferences in choosing an airline. (2) The appearance of cabin crew uniform has a strong impact on passenger's attitudes towards the airline. (3) Nelson and Bowen's seven design elements: color, material, fit, performance, practicality, symbol, and style, are favorable attributes of cabin crew uniform which may increase passenger satisfaction and provide airlines with a competitive advantage.
Keywords*:* Qatar Airways, Flight Attendant Uniform, Cabin Crew, Brand Identity

INTRODUCTION

With regards to winning over the flying populace, visual brand attributes or insignias are needed to differentiate airlines from fierce rivals. [2] asserts that, beyond the usual frequent flyer programs, fare prices, promotions, or in-flight service, other less-discussed insignia such as flight attendant uniforms can be a strong differentiating factor. Qatar Airways, named "Airline of the Year" by Skytrax for the sixth time, continues to stand out for its vision to provide the highest level of service and excellence. Alongside their impeccable service, this image is expressed through their burgundy (cabin crew) or gray (cabin seniors) silhouette, to their esteemed caps emblemed with the oryx, and sleek, high-collared coats. Their Olino-designed uniform is one of the most iconic cabin crew uniforms in the world. Cabin crew uniforms are imperative given that the crew are brand ambassadors and whatever they wear reflects the airline's values and image. It fosters a sense of professionalism and unity and also ensures that passengers can easily identify the airline, improve the overall passenger experience, and leave a positive impression on their minds.

Objectives

1. To assess the history, characteristics, and identity of Qatar Airways flight attendant uniform.
2. To determine Thais' attitudes towards the brand identity of Qatar Airways cabin crew uniform.

3. To identify favorable aspects of cabin crew uniform that satisfy prospective Thai passengers' preferences in choosing an airline.

Research Questions
1. What is the history, characteristics, and identity of Qatar Airways flight attendant uniform?
2. What are Thais' attitudes towards the brand identity of Qatar Airways cabin crew uniform?
3. How do favorable aspects of cabin crew uniform satisfy prospective Thai passengers' preferences in choosing an airline?

LITERATURE REVIEW AND THEORY

In accordance with research done by [4], in the early days of the trend, uniforms were only popular in the military. But nowadays, uniforms have become popular and spread to all occupations. [6] explained that flight attendant uniforms are one of the marketing ingredients that airlines worldwide attach great importance to. Qatar Airways, in particular, has evolved a distinct type of uniform that expresses the character of a good-looking and reliable Muslim airline. As stated by [5], it conveys a feeling of nobility as well as a hint of brilliance, allowing for rapid brand recognition. [10] asserts that uniformed clothing is a social expression, and [11] claims it signifies a stable employment system. Uniforms indicate personality, cultural identity, social affiliation, and illustrate the individual identities of different individuals in a particular society. Uniform means being subject to certain regulations for the wearer to look the same as one. Wearing employee uniforms helps to improve the organization's image and establish client trust in the service rendered, notably for jobs that necessitate direct customer contact. Based on [7], uniforms not only provide a distinct impression of a firm, but they also contribute to the atmosphere established and in making the service more tangible by telling clients about the sort of service to anticipate. The lavish outfits of hoteliers, for instance, aid in reflecting consumers' expectations for their type of service. Another example is how the casual uniforms of Southwest Airlines add to the airline's carefree and bright image. Hence, they established seven visual design attributes (color, material, fit, performance, practicality, and style) which they believe affect customer's perception towards an organization. Color is one of the key elements in design that influences feelings, emotions, and minds more than any other element. Orange, as illustrated by [9], generates a subtle demand for action for customers to buy, while yellow attracts the attention of window shoppers. According to [3], the burgundy color of Qatar Airways' cabin crew uniform being in the red family is typically linked to upper class society. Its rich tone and crimson shade are said to represent sophistication. As for their material, Qatar Airways' cabin attendant uniform is made out of wool, which is "a benchmark of quality and performance" compared to other fabrics. However, even the best and most costly fabrics can lose their favorable effect if not correctly fitted. As pointed out by [8], a scruffy employee in an ill-fitting uniform may convey thoughtlessness and inefficiency of processes. Moving onto performance and practicality, compulsory uniforms and dress-code restrictions must take into account the performance needs of each employee role. That is why it is considerate of Qatar Airways to design trousers for their female cabin crew to improve mobility and assist passengers promptly. The crew may freely choose between wearing trousers or skirt on a flight, based on what they feel most comfortable with**.** Another distinguishing trait that makes airlines unforgettable to strangers, is their symbol. Hospitality firms should provide personnel with uniforms that clearly identify their background and role through visual insignias. To reiterate the words of [1], this insignia can be found on airline logos. Passengers are reminded of the human-nature relationship via natural elements in airline logo designs. The American Airlines eagle trademark, for one, portrays the rising spirit of Americans. Accordingly, Qatar Airways' oryx logo personifies high speed, a title holder in a race.

METHODOLOGY

The research method utilized was a mixed approach which incorporated both qualitative and quantitative data collection and analysis. The population in this study were passengers who have and have never been to Suvarnabhumi International Airport in the province of Samut Prakan, as well as those who have and have never used Qatar Airways' services. The sample of this study was collected through an online questionnaire distributed to 100 respondents.

RESULTS

The majority of respondents who contributed to this study were females aged between 20-30, either pursuing or have already attained a bachelor's degree, and are financially independent.

Table 1. Respondents' Experience and Knowledge of Qatar Airways

1. Have you ever been to Suvarnabhumi International Airport?	Frequency	Percent	Valid Percent
I have.	72	72.00	72.00
I have never.	28	28.00	28.00
Total	**100**	**100.00**	**100.00**

2. Have you ever used Qatar Airways products and services?	Frequency	Percent	Valid Percent
I have.	28	28.00	28.00
I have never.	72	72.00	72.00
Total	**100**	**100.00**	**100.00**

3. Have you ever seen the uniform of Qatar Airways flight attendants?	Frequency	Percent	Valid Percent
I have.	67	67.00	67.00
I have never.	33	33.00	33.00
Total	**100**	**100.00**	**100.00**

Table 1 indicates that the largest portion of respondents had already visited Suvarnabhumi International Airport, Qatar Airways' primary hub in Thailand. However, just a small number have used the airline's products and services. Regardless, 67% of respondents said they had already seen Qatar Airways' cabin attendant uniform.

Table 2. Thai's Attitudes Towards the Identity of Qatar Airways Cabin Crew Uniform

Type of Questions	N	Minimum	Maximum	Mean	Respondent's Opinion Level
1. Flight attendant uniforms are essential to the passenger's decision-making in choosing the airline's services.	100	1	5	4.00	Agree
2. Flight attendant uniforms enhance organizational efficiency, making passengers more confident in using the service.	100	1	5	4.12	Agree
3. Passengers expect to see elegant and reliable flight attendant uniforms.	100	1	5	4.37	Strongly Agree
4. The color of flight attendant uniforms has a huge impact on passengers' image of, and remembrance of the airline.	100	1	5	4.07	Agree
5. Passengers prioritize the service of the flight attendants more than the uniforms they wear.	100	1	5	4.55	Strongly Agree
Type of Questions	**N**	**Minimum**	**Maximum**	**Mean**	**Respondent's Opinion Level**
6. Cabin crew's uniform design and overall appearance affects passengers' attitudes and preference in choosing an airline.	100	1	5	3.91	Agree
7. Qatar Airways flight attendant uniform is beautiful, captivating, and make a good impression.	100	1	5	4.22	Strongly Agree
8.The style of Qatar Airways flight attendant uniform is a clear indication of the airline's character and identity.	100	1	5	4.34	Strongly Agree
9. The burgundy-red color of Qatar Airways flight attendant uniform is striking and instantly recognizable upon sight.	100	1	5	4.37	Strongly Agree
10. Qatar Airways flight attendant uniform designs are practical, efficient and suitable for the performance of flight attendants.	100	1	5	4.3	Strongly Agree

Type of Questions	N	Minimum	Maximum	Mean	Respondent's Opinion Level
11. Qatar Airways flight attendant uniform clearly distinguish them from other airlines.	100	1	5	3.91	Agree
12. From a passenger perspective, the organization places great emphasis on Qatar Airways flight attendant uniform.	100	1	5	4.22	Strongly Agree
13.The Qatar Airways logo on their flight attendant uniform is prominent and easily visible.	100	1	5	4.34	Strongly Agree
14. Qatar Airways' flight attendant uniform design shows people a conservative type of uniform. It is clearly committed to preserving the beliefs, values, religion, and culture of Qatar.	100	1	5	4.37	Strongly Agree
15. You feel satisfied with Qatar Airways flight attendant uniforms.	100	1	5	4.3	Strongly Agree
Average				**4.23**	**Strongly Agree**

Table 2 above aligns with our research objectives in terms of Thais' viewpoints and attitudes toward Qatar Airways cabin attendant uniform. The majority of respondents were satisfied with Qatar Airways' cabin attendant uniform, and its pride of being a conservative Muslim airline. Although Thais still place a larger value on customer service and passenger care than attractive staff apparel, they believe that well-groomed cabin crew in elegant uniforms create a good impression, enticing and encouraging passengers to purchase a ticket from the airline. From the data obtained, the most appealing features of flight attendant uniforms for Thais are design, color, and elegance. More than 80% of those surveyed expressed positive attitudes and views about Qatar Airways' cabin crew uniform, implying that passengers would want to appreciate the beauty and elegance of flight attendants alongside their exemplary service.

CONCLUSION

This study determined Thais' attitudes towards the brand identity of Qatar Airways cabin crew uniform, and how it influences their decision-making process when choosing an airline. The findings and conclusions show that Thais highly value an airline's cabin crew uniform when deciding which carrier to fly with. Although they give more importance to service and passenger care, the appearance of cabin crew uniform plays a significant role in their attitudes towards an airline. As observed from their positive feedback towards Qatar Airways cabin crew uniform, they're compelled to fly with flight attendants who are not only pristine but also dressed elegantly. Furthermore, the study identifies Nelson and Bowen's seven design elements (color, material, fit, performance, practicality, symbol, and style) as favorable attributes that can increase passenger satisfaction and give airlines a competitive edge. It can then be concluded that cabin crew uniform is an essential factor in determining Thais' preference for a particular airline.

DISCUSSION AND RECOMMENDATION

Uniforms worn by cabin crew are proven to be a strong visual identity which influences passengers' preferences in choosing an airline. To capitalize on this, it is recommended that airline companies prioritize the visual aspects and overall design of their cabin attendants' uniforms. Manufacturers of cabin crew uniforms should focus on seven key visual design elements–color, material, fit, performance, practicality, symbol, and style–to differentiate an airline as well as provide a competitive edge in an industry that provides identical services. On top of that, designers of cabin crew uniforms must strike a balance between fashion and function. They should develop uniforms that not only look beautiful and raise brand recognition, but are also practical and do not obstruct flight attendant performance.

Acknowledgements

We would like to extend our heartfelt gratitude to Ms. Kanittha Charernnit, a lecturer from the faculty of airline business, for her kindness and invaluable advice in supporting this research. Additionally, we would like to express our thanks to all the respondents who contributed to this study by completing questionnaires and providing their feedback along the way, including dear friends who helped answer questionnaires for its full completion.

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FRONTIER RESEARCH AND GOVERNANCE CHALLENGES OF GLOBAL DIGITAL GOVERNANCE: BASED ON KNOWLEDGE GRAPH ANALYSIS

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ABSTRACT

Digital governance is an important topic in the digital age and is receiving widespread attention from countries around the world. This study used a scientific knowledge graph to comb the research framework of digital governance through a big data system, answering questions such as the basic characteristics of digital governance research, the forefront of global digital governance research, and the current governance challenges facing global digital governance. The co-occurrence clustering analysis of keywords identified that the forefront of global digital governance research mainly includes digital government governance, artificial intelligence governance, digital platform governance, digital currency governance, etc. The main problems faced by digital governance at present include monopolistic challenges, the constant evolution of the "digital divide", data privacy protection, and artificial intelligence ethics. Solutions proposed to these problems include the deep application of digital technologies such as artificial intelligence and blockchain, the protection and enhancement of digital rights, international cooperation and sharing, to address the governance challenges faced by the digital age.

Keywords: digital governance; knowledge graph; frontier research; governance challenges.

INTRODUCTION

With the new round of global technological revolution and industrial transformation, digital technologies such as big data, the Internet, artificial intelligence, cloud computing, and blockchain are accelerating innovation and continuously infiltrating various aspects of politics, economy, society, law, and culture, profoundly changing human production and lifestyles (Huang, J., & Chen, L., 2019). Digital development has become a new area of international competition in the Industry 4.0 era, and digital governance has also become a new important topic. Countries around the world are implementing digital governance, and the widespread use of digital technology in government management is an important means to promote the digital and intelligent operation of governments and to ensure the modernization of the national governance system and governance capacity (Zheng, L., 2021).

LITERATURE REVIEW

Systematic research on digital governance can be traced back to the "Governance Theory in the Digital Age" by British scholar Patrick Dunleavy, which provided a relatively comprehensive summary of the various changes in public management during the development of information technology and the superiority of digital governance (Han, Z. & Ma, W., 2016). Since the 21st century, with the development of the digital age, the "digital age governance" revolution centered around the internet and information technology will gradually replace the new public management, and the "digital age governance" will move towards a more comprehensive, flexible, and holistic government (Dunleavy, Patrick, et al, 2006). Although different concepts such as e-government, e-governance, digital government, and digital governance have emerged in different countries at different times, they all reflect the desire of governments to use digital technology to empower and optimize governance (Zheng, L., 2021). Digital governance is not only a technical issue but also a governance issue. Digital technology is a means, and governance is the goal. Digital technology is not omnipotent, and it cannot completely replace human participation. It should always adhere to the principle of people-oriented and provide appropriate space for people's participation, wills, dignity, market, and society. Digital governance is still in the exploration stage. Multi-party coordination and participation can promote the modernization of the governance system and governance capacity and better integrate "digital" and "governance" to enhance the level of global digital governance (Chen, T., et al, 2016).

This study systematically analyzed the research literature on digital governance, using a knowledge graph and combining it with bibliometric methods, to explore the basic characteristics of digital governance research, the cutting-edge research on global digital governance, and the challenges facing digital governance worldwide. The aim is to provide a reference and guidance for future digital governance research and innovative practices.

RESEARCH METHODOLOGY AND DATA SOURCES

Research Methodology

This article uses a combination of bibliometrics and scientific knowledge graph to analyze and explore the research hotspots and trends in the field of digital governance, using CiteSpace visualization analysis software. Bibliometrics is a method of mining the intrinsic relationships of literature, revealing the research foundation, frontiers and trends (Rong, Y., & Xu, C., 2013). The concept of Scientific Knowledge Graph can be traced back to a symposium held by the National Academy of Sciences in 2003 and was officially proposed by Google on May 17, 2012 (Huang, H., et al., 2019). It is an advanced technology that integrates bibliometrics, statistics, computer science, data mining, complex networks and information visualization technology (Chen, Y., et al., 2015).

Data Sources

The data sources for this article are divided into two parts: Chinese literature and English literature. The retrieval time ranges from March 2011 to March 2022. Chinese literature comes from the Chinese Social Science Citation Index (CSSCI) database in the China National Knowledge Infrastructure (CNKI), while English literature mainly comes from the Social Sciences Citation Index (SSCI) and the Science Citation Index (SCI) in the Web of Science (WOS) database. During the data collection process, precise search keywords were used, including "digital governance," "data governance," "internet governance," "intelligent governance," "digital government," and "digital currency." At the same time, to ensure the comprehensiveness and accuracy of the samples and improve data quality, the original search results were cleaned to remove non-research literature such as news reports and conference proceedings, as well as literature that did not match the "digital governance" theme. Duplicate records were also removed (Wang, L., Yan, Q., & Chen, Y., 2018), resulting in a total of 735 valid Chinese and English literature articles as the samples for the bibliometric statistics and visualization analysis in this study.

RESULTS

Basic feature statistical analysis

Annual quantity of literature. The publication status of literature can be seen as an important indicator of the development of a discipline. In the past decade, researchers' attention to digital governance has been increasing. As analysis (Figure 1) shown, the number of publications on digital governance research has generally increased slightly from 2011 to 2018, but with some fluctuations. However, there has been an explosive growth from 2018 to 2022. By fitting the curve of the number of papers, the slope of the trend line is 0.7889, indicating an exponential growth trend. This suggests that the field of digital governance research has moved from the budding stage to a rapid development stage, and its research interest continues to rise. The rapid rise in digital governance research is closely related to the formulation of global digital transformation development strategies and policies in recent years.

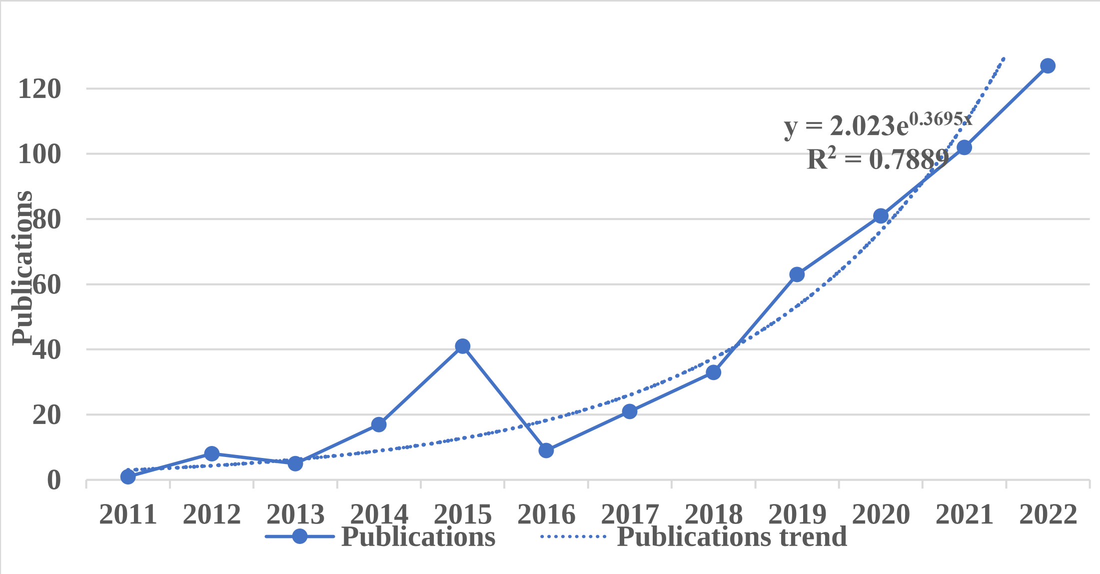

Figure 1: Number of publications on digital governance research in Web of Science from 2011 to 2022.

Main Countries' Paper Publishing Situation. Analyzing the countries of the authors of the literature helps identify the distribution of research interests and governance capabilities in the field of digital governance. The results of the analysis (Figure 2) indicate that the United States, the United Kingdom, and China are the top three producers of research results in the field of digital governance, accounting for 55.69% of the total publications in this field, which is more than half of the total. The United States is the country that entered the field of digital governance earliest and has produced the most research literature. Overall, digital governance research is dominated by the United States, with China and other developed countries as the main players, which is mainly due to the high maturity of information technology in these countries.

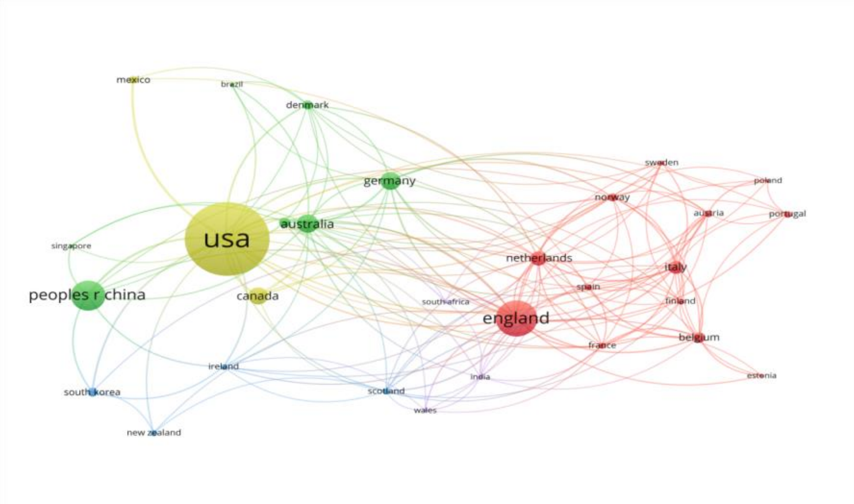

Figure 2: Web of Science Distribution of countries in digital governance research.

Keyword Cluster Analysis. As the core vocabulary of the literature, keywords provide a highly condensed and refined summary of the main ideas and central themes of the literature. Through the analysis of the co-occurrence map of keywords in digital governance research, we can clearly grasp the focus and hotspots of the research. According to the co-occurrence analysis of keywords, as shown in Figure 3, the most frequently occurring keywords in digital governance research are "digital government", "data governance", "e-government", "big data", "management", "governance", "technology", "innovation", "information", "privacy", etc. The development of digital governance is a complex process, with "data" and "network" as the core components of the evolution and development of digital social forms, promoting the development of the digital economy. Data governance and internet governance are the basic elements of digital governance, and they are important components of the evolution and development of digital social forms.

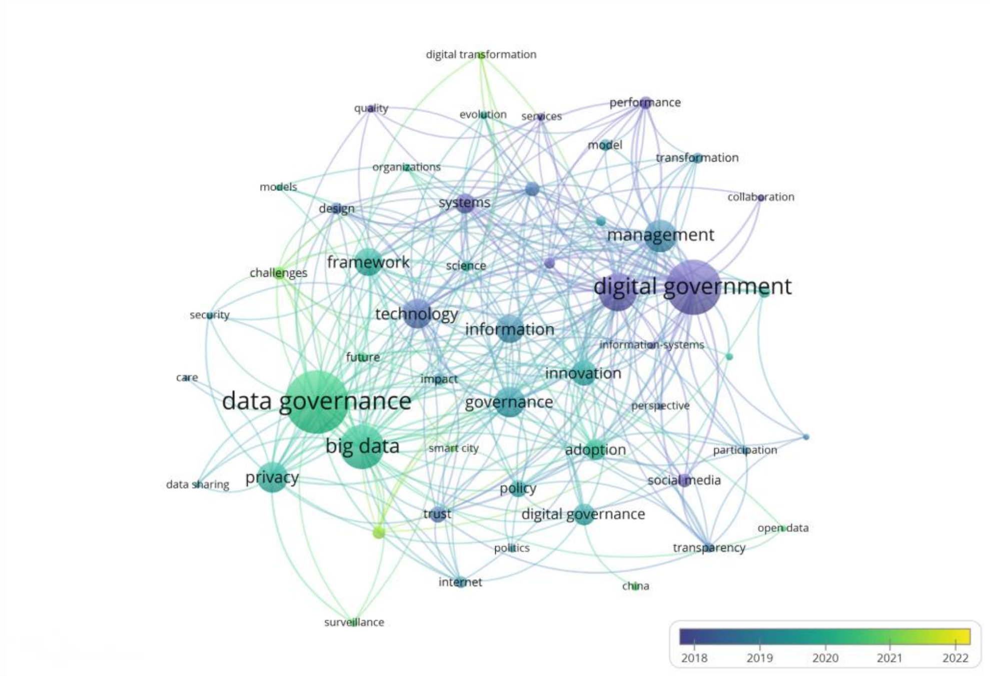

Figure 3: Keyword Cluster Analysis of Digital Governance Research

DISCUSSION AND RECOMMENDATION

Cutting-Edge Research on Digital Governance

Based on the current situation of digital governance research and keyword clustering analysis, the forefront research of global digital governance includes four areas: digital government governance, artificial intelligence governance, digital platform governance, and digital currency governance.

The transformation from traditional government to digital government is a process that involves the shift from a technological architecture to multiple levels. It includes the construction and implementation of digital government, multi-dimensional integration, digital business issues, and digital democracy, among other aspects. This means that digital governance is facing new limitations and challenges (Erkut, B., 2020). The new generation of innovative technologies, represented by big data, cloud computing, blockchain, and artificial intelligence, is gradually becoming the driving force behind government digital governance. The development of artificial intelligence has brought many conveniences and opportunities to society, but also a series of governance issues (Jia, K., & Jiang, Y., 2017). The algorithmic fairness, privacy protection, transparency of AI decision-making (Gasser, U., & Almeida, V. A., 2017), AI-generated content (AIGC) and dissemination risks (Stokel-Walker, C., & Van Noorden, R., 2023) are all issues that require in-depth research and solutions.

The impact of digital platforms in economic, social, and political fields is increasing, but it also brings a series of governance issues (Jiang, X., & Huang, Y., 2022). Some super-large multinational digital platforms, such as Apple, Amazon, Google, Facebook, Twitter, Microsoft, Tencent, Alibaba, ByteDance, have dominated the global data value chain, leading to a series of problems such as security risks, disorderly market competition, and imbalanced wealth distribution. Administrative and legal supervision in various countries also need to strengthen regulatory efforts to maintain orderly market operations, balanced interests of multiple stakeholders, and maximize social benefits (Jiang, X., & Huang, Y., 2022).Various forms of digital currencies have emerged worldwide, such as central bank digital currency, super-sovereign digital currency, stable currency, and encrypted digital currency represented by Bitcoin. Digital currency has become an important component of the global currency system, and its governance includes issues such as monetary policy, regulatory system, and technical standards (Hu, S., & Xie, G., 2022).

Challenges faced by Digital Governance

Many powerful "platformized" companies with monopolies globally restrict the entry of other competitors, affecting fair competition in the market and posing potential risks to innovation, consumer welfare, and industrial development (Li, Y., & Xia, J., 2020). This presents a significant challenge to economic development and poses a severe challenge to the existing national and social governance capacity (Ma, Y., 2022).

The problem of the "digital divide" is one of the important challenges faced by digital governance, mainly manifested as the gap in digital technology application and digital economic development between developed and developing countries, urban and rural areas, wealthy and poor, young and old, and other groups (Van Dijk, J. A., 2006). Narrowing the digital divide and promoting balanced and sufficient digital development is an important direction of digital governance research. In order to promote the substantive participation of the public in technology governance, it is necessary to return to the empowering function of information technology, respect and protect individual data rights, and follow the rule of law to balance the power operation of data monitoring (Shan, Y., 2019).

Digital privacy protection is an important issue facing digital governance, with increasing digital security threats, cyber attacks, data breaches, social security risks, and political security risks (Floridi, L., 2018). Strengthening legal and institutional protection for personal privacy and data protection is an important direction for research on digital governance.

The Future Path of Digital Governance

With the continuous development and innovation of digital technology, the future of global digital governance will be full of opportunities and challenges. Countries around the world need to strengthen cooperation, establish a new order of digital governance, and jointly respond to various risks and challenges in order to promote the development of the digital economy and promote world harmony and stability. In the future development, digital governance needs to continuously explore and apply new digital technologies, accelerate the construction of digital infrastructure, including key technologies and infrastructure such as 5G and the Internet of Things, build digital governance systems such as digital government, digital society, and digital economy, and improve governance capacity and level.

From the perspective of national and social development, the future of digital governance requires strengthening and enhancing the protection of digital rights, as well as improving legal and institutional safeguards for digital privacy and data protection. From a global perspective, digital governance requires joint cooperation and sharing between governments and enterprises of different countries, coordinating relations between domestic and international societies, and enhancing the interaction between national governance and global governance (Liu, X., Yao, L., & Liu, H., 2016). It is necessary to break away from the "zero-sum" world political culture, follow the trend of development of the times, and continuously improve the global digital governance system (Liu, X., 2021).

CONCLUSION

The research conclusions are as follows:

The research on global digital governance has been continuously increasing in popularity, and it has received high attention and entered a stage of rapid development. The keyword co-occurrence network analysis shows that "digital government," "data governance," "e-government," "big data," and other hot words are the focus and hotspot of global digital governance. "Data" and "network" are the core components of the evolution and development of digital society, promoting the development of the digital economy. Data governance and Internet governance are the basic elements for conducting digital governance.

The frontier research areas of digital governance are concentrated in four aspects: digital government governance, artificial intelligence governance, digital platform governance, and digital currency governance. Issues such as big data, cloud computing, blockchain, artificial intelligence, the Internet of Things, digital economy, and privacy protection have become the common frontier concerns.

With the continuous development and innovation of digital technology, digital governance will face increasingly severe challenges. Companies with ultra-strong digital "platformization" have formed a monopolistic position globally, and the increasingly serious "digital divide" problem, digital privacy protection, and security issues pose significant challenges to global digital governance. The future of global digital governance will be full of opportunities and challenges, and countries around the world must strengthen cooperation, establish a new digital governance order, and work together to address various risk challenges to promote the development of the digital economy and promote world harmony and stability.

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ROLE OF ONLINE LEARNING AFTER THE EPIDEMIC: CASE STUDY OF CHINESE INTERNATIONAL STUDENTS

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ABSTRACT

The purpose of this study was to investigate the utilization of online learning of Chinese international students during and after COVID-19. This study involves a quantitative approach, with 10 data sets collected through interviews. The participants were Chinese students studying in Thailand who had experienced online learning during the pandemic. Data collected showed that the majority of students were satisfied with their online learning experience, and many said they would continue to take online courses after the pandemic. Students see the benefits of online learning, including flexibility, reduced time and cost. However, they also recognize its limitations compared to traditional face-to-face learning, such as connectivity issues and decreased engagement. Overall, the study highlights the potential impact of online learning on the future of education and the need for educators to address these issues to enhance the online learning experience.

Keywords: Chinese international students, Online learning, Post-COVID-19

INTRODUCTION

Chinese international students, Chinese citizens enrolled in overseas universities, have spent part or all of their studies online due to the epidemic. Many online learning technologies were adopted during that time and the effectiveness of online learning was widely discussed. Since 8 Jan 2023, China has opened the border allowing Chinese international students to return to their studies overseas (Billman, 2023). Note that some returned to their studies earlier. This raises questions about the role of online learning among Chinese international students after the epidemic.

This research will employ a qualitative study among Chinese international students who have returned to their studies in the Thai university. The aim is to answer the following questions.

1) Do Chinese international students still use online learning platforms, and in what circumstances?
2) After the end of COVID-19, do they think the benefits of online learning will change?

LITERATURE REVIEW

Bond et al. (2021) discusses a case study conducted to investigate the perceptions and experiences of Chinese international students studying in Australia during the COVID-19 pandemic, specifically in the context of online learning. The results of the study showed that the majority of Chinese international students had a positive attitude towards online learning, despite the challenges it posed.

The study also found that the students had varying levels of digital literacy, which influenced their perceptions and experiences of online learning. Students who were more digitally literate had a more positive experience, while those who were less digitally literate struggled more with the online learning environment. Based on the findings, the authors suggest that universities should provide more support for international students, particularly those who are less digitally literate, to help them adapt to the online learning environment.

Brown et al., (2021) explored the experiences and perspectives of occupational therapy undergraduates at two Australian universities on online learning during the COVID-19 pandemic. A qualitative approach was used to collect data through interviews with students. The results showed that occupational therapy undergraduates had a positive attitude towards online learning, which they viewed as a flexible and convenient way to learn. Especially during the pandemic, online learning allows them to study at home. Occupational therapy undergraduates' online learning experiences and perceptions are also influenced by personal factors such as students' study habits and technical abilities. Those students with greater technical skills and online learning experience are more favorable to online learning, while those without these skills and experience face more difficulties.

METHODOLOGY

This research employs a qualitative study using individual interviews. The research population includes Chinese international students (undergraduate level) who have returned to their studies at overseas university after the epidemic. The samples, consisting of 10 Chinese international students, are purposively selected from those studying at Suan Sunandha Rajabhat University, Thailand in the second semester of the academic year 2022.

Interview questions are structured and divided into three parts. The first part is asking about their demographics including their studying in the Thai university. The second part is asking about their online learning experiences during the epidemic. Note that most of them were studying online from China during COVID-19 before the border opened. The third part is asking about their future plans for online learning after the epidemic. We also asked participants to compare their experiences learning online from China during COVID-19 and when they returned to their studying in Thailand (when classes are organized on-site).

RESULTS

Participants

10 Chinese international students participated in the interview. They are undergraduate students studying in various business-related programs in Suan Sunandha Rajabhat University in the academic year 2022. They all returned to their studying in Thailand after the Chinese border opened on 8 Jan 2023.

Online learning experiences

All Chinese students currently studying in Thailand have had prior experience with online learning. During the pandemic, most students attended online classes almost every day. All Chinese students used the DingTalk and Zoom platforms and applications, with most using DingTalk and a few using Zoom. Teachers created groups on DingTalk and invited students to join the class, and students organized their assignments through online communication.

The majority of students expressed a moderate level of satisfaction with their online learning experience during the pandemic, with only a few expressing dissatisfaction or high satisfaction.

Students perceived the effectiveness of online learning to be similar to that of traditional face-to-face learning. Most students felt that online learning during the pandemic did help them achieve their academic goals.

Impact on future learning

The majority of students expressed their intention to continue participating in online courses after the pandemic. Most students are unsure if online learning will become more popular after the pandemic. Nevertheless, they believe that online learning will become a more important part of education in the future. Most students think that online learning has advantages over traditional face-to-face learning, such as flexibility in scheduling and reducing time and costs.

Students believe that the disadvantages of online learning, compared to traditional face-to-face learning, are the lack of face-to-face interaction with teachers and classmates, connectivity issues, and decreased engagement.

CONCLUSION AND DISCUSSION

In summary, the data shows that online learning has become the main way for students to learn during the pandemic. Most students expressed a moderate level of satisfaction with online learning, it did help them achieve their academic goals.

Based on the responses, it seems that online learning will continue to be a significant part of education in the future. While students see the benefits of online learning, they also recognize its limitations compared to traditional face-to-face learning. It will be important to find ways to address these concerns and enhance the online learning experience to meet the needs of students.

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The Impact of Covid-19 Epidemic on Consumer Behavior towards Made-to-order Food Services in Bangkok and Nakhon Pathom: Exploratory Analysis

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ABSTRACT

This research aimed to investigate the change of consumer behavior when buying made-to-order food after the end of COVID-19 epidemic and determine how they affect the operations of a la carte restaurants. Data were collected from consumers who buy made-to-order food in Bangkok and Nakhon Pathom using an online questionnaire. Additionally, two a la carte restaurants were interviewed. The results show that consumer behaviors have not changed that much. The dine-in option remains the priority for both consumers and restaurants (if not restricted by the lockdown). However, the concerns of consumers and restaurants slightly increase after COVID, especially about face mask restrictions and delivery fee. As a result, we gained insight into consumer behavior impacted by COVID-19, allowing restaurants to adapt and continue.
Keywords: Consumer behavior, COVID-19, Made-to-order food, Thailand

INTRODUCTION

What is made-to-order food?

Made-to-order food is food that is made upon receiving orders from customers, often a dish that doesn't take long to prepare. Restaurants offering made-to-order food (a la carte restaurants) can be found everywhere in Thailand. Although there are repetitive menu items, such as Pad Kra Prao and Chicken Garlic, made-to-order food is not made in a big batch like in most food kiosks. A la carte restaurants generally offer dine-in and take-away options.

Impact of COVID-19 on Thai consumers

It was observed that consumers responded to the epidemic situation. It changes according to the level of severity in each stage:

1) The beginning of a limited outbreak from the arrival of people in infected countries. leading to demand for products related to health protection. As a result, consumers have demand for products that are essential for more self-protection.

2) Later, when the epidemic in the country increased and the number of deaths increased, resulting in consumers started to prepare to stock up on essential products.

3) During the period when the epidemic in the country increased widely. The authorities have started introducing emergency measures such as housing quarantines, city lockdowns and travel quarantines. As a result, consumers buy products via online channels more and may start to have problems with some products being shortage that may affect the price increase of some product categories that are in short supply.

4) As the epidemic situation resolved until it returned to normal, it resulted in consumer behavior shifting to become more health conscious. There is a significant shift in spending behavior to buying from online channels. Previous studies show that the tendency to change such consumption behavior will directly affect the overall economy, society, and the well-being of the people. As the epidemic in the country escalated, the government had to take emergency measures, including housing quarantine, city lockdown and travel quarantine. The epidemic situation in Thailand had forced the government to take measures to prevent the spread of the disease. The “Stay at home, stop infection, for the nation” policy was announced by asking people to focus on social distancing and refrain from social activities. This measure not only affected the normal way of life of people, but businesses were also severely affected, such as the airline business, hotel business, department stores, restaurants, etc.

Impact of COVID-19 on a la carte restaurants

The a la carte restaurant business is one of the businesses affected by the outbreak of the COVID-19. Since 2020, the situation of restaurants is still at risk from the lockdown measures. That strict could last for a long time in the second half of 2021. Back in 2020, restaurants were the hardest-hit business. Performance of the registered a la carte business listed on the Stock Exchange of Thailand in the second quarter of 2020 decreased by 49.2% compared to same period of the preceding year. It was predicted that the restaurant business may have such a bad performance in the third quarter of 2021 or until the end of 2021 if the epidemic could not be controlled. The restaurant business must adapt or risk being collapse due to being unable to bear the cost further. It also led to high unemployment in the restaurant industry.

Nevertheless, in the midst of the crisis, there were still opportunities when some restaurants can still operate. During the COVID-19 epidemic, many restaurants were still able to survive and operate by adopting the delivery service model. According to the food delivery platform “Robin Hood” operated in the central of Thailand, there are more than 5,500 restaurants available on its platform and the number continues to grow.

Although the epidemic situation has abated in 2022, when restaurants can resume normal operations, it was found that both consumers and restaurants might be still accustomed to delivery services. This research aims to answer the following questions:

1) How does consumer behavior when buying made-to-order food change after the end of the epidemic?

2) How has COVID-19 affected a la carte restaurants and consumer behavior when purchasing made-to-order food?

Related studies

Phothong (2022) has studied consumer behavior after the COVID-19 epidemic, including changing consumer behavior in the New Normal way of life. The survey was conducted using online questionnaires and individual interviews. The survey found that consumers were categorized into four groups based on both online and offline purchases. The first group spends less in all areas because they have been severely affected, such as being laid off or lacking income. This group accounted for 27% of the sample group. Group 2 occupied 26% of the sample group. Their spending did not change much because they were not affected by the epidemic. Group 3, which was the largest part (35%) worried about future economic conditions and spend more cautiously. In group 4, only 11% of the respondents had their expenses increased even stayed at home.

Paendi and Varatornpaibul (2021) conducted a survey of 400 working-age general consumers who used to buy healthy food from convenience stores and supermarkets in Bangkok. It was found that consumers tend to compare the quantity and price of food before making a purchase decision.

METHODOLOGY

This study employs a mixed method by surveying consumers in Bangkok and Nakhon Pathom who buy made-to-order food from a la carte restaurants in various channels (dine-in, take-away, and delivery). The aim is to measure their purchasing behaviors during and after the epidemic. An online questionnaire will be made and distributed via online channels (social media, email, and instant messaging). Those who come across and respond to the questionnaire will be included in the participant list (convenient sampling).

Additionally, individual interviews will be conducted among several a la carte restaurant owners around the cities to find out how they survived and adapt to consumer behavior changes.

RESULTS

Participants

There is the total of 70 people responded to the online questionnaire. Most of the participants are students, as described in Table 1. They regularly purchase made-to-order food as shown in Table 2. Moreover, two a la cart restaurant owners participated in individual interviews.

Table 1 *Online survey participants*

Profile Factors	Particulars	f	%
Gender	Male	34	48.57
	Female	34	48.57
	Not specified	2	2.86
Age	Below 15	1	1.43
	15 – 20	16	22.86
	21 – 30	41	58.57
	31 – 40	9	12.86
	41 – 50	3	4.29
	Over 50	0	0.00
Occupation	Full-time employed	7	10.00
	Part-time employed	2	2.86
	Freelance	8	11.43
	Student	53	75.71
	Non-profit	0	0.00
	Retired/Unemployed	0	0.00
	Other	0	0.00
Province	Bangkok	27	38.57
	Nakhon Pathom	36	51.43
	Other	7	10.00

Table 2 *Made-to-order food purchasing*

Particulars	f	%
Often	29	41.43
Sometimes	27	38.57
Rarely	14	20.00
Never	0	0.00

Consumer behavior affected by COVID-19

Table 3 shows that participants prefer to buy ready-to-eat food from the restaurant, either dine in or take away. Having food delivered by someone else or using a delivery platform is less preferred. And their behaviors did not change after COVID.

Table 3 *Buying channel*

Particulars	During COVID	After COVID
Dine-in	4.04 (0.69)	4.10 (0.57)
Take-away	4.04 (0.91)	4.06 (0.74)
Ask someone to buy	3.56 (0.91)	3.64 (0.87)
Delivery	3.71 (0.89)	3.70 (0.77)

Note: Numbers in parentheses are Standard Deviations

Consumers' concerns of buying made-to-order food at the restaurant and via delivery are shown in Table 4 and 5, respectively. It was found that their concerns increased slightly after COVID.

Table 4 *Concerns of buying at the restaurant*

Particulars	During COVID	After COVID
Risk infection	3.79 (0.63)	3.86 (0.77)
Food contamination	3.93 (0.79)	3.94 (0.83)
Removing face mask to eat	3.87 (0.76)	3.93 (0.71)
Food quality and cleanliness	3.91 (0.70)	4.07 (0.69)

Note: Numbers in parentheses are Standard Deviations

Table 5 *Concerns of buying via delivery*

Particulars	During COVID	After COVID
Contamination on delivery	3.94 (0.74)	4.06 (0.76)
Long waiting time	3.94 (0.70)	3.97 (0.72)
Increased price	4.00 (0.68)	4.09 (0.65)

Note: Numbers in parentheses are Standard Deviations

A la cart restaurants affected by COVID-19

Interviewing two a la cart restaurant owners revealed how COVID-19 affects operations of a la cart restaurants. The first restaurant mentioned that sales during the COVID period were very bad when COVID-19 entered Thailand in the first period. There was some distribution. When the epidemic hit hard, the restaurant had to close because there were no customers at all. The restaurant did not participate in online delivery platform, so that there was no other option. Nevertheless, the main selling channel remains the dine-in option, which became possible after the continuous lockdown. The restaurant also mentioned that customer behavior changed a little after COVID but not much. One obstacle that hinder the business was the restriction that requires operators to wear face masks while cooking and talking.

The second restaurant mentioned that sales during COVID were very poor. Operating restaurants were much less than before and at a loss, causing stores to close during COVID. The restaurant faced difficulties to reopen and were unable to compete with the price of fresh food due to the rising price of raw materials. The restaurant managed to sell some food through a home delivery service, but customer preference remains the dine-in. After COVID, the number of customers increased due to the closing of other restaurants in that area. Nevertheless, many customers complained about face mask restriction, which also applied to restaurant workers.

CONCLUSION AND DISCUSSION

This study aimed to investigate how consumer behavior in buying made-to-order food changes after the end of the epidemic and determine how COVID-19 affected a la carte restaurants. Surveying 70 people in Bangkok and Nakhon Pathom shows that consumer behavior does not change that much. Their preference remains the dine-in option (if available), which is confirmed by the restaurant owners upon the interview. However, consumers' concerns about buying food rise a little bit after COVID-19, especially those who continue to buy at the restaurant.

On the other side, a la cart restaurants had a difficult time maintaining their businesses during COVID-19. Customers totally disappeared when the lockdown was enforced. Restaurants without saving and adaptation ability had no choice but to quit the industry. Those who survive are facing the face mask restrictions that annoy both diners and restaurant operators.

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KEY SUCCESS FACTORS OF LOGISTICS SERVICES IN CHINA: CASE STUDY OF SF EXPRESS

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ABSTRACT

This paper mainly studies SF Express logistics as an example, the cost of China's logistics industry, industrial competitiveness and informatization level. The goal is to explore the key factors that influence the success of logistics companies in China. Chinese people were invited to participate in the survey conducted via an online questionnaire. A total of 107 survey samples were collected, analyzed, and summarized. It was found that participants primarily shipped small items like cloths, food, and basic daily living supplies. For that, buyers and sellers prioritized couriers that have service points nearby and speed of delivery, while service fee became a moderate factor. The study suggested that logistics services in China should focus on service points coverage and speed than data integration and promotion.

Keywords: China, Key success factors, Logistics

INTRODUCTION

At present, internationally, logistics is the lifeblood and basic industry of the national economy and is regarded as the "accelerator" and "third source of profit" to promote economic growth (Wang, 2012). As the nerve and blood of the national economy, the logistics industry supports the smooth operation of the national economy. As China's economy enters a new normal, the logistics industry is facing pressure and challenges in transformation and upgrading.

Logistics is the link between the two sides of trade consisting of buyers and sellers. Operations and scheduling are related to the success or failure of a logistics company. The point is how to enable companies in the express industry to deliver fast, quality service while charging reasonable rates.

In China, SF Express has far higher logistics speed and service quality than other express companies, so its fees are far higher than other companies. Other companies, on the other hand, charge less but have lower speed and quality than SF Express. This study aims to investigate the key success factors of logistics services in China by analyzing the case study of SF Express.

While other works often study problems such as the rough organizational model of the logistics industry and the low intensive use of resources. This research focuses on cost issues, the industrial competitiveness, and information level of the logistics industry in China.

LITERATURE REVIEW

Basic information about logistics

Logistics is a part of supply chain management that deals with the delivery of goods and services from origin to destination, as well as managing warehouses, routes, and related information. The basic logistics service is basically structured as follows (Huang, 2002):

Logistics operation *process* is the process of receiving orders, purchasing, transportation, inventory, inspection and distribution.

Logistics service process provides customers with demand analysis, system design, management consulting, and other system logistics services.

Logistics information process composed of collecting, processing, summarizing, transmitting information, sharing information, and creating information value from various departments and aspects.

Logistics management process is about planning, organizing, controlling and coordinating the logistics operation process to optimize the allocation of resources and improve management efficiency.【1】

Related studies

Cui et al. (2020) analyzed the value of high-quality logistics in the e-commerce industry by taking the logistics disruption between SF Express and Alibaba in China as an example. The data analysis when SF Express was unexpectedly removed from Alibaba shows the sharp drop of sales on the e-commerce platform. This shows how important SF Express is in China logistics. The results of this paper suggest that firms with high-quality logistics systems are better able to handle disruptions and recover quickly, leading to improved customer satisfaction and stronger sales growth. Our study highlights the importance of logistics as a key driver of e-commerce success and contributes to the literature on logistics and business performance.

Qiao (2022) took SF Express as the research object and analyzed the factors influencing the entry of logistics enterprises into new markets in China. The article conducts factor analysis on a range of variables, including market conditions, operational capacity, resource allocation and competition, to identify the most important factors affecting successful entry into new markets. The results show that strong operational capabilities and efficient resource allocation are key factors for successful entry into new markets, while market conditions and competition have less influence on successful entry into new markets. This article examines the literature that contributes to logistics and market entry strategies by providing empirical evidence on the most important factors for logistics firms seeking to expand into new markets in China. The results of this paper have important guiding implications for the strategic decision-making of logistics companies and help them formulate market entry strategies.

METHODOLOGY

This research employs a quantitative study. The research population includes consumers in China who use SF Express and other logistics services. Research participants were sampling using a convenient sampling method. An online questionnaire was developed and distributed via social media posts and messaging. Participants are those who responded to the questionnaire.

Questions are structured into three sections. Section 1 asks about personal information, including gender, age, occupation, and income per month. There is a question asking how often they use logistics services which helps screening out respondents who have never used logistics services.

Questions in Section 2 ask about logistics service usage, including items they shipped, package size, weight, fee, and the number of service points around them. There is a question that asks respondents to rate the importance of several aspects (e.g., fast delivery, customer service, and good care of parcels) in a 5-scale format. This part also asks participants to identify couriers they use regularly and check whether SF Express is one of their choices.

Participants who are SF Express customers continue to Section 3A which asks them to rank factors in their decisions to choose SF Express as a courier. Those who are not SF's customers proceed to the separate Section 3B that asks them to specify reasons why SF Express is not their choice.

RESULTS

Participants

There is a total of 107 people who responded to the online questionnaire. Most of the participants were male students aged 15 to 20 with a monthly income of less than 3,000 RMB, as described in Table 1.

Table 1 *Participant distribution*

Profile Factors	Particulars	f	%
Gender	Male	58	54.2
	Female	43	40.2
	Not specified	6	5.6
Age	Less than 15	3	2.8
	15~20	32	29.9
	21~30	28	26.2
	31~40	14	13.1
	41~50	16	15.0
	Over 50	14	13.1
Occupation	Student	38	35.5
	Freelancer	22	20.6
	Housewife	13	12.1
	To be employed	8	7.5
	Looking for a job	8	7.5
	Not looking for a job	7	6.5
	Retired	7	6.5
	Other	4	3.7
Income per month	Less than 3000 RMB	48	44.9
	3,000 - 5,000 RMB	30	28
	5,000 - 7,000 RMB	15	14
	7,000 - 10,000 RMB	7	6.5
	Over 10,000 RMB	7	6.5

Logistics service usage

Most of the participants used logistics services several times a week (40.2%), as shown in Figure 1. Most of them used the services as a buyer (66.7%), as shown in Figure 2. The items they delivered were mostly clothing (22.4%), food (14.2%), and basic daily living supplies (13.9%), as shown in Figure 3. The package size they usually send/receive were mostly 530*290*370mm (14.7%), 530*230*290mm (11.1%), and 210*110*140mm (9.2%), as shown in Figure 4. The normal weight of the packages they send/receive were mostly 0.5 ~ 1 kg (31.3%), 1~ 5 kg (28.2%), and 5~ 10 kg (16%), as shown in Figure 5.

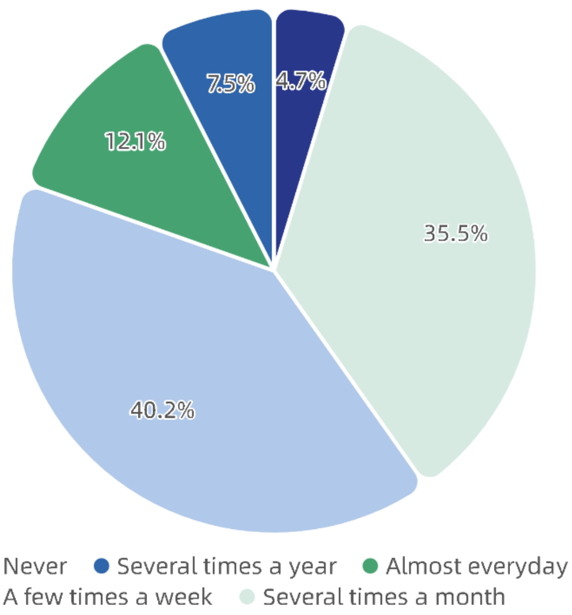

Figure 1. Logistics service usage frequency

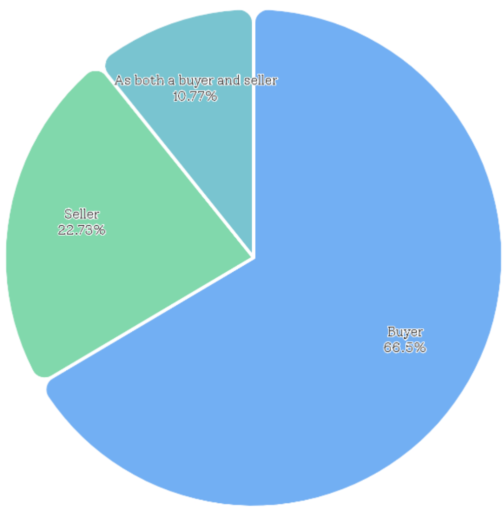

Figure 2. Logistics service t/received using logistics services

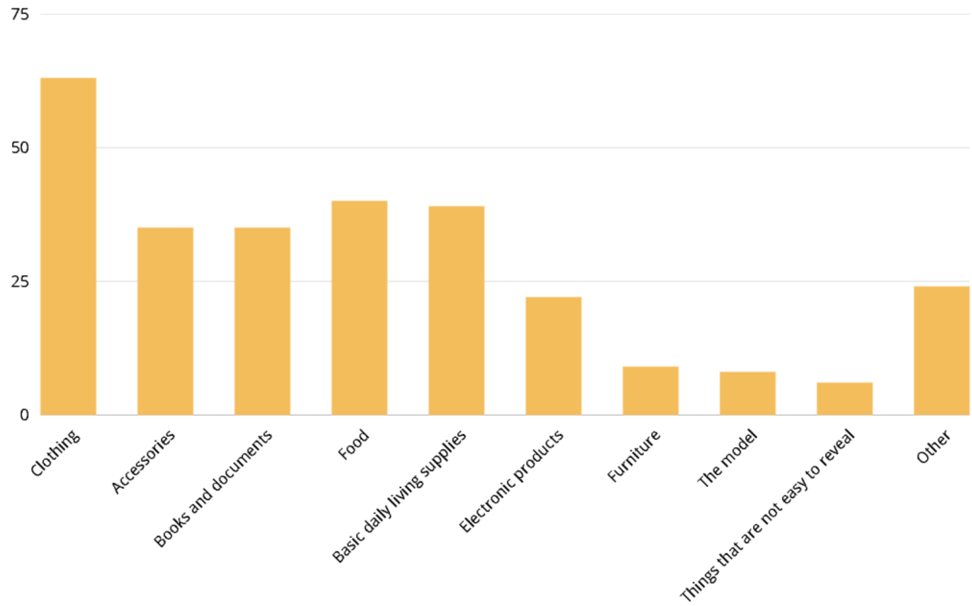

Figure 3. They use logistics services to send/receive items

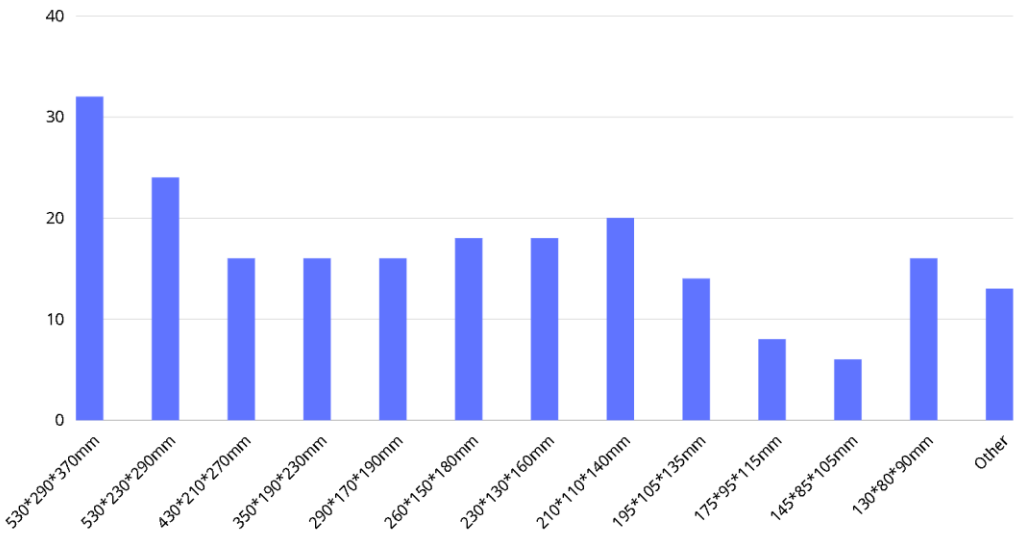

Figure 4. Package sizes sent/received

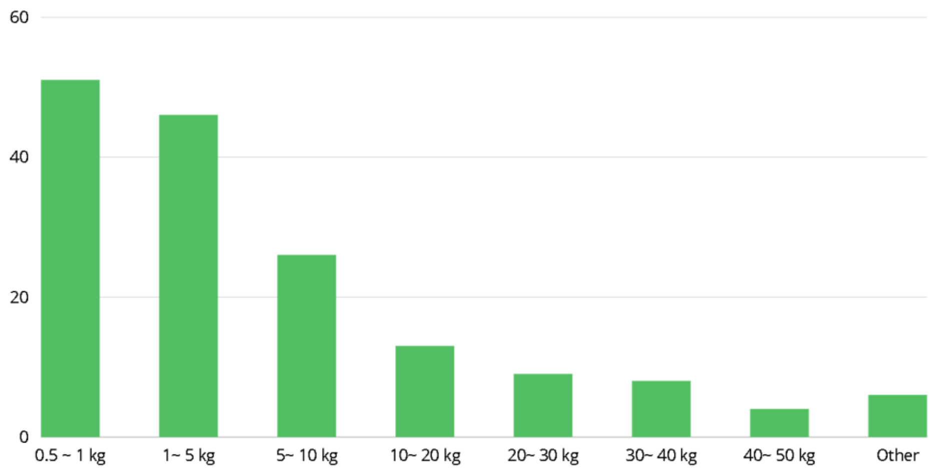

Figure 5. Normal weights of packages sent/received

Respondents reported that they are willing to pay less than ￥10 (46.9%) for express delivery, as shown in Figure 6 and there are approximately 2~3 (35.6%) service points near their locations, as shown in Figure 7.

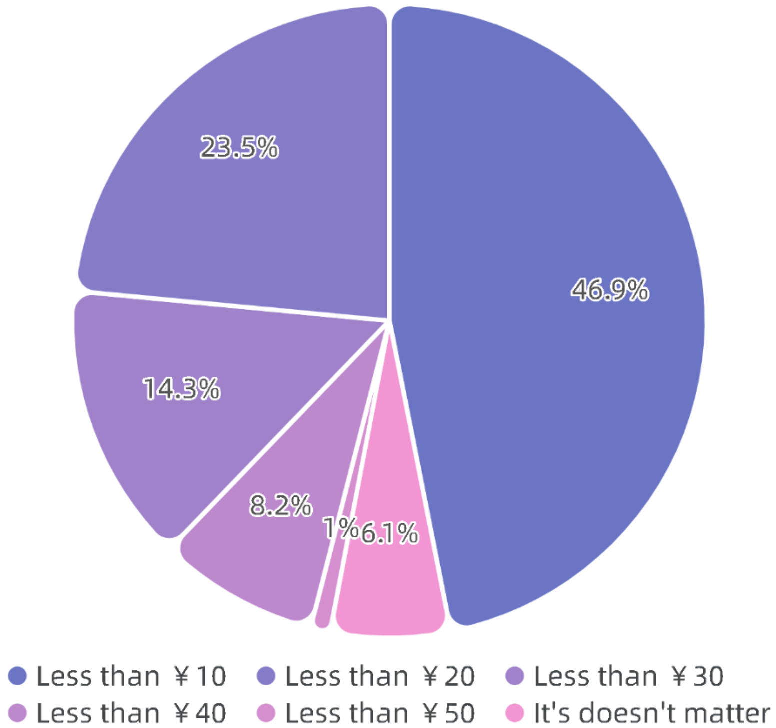

Figure 6. Preferred express delivery fee

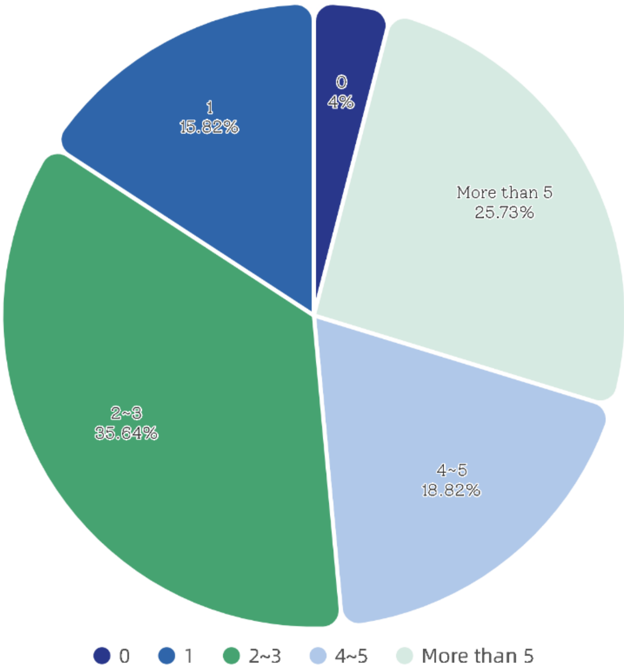

Figure 7. Number of logistics service points nearby

Important factors affecting decisions to use logistics services are shown in Figure 8. The most important factors are found to be “Properly keep the parcel” and “Logistics speed.”

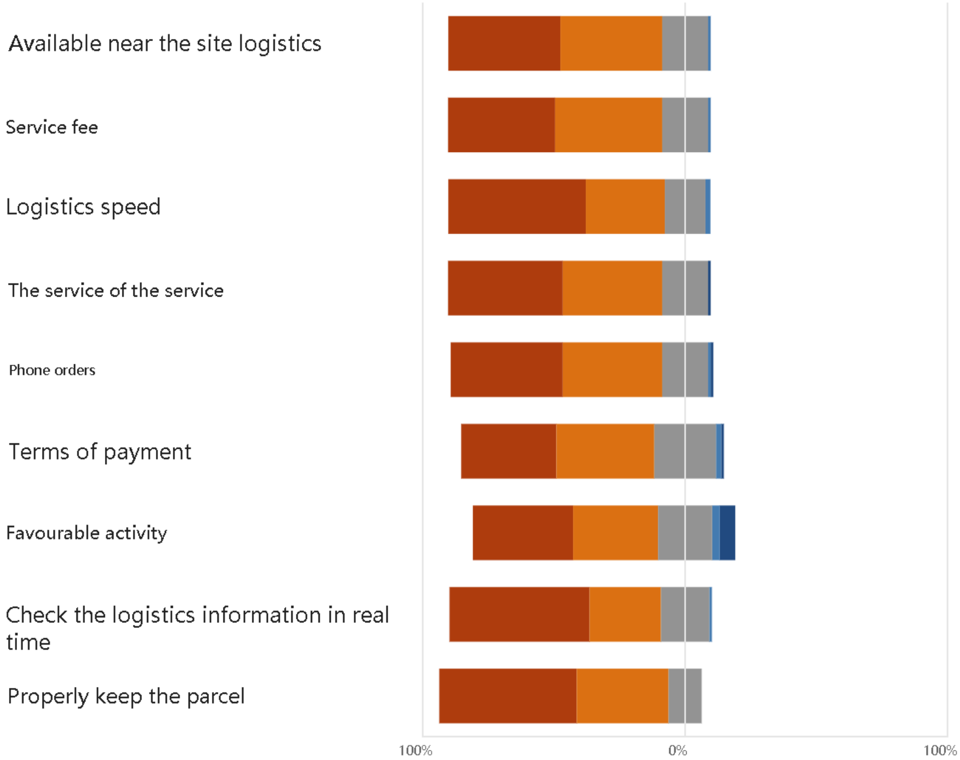

Figure 8. Number of logistics service points nearby

The top five couriers preferred by our participants are SF Express (16.4%), ZTO (13.6%), JD Logistics (12.6%), YTO (11%) and Yunda (10.4%), as shown in Figure 9. Note that 86 respondents (80.3%) choose SF Express as one of their choices.

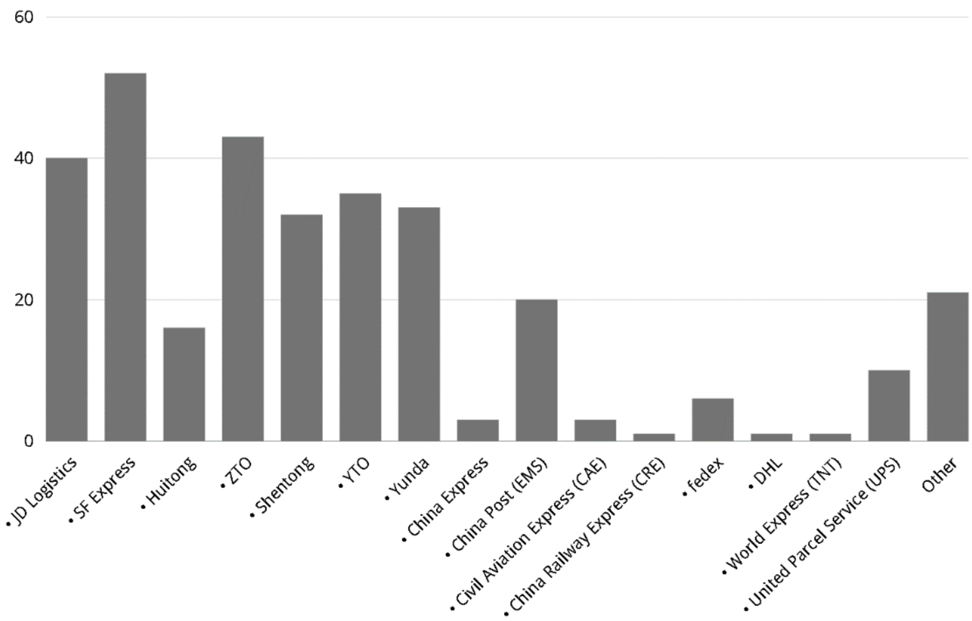

Figure 9. Preferred couriers

Respondents who chose SF Express identified top factors that affect their choices as Available nearby, Logistics speed, and Service fee, as shown in Figure 10. Respondents who did not choose SF Express specified their reasons as shown in Figure 11. Most of these people said there is "No SF Express service point nearby."

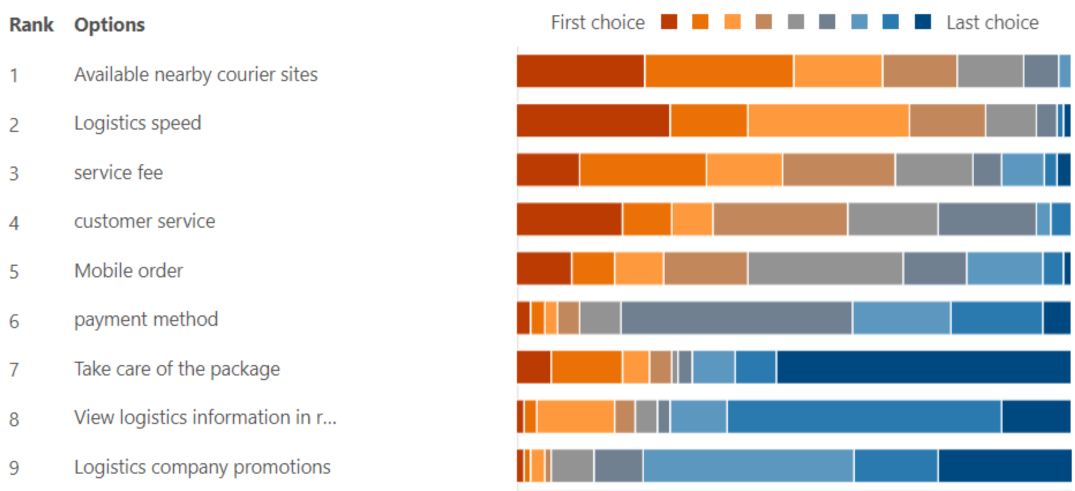

Figure 10. Important factors for choosing SF Express

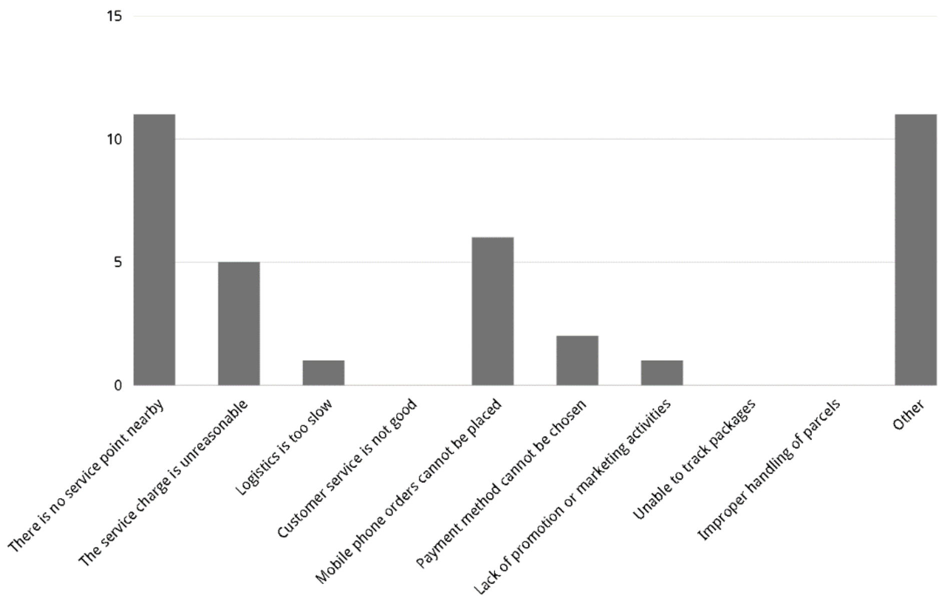

Figure 11. Reasons for not choosing SF Express

CONCLUSION AND DISCUSSION

It was found that most of the participants focus on shipping small items like cloths, foods, and basic daily living supplies. So, it's no wonder why people pay attention to the speed of service. However, what is more important is having service points coverage. It is a fact that the provider cannot be an option for both sellers and buyers without a service point nearby. SF Express dominates the Chinese market for these reasons, based on the results. And when quality of service takes precedence over prices, SF Express can charge a high level of service fee.

So why can SF Express succeed in China? According to the data obtained from this survey, SF Express has implemented standardized and refined management to improve delivery speed and accuracy. Therefore, all departments of SF Express can accurately complete their tasks and provide customers with excellent customer service. There are refined standards for what everyone should do every day. At the same time, the logistics speed of SF Express has verified the company's slogan of "all-weather delivery (all year round without holidays), fast delivery", which has helped SF Express gain many loyal customers to a large extent. However, SF Express also has some disadvantages: for example, many places do not have SF express delivery points, and the fees of SF express rise. However, there is no denying that SF Express has achieved significant success in China's logistics industry.

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HOW TO RESTRAIN IRRATIONAL FANS' STAR-CHASING BEHAVIOR—THE INFLUENCE OF IRRATIONAL FANS' STAR-CHASING IN CHINA AND THAILAND AND VIEWS ON THIS PHENOMENON

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ABSTRACT

Star chasing has become a global issue and a prevailing phenomenon. Under the prevalence of "fan group" culture, there have been radical and irrational fan groups (often recognized as sasaeng fans) that use extreme behavior to occupy and harass idols to satisfy their own needs. The study set out to investigate irrational fans' star-chasing behavior and people's attitudes towards the phenomenon in China and Thailand, and seek out solutions to reduce the phenomenon. The data were collected from 136 respondents in China and Thailand via an online questionnaire. Most of the participants were female students aged 18-24 who are part of the fan circle. The results show that this kind of irrational star-chasing behavior is very terrible, not only crazy but also illegal. According to the collected data, most of the participants'

idols are troubled by irrational fans. Data analysis shows that moral conduct outweighs litigation in reducing the star-chasing phenomenon.
Keywords: China, Irrational fans, Star-chasing, Thailand

INTRODUCTION

Irrational fans are a group of fans who have extreme behavior. Some irrational fans went too far by chasing their idols. Irrational fans will try everything to get closer to their idols or satisfy their own perverse desires. They will install tracking devices on their idols' vehicles, pick them up at the airport on their personal trips, pay staff around them to eavesdrop on their idols' lives, harass their idols and even their families, and abuse others online. These irrational fans’ behaviors will not only have a negative impact on their idols, but also affect the normal lives of themselves and others.

A related example released by The Paper (2021) reveals that some irrational fans entered the hotel where the Youth members were staying, secretly took photos, and posted them on WeChat Moments. They took away the masks used by the members. They stayed around the entrance of the idol's residence disturbing neighboring people.

According to the report published by QQ News (2022), the popular Thai actor Billkin posted a Thai-English statement on his social media account saying he felt unsafe after being followed near his home in a car by someone with bad intentions.

Many bloggers and officials have published articles criticizing this kind of behavior and have also done research on this phenomenon. Even platforms have failed to control and restrain these irrational fans' extreme behaviors, such as blocking their accounts. Most research questions are about the perception and criticism of irrational fan behavior, and the question for this study is to get practical ways to better control them from the perception of their behavior. This research was conducted around the following objectives:

1) To identify people’s views on irrational fans' star-chasing behavior.
2) To present the way to control the behavior of irrational fans.

LITERATURE REVIEW

An article published on WeChat mentioned the relevant definition of irrational fans, such as stalking fan, infatuated fan, etc. The word "stalking fan" appeared in the Birmingham Mail (UK) on 22 November 2003. One of the characteristics of irrational fans is to engage in a range of extreme and dangerous behaviors, such as car chasing, putting on a tracker, knocking on doors, etc. It's basically the same thing as the group of "sasaeng fan (사 생 팬) " originated in South Korea, a country where the "fans circle" or "fandom" culture is prevalent.

Most of the articles published so far have investigated the extreme behavior of fans on idols and the opinions of netizens on fan groups, about the dynamic between fans and their idols (Iwicka, 2014). The prevailing extreme possessiveness on idols makes these fans lose their reason, have unnecessary fantasies on idols, write blood letters, threats, terror letters and so on. Some of these fans even direct physical harm to the idol. These behaviors have caused a great sensation on the Internet, causing a great negative impact on some little fans who have not yet recognized them, and also causing great harm to the idol's life and psychology.

Xia (2022) studied the stigmatization of Chinese fandom in China and analyzed a survey of 537 participants. Irrational fan extremism reported in many media caused many netizens in the country who don't follow any idol have a negative view of fans and become anti-idols. The saying "fans' behavior, idols pay" has become an insult to the fan community and has a massive impact on rational fans.

The phenomenon of irrational star worship has a serious impact on the social order. The mindless behavior of star chasing is prevalent in young people, especially those who are immature. The mindless chasing of stars also has a devastating effect on idols, causing physical and psychological damage. The irrational pursuit of a celebrity cost the life of fans as they focused too much on the idol's life. They are like zombies or ghosts who follow other people's lives without their own feelings or dignity. Such celebrity-stalking behavior only causes unreasonable fans to lose themselves, wasting their time, money and energy doing immoral and even illegal acts.

METHODOLOGY

This research employs a quantitative study. The research population includes fans of celebrities who are famous in China and Thailand. Research participants were sampling using a convenient sampling method. An online questionnaire was developed and distributed via social media posts and messaging. Participants are those who responded to the questionnaire. Questions are structured as follows:

Part 1 has three questions asking about personal information of the respondents: Gender, age, occupation, and are you following any idol(s). Respondents who answer "no" to this question go straight to Part 3.

Part 2 has five questions about their favorite idol’s information: Country, identity, how they know the idol, how they support the idol, and if there are irrational fans in their circles.

Part 3 has four questions asking about perspective on irrational fans: How they think about irrational fans, what they think about star-chasing behavior, how to reduce a star-chasing behavior. The data will be summarized by the average value of each aspect.

RESULTS

Participants

This survey study collected data from 136 people. the majority of the respondents are female (63%) students (74%) aged 18-24 (83%), of which 77 (57%) were following idols (be part of the fan circles). The participant distribution is shown in Figure 1.

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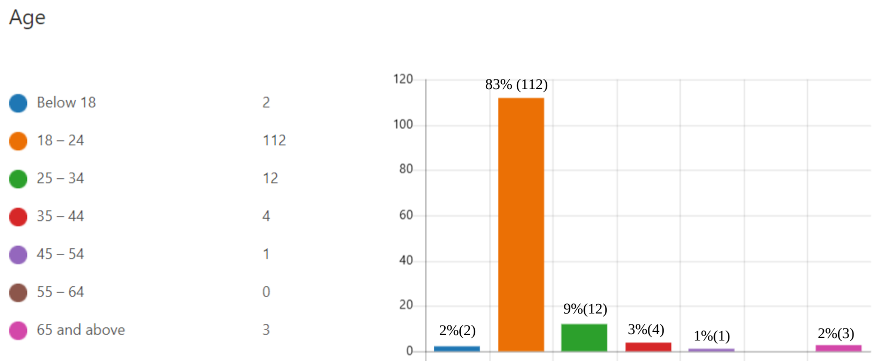

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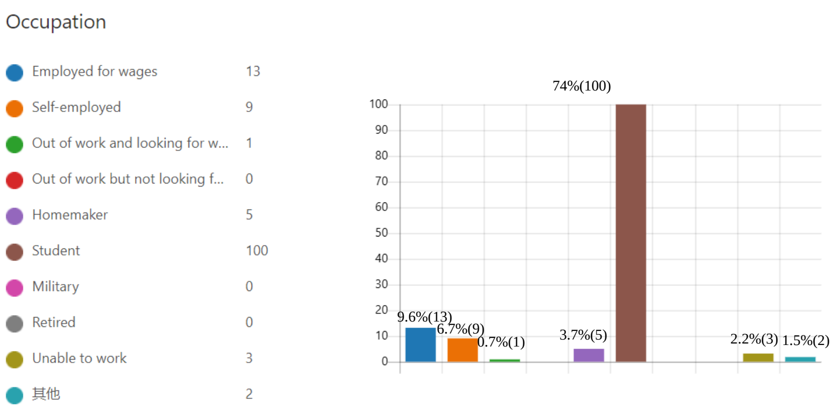

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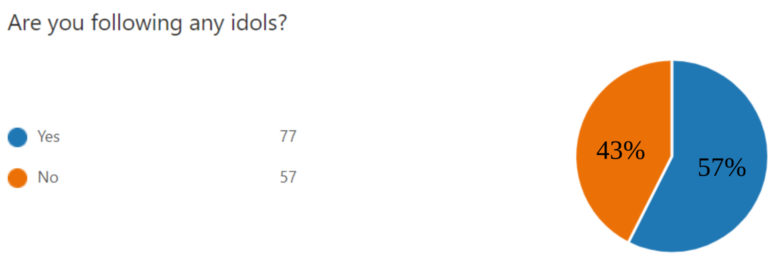

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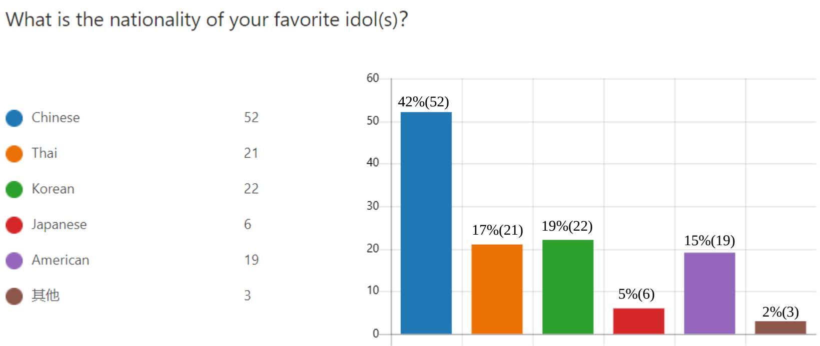
Figure 1. Participant distribution

Idols following

There are 77 respondents who indicated that they are following idols (be part of the fan circles). Their favorite idols are Chinese (42%), Korean (19%), Thai (17%), and American (19%). They are actors (40%), singers (38%), and dancers (17%). Among these people, 62% recognize their idols from their shows or performances. These people support their idols by following them on social media (31%) and purchasing content (21%). The results are shown in Figure 2.



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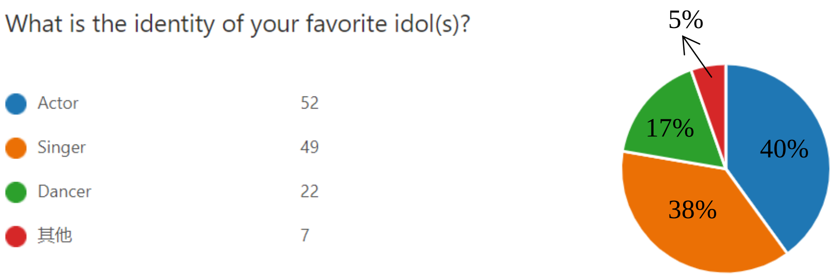

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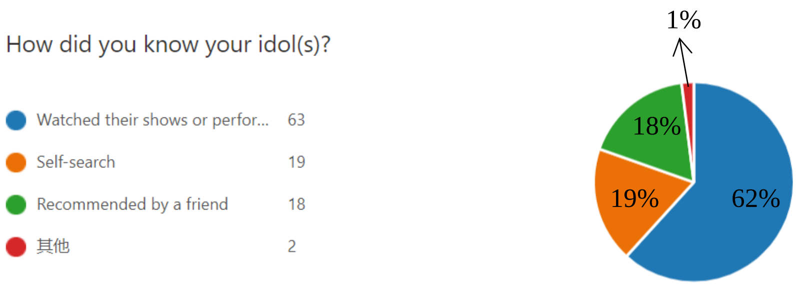

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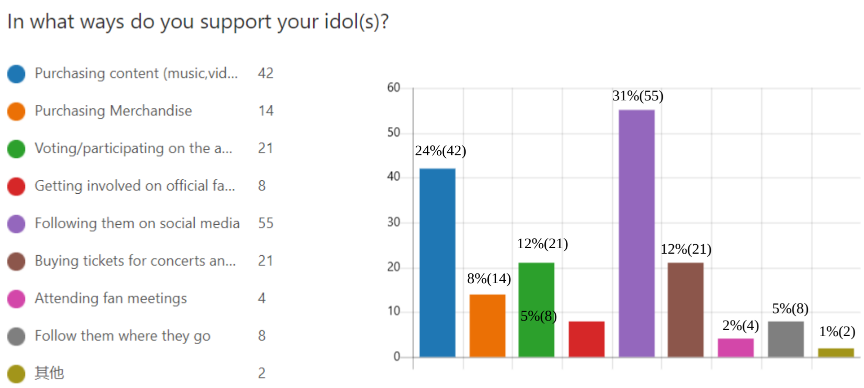

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Figure 2. Idols following

Among these 77 respondents who are following idols, 45% indicated that there are irrational fans in their circles but the problem is not that serious (see Figure 3). Another 35% emphasized the serious problems done by irrational fans, while only 20% found no irrational fans in their circles.

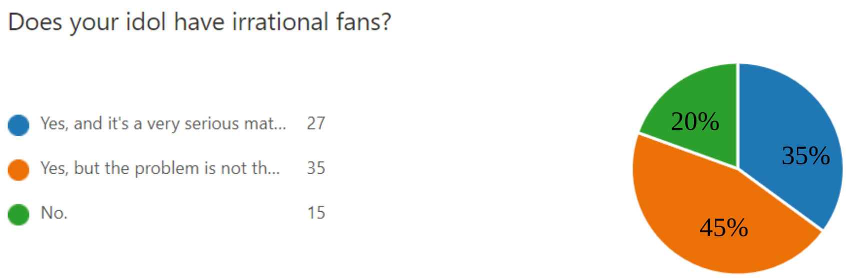
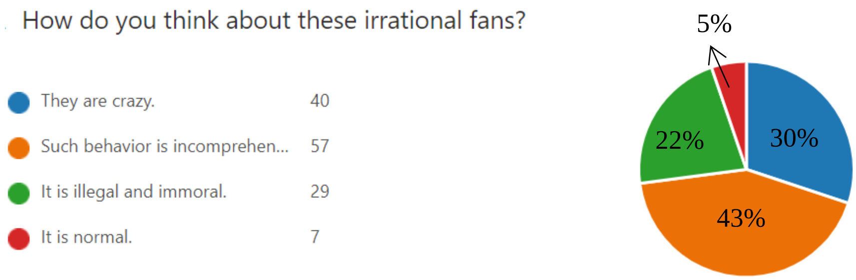


Figure 3. Irrational fans existence

Perspectives on irrational fans

In the survey of 136 participants, most of them think that irrational fans' behaviors are incomprehensible (43%), and some of them are crazy (30%). Only a fraction believe that star-chasing behavior is normal. People think that star-chasing behavior has a negative impact on the idols' images (29%) and violates idols' privacy (27%). The results are shown in Figure 4.



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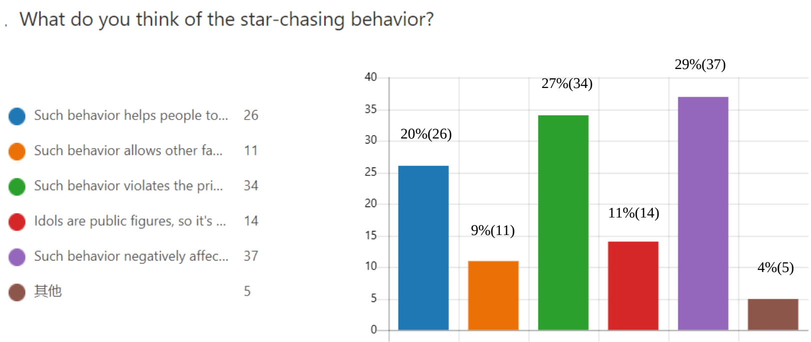

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Figure 4. Perspective on irrational fans

According to the data collected from 136 respondents, measures to reduce irrational star-chasing behavior are to make them realize that it is inappropriate behavior and most fans will not accept it (30%), do not promote use or purchase any videos or pictures taken by irrational fans (27%), and refuse to connect with irrational fans (25%). The results are illustrated in Figure 5.

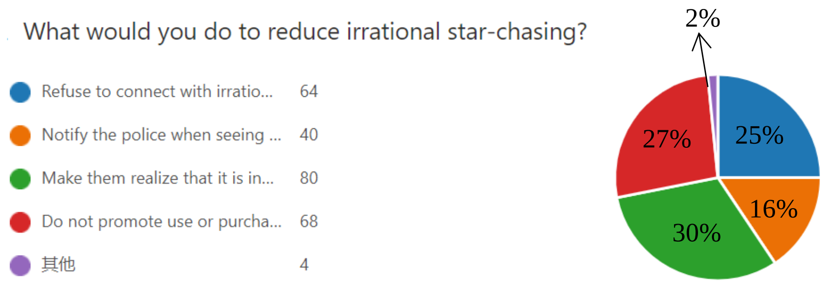

Figure 5. Measures to reduce irrational star-chasing behavior

CONCLUSION AND DISCUSSION

This study investigated irrational fans' star-chasing behavior and people's attitudes towards this phenomenon in China and Thailand and explore measures to reduce such inappropriate behavior. The data were collected from 136 respondents in China and Thailand via an online questionnaire. Most of the participants were female students aged 18-24, and 77 of them were following idols and be part of the fan circles.

Among 77 participants who are following idols, their idols are Chinese, Korean, Thai, and American and most of them are actors and singers. Respondents said they usually get to know their idols by watching shows and performances, and then support them by following them on social media, buying their merchandise, and so on. Around 80% of these people said their idols have been harassed by irrational fans, sometimes this situation is very serious.

Most participants realized that these behaviors of irrational fans are crazy, and some actions are illegal. Their behaviors do not only seriously violate the privacy of idols, but also cause various negative effects. When it comes to measures to reduce such inappropriate behavior, moral conduct (such as refraining from contacting them or making them realize it is inappropriate) seems to outweigh litigation (such as calling a police).

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ROAD USERS' VIEWS IN CHINA ON BLIND PATHWAY VIOLATIONS

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ABSTRACT

A total of 100 participants were surveyed online in this study. The aim was to investigate the use of blind pathway and people's views on the occupation of the blind pathway. The results show that the blind pathway coverage is around 50% in most area. Most people have encountered the situation where the blind pathway is occupied by vehicles and people who are not blind. More than half of the people think that the blind path should be kept safe and unobstructed, and the use of the blind pathway should be strictly regulated. Respondents believe that cultivating good awareness of the use of sidewalks and blind pathway can effectively prevent blind path from being illegally occupied. The illegal act of occupying the

blind pathway will not only affect and hinder the travel of the blind, but also affect the image of the city. Through this study, we should pay attention to the negative impact of the illegal occupation of the blind pathway and give more respect to the disabled and their rights to use blind pathway.

Keywords: Blind pathway, China, Violation

INTRODUCTION

Blind pathways guide people with visual disability through sidewalks and crosswalks. However, blind pathways in China are often used for bicycles, motorbikes, scooters and for parking. These misuses can impair the quality of life of the blinds and cause accidents. Nevertheless, many claim their necessity to violate the blind pathways. This research aims to explore road users' views in China on blind pathway violations.

LITERATURE REVIEW

Blind pathway

A blind pathway is a form of tactile paving where special tiles are placed on sidewalks or other places to guide the visually impaired along the safe routes to reach destination. However, the investigation revealed that there were not many blind people using the blind pathway. Instead, it was frequently occupied by other people and obstacles. No blind people using the blind pathway has become the reason for some citizens to inappropriately occupy the tactile paving.

Blind pathway violations

Parking a car in a place that is not allowed by traffic law is called disorderly parking. For example, parking on sections with no stop signs and markings, sections with isolation facilities between motor and non-motor vehicle lanes, sidewalks including blind pathway, and pedestrian crossings all subject to disorderly parking (iAsk Sina, 2022).

On Wangjing Street, Chaoyang District, Beijing, a tactile paving is close to the bus stop, so it is often full of bike sharing during rush hours. In Chenyang Road, Hedong District, Tianjin, because there are many shops along the road, vans, tricycles, etc. have stopped on the blind pathway, and this tactile paving has been damaged over time. In front of the shopping center building in Yuncheng City, Shanxi Province, the blind pathway is full of cars and shared electric vehicles. Observing at a bus stop in Beijing found many citizens directly parked their shared bicycles on the tactile paving, and said, "Everyone does like this." (People Information, 2021)

Related studies

Overseas Network (2021) interviewed a visually impaired man about the inconvenience caused by the occupation of the blind pathway. The respondent mentioned that if the blind pathway is occupied, blind people cannot travel safely causing them to travel less. This could be the reason many people thought the blind pathway is "useless" and continue to occupy the tactile paving. At present, the phenomenon of the blind pathway occupied has formed such a vicious circle.

The source also mentioned that occupying the blind road is equivalent to giving the blind a 'red light' when they travel, which is to create obstacles for the blind and add trouble. The occupied and damaged tactile paving is a kind of neglect and indifference to the blind. The encroachment of the blind road will not only cause inconvenience to the blind, but also cause trouble to the travel of other physically disabled people.

People Information (2021) visited Beijing, Tianjin, Shanxi and other 10 places, and interviewed several visually impaired people about the inconvenience caused by the occupation of the blind pathway. The author also interviewed several experts, including the chairman of the China Association of the Blind, about the blind pathway violation. Different levels of problems were found, including discontinuity, obstacles, flattened tactile dots, and damaged bricks. A number of blind people interviewed by reporters also reflected the difficulty of travel caused by the occupation of the blind pathway. Experts interviewed pointed out that behind the problem is the lack of legal supply of barrier-free facilities, lack of public awareness, poor follow-up supervision and other reasons. From the perspective of information technology, Li Qingzhong, chairman of the China Association of the Blind, suggested actively using modern technology and using 5G and artificial intelligence technology to develop intelligent guide products such as guide robots to effectively solve the problem of blind travel.

METHODOLOGY

This research employs a qualitative study using an online survey. The research population includes road users in China. Research participants were sampling using a convenient sampling method. An online questionnaire was developed and distributed via social media posts and messaging. Participants are those who responded to the questionnaire. Questions are structured as follows:

The survey is divided into four parts. The first part is personal information. The second part is to investigate the coverage of blind pathway. The third part is the use of blind pathway. The fourth part is the view of the blind pathway violations.

RESULTS

Participants

There is the total of 100 people responded to the online questionnaire. Most of the participants are female students aged between 18-20, as described in Table 1.

Table 1 *Percentage Distribution*

Profile Factors	Particulars	f	%
Gender	Male	26	26
	Female	65	65
	Prefer not to say	9	9
Age	Less than 18	5	5
	18-20	46	46
	21-25	20	20
	26-30	5	5
	Over 30	24	24
Occupation	Self-employed	1	1
	Wage employment	20	20
	Unemployment	2	2
	Retire	1	1
	Student	60	60
	Housewife	3	3
	Looking for a job	1	1
	No work	0	0
	Other	5	5
Type	Pedestrian	38	38
	People with special needs	0	0
	Non-motorized rider	10	10
	Motorized rider	14	14
	Car/truck driver	27	27
	Street vendor	1	1
	Other	8	8

Blind pathway coverage and usage

Based on the responses, 51% of the participants indicated that blind pathway covered 50% of the road in their areas. 44% of them said the blind pathway covered almost every road in their areas. Only 4% of participants indicated no blind pathway at all in their areas.

The results show that the blind pathway is mostly occupied by normal pedestrians who are not blind (but still have rights to use). Besides that, the blind pathway was found to be used by vehicles for (illegal) parking and street vendors. The results are shown in Figure 1.

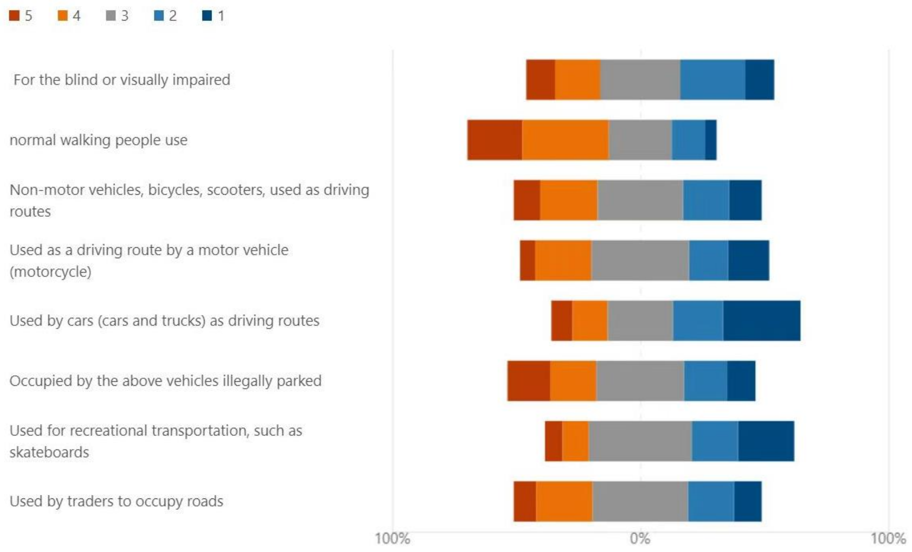

Figure 1. Blind pathway usage

Perspectives on blind pathway usage

The perspectives on blind pathway usage, as perceived by different road user types, are described in Figure 2. Participants mostly agree that the blind pathway should be kept safe and always secured, and the use of the blind pathway should be strictly regulated. Still, some people believe that the blind pathway can occasionally be used by other people.

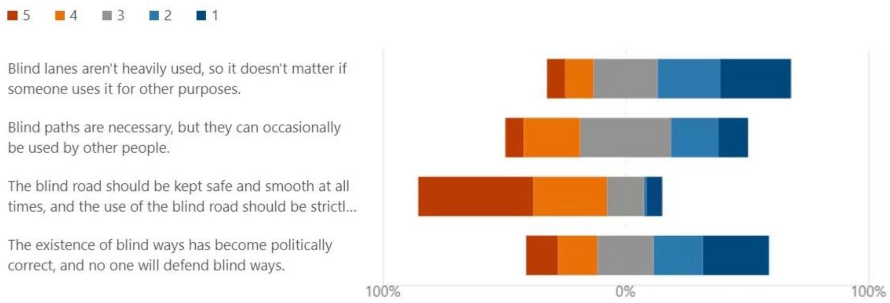

Figure 2. Perspective on blind pathway usage

Participants positively agree that the most effective measure to prevent illegal use of the blind pathway is to cultivate good awareness of sidewalk and blind pathway use (see Figure 3). The law enforcement and using technology to detect violation have lower priority.

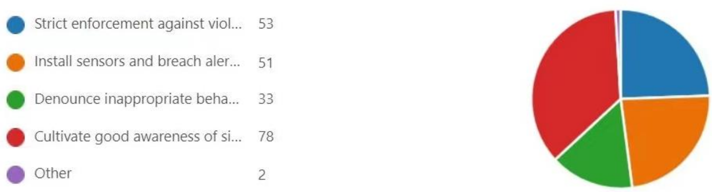

Figure 3. Measures to prevent illegal use of the blind pathway

CONCLUSION AND DISCUSSION

More than half of the respondents live in areas with only about 50% blind pathway coverage. Blind pathways were found to be occupied by normal pedestrians and oftentimes by vehicles illegally parked. Not many blind people were found on blind pathways. These are corresponded to Overseas Network (2021) stating that people believed the blinds don't use the pathway which, in fact, they couldn't use because it was occupied.

Participants positively believe that people should cultivate a good sense of using the blind pathway by keeping it safe and smooth all the time in case blind people need to use it. Implementing a strict legal system and using technology to detect violations would also help to prevent the pathway road from being illegally occupied.

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PERSPECTIVES AND GUIDELINES FOR REGULATING ONLINE GAME RECHARGING IN CHINA

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ABSTRACT

In China, many popular online games have recharge functions, and people like to spend more money decorating or strengthening their characters to meet their needs. This study will investigate how Chinese people recharge in online games and their perception of this phenomenon. This study conducted a questionnaire survey on 115 Chinese people, most of

whom were between the ages of 16 and 25, and were mainly students. The results indicate that most people believe that recharging in games has a negative impact on their quality of life and do not advocate for minors to recharge.
Keywords: China, online games, recharging

INTRODUCTION

There are now many popular online games, almost all of which have in-game payment systems known as recharging or top-up. Many people pay extra money to get better equipment or better-looking characters to satisfy their needs. The advantage of recharging is to add a better gaming experience. Players can top up a significant amount of money for the fun the games offer. Some games require players to buy playing time.

Adults have their own source of income and can bear the amount of recharging, though it may reduce their quality of life. However, a relatively large proportion of young players have no income. Minors cannot bear the consequences of large amounts charged in the game. They may use all the pocket money their parents gave them to recharge the game.

The main purpose of the online games designed by companies is to make money. The more popular the game, the higher the profit. Recharging has become a necessity for minors in order to continue playing. Some teens are taken down the path of crimes such as fraud and theft. Meanwhile, the introduction of modern transaction payment technology, such as online banking, Alipay, and WeChat payments have been introduced, making online payments more and more convenient. In families, when a child knows the password of parental payment controls, there are cases where a child spends decades of his parents' savings in just a few days or hours to top-up online games. There was a case when a Nanning resident checked her bank card balance and found that nearly 50,000 yuan had disappeared. She realized later that her son had taken the money to buy online game accounts and skins (Guangxi Daily, 2021).

To date, most of the research presented is aimed at strict discipline in online gaming by young people in order to reduce gaming addiction. And research on adult online game top-up is even less so. Therefore, this research will propose specific plans and strategies for regulating online game top-up for young people and adults with the following objectives:

1) To study the perspectives of online gamers about online game recharging.
2) To summarize guidelines for regulating online game recharging.

This research will greatly help alleviate the economic situation of online game players, better control the extravagant spending behavior of minors, and solve various family and social problems caused by online game top-up.

LITERATURE REVIEW

Gaming platforms often encourage players to recharge in certain ways, such as advertising in the game, attracting players through charming operating experiences and cool special effects. If players want a better gaming experience, they need to recharge. Game merchants attract players to recharge through various means in order to obtain more profits.

Although online gaming promotes economic development, it also causes related problems as well as viewers' top-up behavior in live broadcasting platforms (Li & Guo, 2021). Online game top-up system is a type of sales contract to deal with recharge and refund issues. Most of the existing laws are guiding principles but lack the ability to implement them. In addition to that, the legal awareness of the gaming platform is relatively weak, so there are no risk avoidance measures. The research suggests gaming supervision to balance minors' gaming top-up.

Regarding the consumer psychology of players, research has found that four types of game motivations (joy, skill, challenge, and telepresence) affect purchasing tendencies by influencing various psychological needs. Enjoying motivation is playing games because they are exciting; Skill motivation refers to the game's proficiency and sense of operation; Challenge motivation refers to having a sense of challenge and being able to dominate game elements when playing games; Presence refers to being in between, similar to being a hero in a game. Having the above four motivations can easily lead to flow during gaming, thereby increasing purchasing tendencies.

METHODOLOGY

This research employs a quantitative study. The research population includes young and adult online game players in China. Research participants were sampling using a convenient sampling method. An online questionnaire was developed and distributed via social media posts and messaging. Participants are those who responded to the questionnaire. Questions are structured as follows:

The first part consists of personal information questions, including gender, age, occupation, monthly income, and source of income. The age range featured in the questionnaire reflects China’s video game rating system (8+, 12+, and 16+) (Dealessandri, 2020). The last question in this part screens if the respondents have ever recharged online games.

Questions in the second part ask about online game recharging behavior. Only respondents who previously answered that they recharged online games at least once took part in this page of the questionnaire.

The third part of the questionnaire asked about opinions on online game recharging. Questionnaire items in this part feature 5-scale questions with one open-ended question.

Through these three parts of the survey, people's attitudes and opinions towards recharging in games can be obtained.

RESULTS

Participants

There is a total of 115 people who responded to the online questionnaire. Most of the participants are female students aged between 16-25 whose main income (lower than 1000 RMB) is from parents, as described in Table 1. Their experiences in online game recharging are shown in Table 2.

Table 1 *Participant distribution*

Profile Factors	Particulars	f	%
Gender	Male	50	44
	Female	64	56
Age	Lower than 8	2	1.7
	8-11	1	0.8
	12-15	2	1.7
	16-25	95	83.3
	26-35	6	5.2
	36 and above	8	6.9
Occupation	Employed for wages or salary	5	4.3
	Self-employed	6	5.2
	Unemployment looking for work	0	0
	Out of work but not looking for work	1	0.8
	Homemaker	1	0.8
	Student	97	85
	Military	0	0
	Retired	0	0
	Unable to work	2	1.7
	other	1	0.8
Income per month	Below 1000 RMB	52	46
	1000-3000	33	29
	3000-5000	12	11
	5000-10000	12	11
	Higher than 10000	5	4
Source of income	Parents	94	76
	Scholarship	6	5
	Job	20	16
	bonus	0	0
	Other	4	3

Table 2 *Online game recharging experience*

Online game recharging experience	f	%
Ever recharged	78	68.4
Often	13	11.4
Occasionally	32	28.1
Rarely	33	28.9
Never recharged	37	32.5
Not playing any online game	19	16.7
No recharging function in the game	1	0.8
Has function but never recharge	17	14.9

Online game recharging behavior

As shown in Figures 1 and 2, most of the players (33%) spent more than 1000 RMB each time they recharged the online game. They mostly paid for buying skins (47%) and game items (31%).

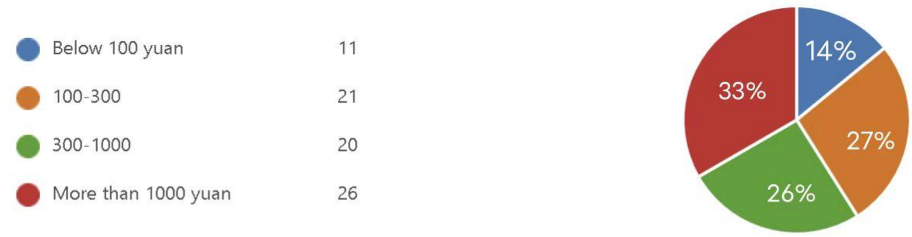

Figure 1. Average spent in online game recharging

Figure 2. Purposes of online game recharging

Opinions on online game recharging

Recharging and non-recharging players think that people recharge online games for better gaming experience (56%) and in order to look more beautiful (48%). These are the top two opinions based on the results shown in Figure 3.

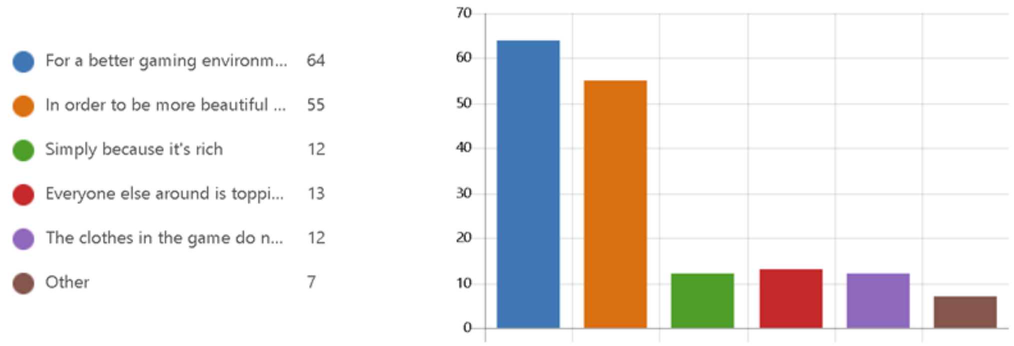

Figure 3. Why people recharge online games (opinion)

People's perception on online game recharging is shown in Table 3. These are perspectives of both rechargers and non-rechargers.

Table 3 *Opinions on online game recharging*

Item	Average
Recharging in the game provides better game experience.	3.46
Recharging makes the game unfair.	3.03
It is necessary to restrain players from recharging.	3.35
Minors or people without income should not be allowed to recharge.	3.69
Charging in the game has negative impact on the quality of life.	3.37

Additional suggestions

Among all the respondents, many gave their suggestions for recharging online games, and many felt that recharging in online games could provide a better gaming experience. However, it is important to consider one's own economic situation, recharge appropriately, and not overcharge. At the same time, people also mentioned support for prohibiting minors or non-income groups from recharging in online games, and suggested introducing some systems to limit the amount of recharging.

CONCLUSION AND DISCUSSION

In response to the recharge situation of online games in China and in order to improve the issue of irrational recharge, the authors conducted an online survey on 114 Chinese people. Based on responses, 56% of the participants were female and 44% were male. Among the 114 participants, 95 were between the ages of 16 and 25, including 97 students. Therefore, it can be concluded that students are the main group for recharging online games. Moreover, the survey found that almost half of people have a monthly income of less than 1000 RMB, and the majority have living expenses provided by their parents. It was found that 78 people have recharged money in online games, but most of them only occasionally recharge. Among people who have recharged, 64 people aim to bring themselves a better gaming environment, and 55 are to be more beautiful than other players. This shows that people recharge in the game to meet their own needs and competitive psychology. Most investigators believe that minors and those without income should not be allowed to recharge, and they believe that recharging in games can have a negative impact on quality of life.

After discussion and investigation, this study found that people should rationally recharge online games, as overcharging can increase the financial burden on families. And it is recommended that minors and those without income do not recharge or try to recharge as little as possible in the game. This study also found that minors are prone to overcharging in games. It is recommended that game platforms introduce recharge restriction systems to restrict minors from recharging and carry out identity recognition for minors to prevent them from overcharging.

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PROBLEMATIC MOBILE PHONE USE AMONG LEFT-BEHIND CHILDREN IN CHINESE COUNTRYSIDE

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ABSTRACT

This paper discusses the problem regarding overly uses of mobile phones among left-behind children in rural areas of China. The study involved interviewing three families who have left-behind children. It was found that all the children in the three families were addicted to mobile phones after they owned them. We further found that children use mobile phones to contact their parents and to find learning materials. On the other hand, when children use mobile phones for entertainment, they are prone to be addicted without the supervision of parents and teachers, which leads to children's vision decline and mental health problems. This paper advocates schools and families to pay attention to left-behind children and provides suggestions for correctly guiding the growth of left-behind children.
Keywords: Chinese countryside, Left-behind children, Problematic mobile phone use

INTRODUCTION

Left-behind children are the biggest problem in China. Parents go out to work and leave their children in the countryside under the supervision of grandparents. Due to the age of their grandparents, they are unable to properly discipline their children, which makes some children addicted to mobile phones all day, unable to study well and develop their hobbies. This research aims to explore the problematic mobile phone use among left-behind children in Chinese countryside.

LITERATURE REVIEW

Left-behind children are defined as minors under the age of 16 whose parents work out of town or whose parents have no guardianship (State Council, 2016). Many countries are concerned about the problem of left-behind children. Madianou & Miller (2011) conducted a survey of transnational families using individual interviews in the Philippines. Research shows that transnational communication has a positive impact on transnational families. Mobile phones have been shown to maintain parental education. Among them, the most positive influence comes from rural and low-income areas. Transnational communication brings parents working overseas closer to their children and correctly handles the relationship between parents and children.

Cheng & Sun (2015) studied the physical and mental health problems of left-behind children in rural China. The research team searched an electronic database using the keywords "depression, anxiety and physical and mental health." The negative psychological influence of left-behind children is related to parents' neglect of family belonging. When parents leave their children at home without a dependency, depression and anxiety can increase, negatively affecting their mental health. When parents stay with their children, their depression and anxiety decrease.

Zhou (2019) studied children's mobile phone use. The researchers gave out questionnaires to primary school students. In general, children's mobile phone addiction is not only caused by family education and school supervision and guidance, but also mainly caused by children's psychological deficiencies, the desire to find self-realization in the virtual world, and the desire to improve social emotions.

METHODOLOGY

This research employs a qualitative study using individual interviews. The research population includes parents with children in Chinese countryside. The samples, consisting of 3 parents from 3 families, were purposively selected as they have left-behind children. Interview questions are as follows:

1) Who do your children spend most of their time with right now?
2) What is the age your children first use mobile phone?
3) How many hours a day your children spend on mobile recently?
4) What purpose(s) do your children use mobile for?
5) Can you feel any negative impact mobile phones have on your children?
6) Who is the primary person controlling your children's mobile use currently, what are the regulations they set up, and did it work?
7) Do you think controlling children's mobile use is necessary, and how should we do that?

The interview was conducted in Chinese through the WeChat platform via VOIP. The transcription was then analyzed and interpreted.

RESULTS

Three families were interviewed. Responses are summarized as follow:

Family 1

A child in this family spent a lot of time with her grandmother because his parents worked in the city. The child had a mobile phone when he was 10 years old. The purposes of usage were mainly to contact his parents but also for playing games online and finding learning materials. The mobile usage was approximately 10 hours a day.

At that time, the child was studying in a boarding high school. Teachers took control of the child’s mobile phone usage time. He can use mobile phones only to contact their parents at school and on rest days, so that the child can reduce their dependence on mobile phones.

This family found that the child became more solitary after using mobile phones, dislike to communicate with others, and indulge on the internet every day. They agree to control children's mobile phone use time, in the acquisition of knowledge but also ensure visual health.

Family 2

The children in this family spend a lot of time with their mother because their father works in the city. The children have a mobile phone at the age of 15. The main purpose of use is to find learning materials on the internet. But they also use mobile phones to read novels, watch TV, and play games in their spare time. They spend about 5 hours on mobile phones every day.

At that time, the children were studying in a day-to-day middle school, and the mother controlled the children's mobile usage time for their children to study hard in school. Their parents forbid children from bringing their mobile phones to school, so that children could reduce their dependence on mobile phones.

The family found that after the children used the mobile phone, their eyesight was declining, their learning attitude was cold, and they became internet addicted. Parents agree to control their children's use of mobile phones in a tough way so that their children can grow up healthily.

Family 3

The child in this family spent a lot of time with his aunt because his parents work in the city. The child got his mobile phone when he was 13 years old. The main purpose of using is to contact his parents, but it is also used to play online games and find learning materials. The usage time of the mobile phone is about two hours a day.

At that time, the child was studying in a boarding middle school. The teacher controlled the mobile phone usage time. He can only use his mobile phone to contact his parents on rest days, so that children can reduce their dependence on mobile phones.

The family found that their child's mental health and self-control decreased after using mobile phones. Parents agreed to control their children's time of using mobile phones by relying on teachers to monitor their child's mobile phone usage time at school to reduce their dependence on mobile phones.

CONCLUSION AND DISCUSSION

Based on the interview results, there are two families whose parents work in the city and can't accompany them, which leads to loneliness and mental health problems. Children in three families are addicted to the internet and dependent on the use of mobile phones. After using mobile phones, all three children have a decline in academic performance and a cold attitude towards learning. However, using mobile phones is necessary in accessing learning materials.

Parents of all three families want to control the time their children use mobile phones in some ways – by the parents themselves, caretakers, or teachers at school. Using mobile phones properly has a positive impact on children's mental health and vision health, and online learning videos can also promote children's learning. However, overly use of mobile phones will lead to addiction. The problem is not only caused by inadequate school supervision and lack of family education, but also related to the lack of rural social education resources and children's psychological deficiency.

According to the literatures, many developing countries are facing the problem of mobile phone addiction among left-behind children. Governments should continue to promote poverty alleviation programs and balanced development of urban and rural education. All sectors of society should pay attention to left-behind children, and schools and families should pay more attention to left-behind children and gradually solve the problem.

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UNIVERSITY STUDENTS' UNDERSTANDING OF THE USE OF COPYRIGHTED CONTENT

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ABSTRACT

This research aims to measure the university students' understanding of the use of copyrighted content. The data were collected from 101 university students mainly in China and Thailand using an online questionnaire. The results show that most university students have a high degree of attention and understanding of the original works and are willing to protect them. At the same time the results also reflect that many students do not know how to avoid plagiarism and copyright infringement properly.

Keywords: Copyright content, Understanding, University students

INTRODUCTION

With the continuous development of the Internet, college students looking for information is no longer simply from books or newspapers and magazines to find helpful information, pictures, and text.

However, what university students do not know is that some information materials on the Internet are copyrighted and cannot be downloaded, reprinted, or quoted at will. The author has conducted this research based on the following objective: To measure the university students' understanding of the use of copyrighted content.

LITERATURE REVIEW

First of all, the author systematically understands what copyright is from several aspects.

The definition of copyright

Copyright refers to the rights enjoyed by the authors of literary, artistic, and scientific works (including property rights and personal rights) (Hefei Intellectual Property Service, 2017). There are two ways to obtain copyright: automatic acquisition and registration acquisition. In China, according to the copyright law, works are automatically copyrighted when they are completed. The so-called completion is relative, as long as the object of creation has met the legal conditions for the composition of the work, it can be protected by copyright law as a work. Academically, copyright can be divided into copyright and neighboring rights according to their nature. to put it simply, copyright is for people who create related spiritual products, while the concept of neighboring rights, it is for participants in relevant industries who perform or assist in the dissemination of works, such as performers, producers of sound recordings and video recordings, radio and television stations, publishers and so on.

Copyright protection

In China, copyright comes into being from the date of the completion of the creation of a work, and copyright registration is not a prerequisite for obtaining copyright, but the certification document of copyright registration is a preliminary proof of the registered items. It can be used as proof of claiming rights or administrative handling or litigation of rights disputes (Information Bureau of the Supreme People’s Court, 2023). Computer software can be registered by the China copyright Protection Center. Other original works, such as text, art, photography, film, music, architectural works, and engineering drawings, can be registered by the provincial copyright registration department. In some countries, if the work is not registered, it will have some adverse consequences.

In Thailand, the copyright protection begins when the work is created and fixed on a tangible media (e.g., paper, film, hard drive, or cloud drive) without registration requirement. The protection lasts 50 years after the death of the last copyright holder (Hualaw, 2023).

Constituent conditions of the work

According to the general theory, the composition of a work needs to meet three conditions: first, it has a certain spiritual content, that is, the work should have a certain ideological or aesthetic spiritual content. Second, the above spiritual content needs to be expressed through a certain form of expression, and the idea that stays in the mind cannot be called a work, but must have a specific expression, in addition, it must be produced in the outside world, but it doesn't matter whether it is preserved as a recording or writing or as impromptu as a song or speech. Third, to be original, that is, works completed through individual intellectual work, obviously, plagiarism does not count. It is obvious that the works created by modern people cannot be castles in the air. They often use works that have been created by their predecessors or those that can be freely used by people in the public domain as materials to create works in this way. The creator only enjoys copyright on his original part, which can be understood as his original fragments and the existence of the work as a whole.

Works that can be protected by copyright include novels, poems, essays, essays, shorthand notes, digital games and other written works; oral works such as lectures, speeches and sermons; musical works with or without words; dramatic or musical dramatic works; works of pantomime and dance art, paintings, calligraphy, prints, sculptures, sculptures and other works of art; works of practical art; works of architectural art; works of photographic art; works of film Diagrams, maps, blueprints, sketches and three-dimensional works related to geography, topography, architecture, science and technology.

The types of property rights of works have developed rapidly in the past 100 years. The original relatively simple right of publication and performance, the right of public screening as a result of the invention of film, and the right of public transmission due to the invention of radio and television. Today, in response to the popularization of the Internet, the right of public transmission has come into being, in addition to these new forms of work rights that have emerged one after another. Other more traditional rights have also changed as a result of changes in the way people live. For example, due to the increasingly frequent international exchanges, attention has been paid to the issue of the right of distribution of crops in various regions and internationally. In the past, the owner of the copyright had the right to lease the property on the basis of ownership, and the scale was limited, which had little impact on the interests of the copyright owner, but the emergence of large chain bookstores seriously affected the interests of the copyright owner. as a result, the rental right of the copyright crop must also be taken into account.

Generally speaking, copyright owners have a number of basic rights over works, some of which are exclusive rights. They have the exclusive right to use or license others to use their works under agreed conditions.

METHODOLOGY

This research employs a quantitative study. The research population includes university students (undergraduate level) in China, Thailand, and other countries. Research participants were sampling using a convenient sampling method. An online self-evaluation form was created using Microsoft Forms with the Chinese/English language selectable. The form was distributed via social media posts and messaging. Participants are those who responded to the online form.

The first part of the form includes demographic questions: gender and studying level. Respondents who are not undergraduate students will be excluded from further analysis. There is also a question asking how well the respondent knows about copyright. People who evaluated themselves as don't know about copyright at all will skip to the third part of the form.

The second part of the form asks participants about the information they know regarding copyright (i.e., what types of work can be copyrighted and what we can do with copyrighted content).

Every participant will respond to the third part of the form which asks about the use of copyrighted content. One of the questions asks about the circumstance that university students may use copyright content without permission. The next question asks how often they see university students misconducted in using copyrighted content. The last item consists of 5-scale questions asking how they agree with copyright protection measures.

RESULTS

Participants

There is a total of 118 people who responded to the online form, consisting of undergraduate students in China, Thailand, and other countries. 17 respondents (14%) who are not undergraduate students will be excluded from further analysis. The participant distribution is shown in Table 1.

Table 1 *Participant distribution*

Profile Factors	Particulars	f	%
Gender	Male	52	44
	Female	47	40
	Other	8	7
	Prefer not to say	11	9
Country	China	61	52
	Thailand	23	19
	Other	17	14
	(Not undergrad.)	17	14
Field of study	Agricultural	8	9
	Arts & Cultures	18	20
	Business & Management	16	17
	Education	9	10
	Hospitality & Tourism	10	11
	Humanity & Social Science	10	11
	Laws and Politics	10	11
	Medicine & Health	10	11
	Science, Technology, & Engineering	1	1

Knowledge about copyright

Participants evaluated themselves as shown in Figure 1. It was found that most of the participants know about copyright moderately or above. Among the participants who reported knowledge of copyright, they were aware of the types of content that may be copyrighted, as shown in Figure 2.

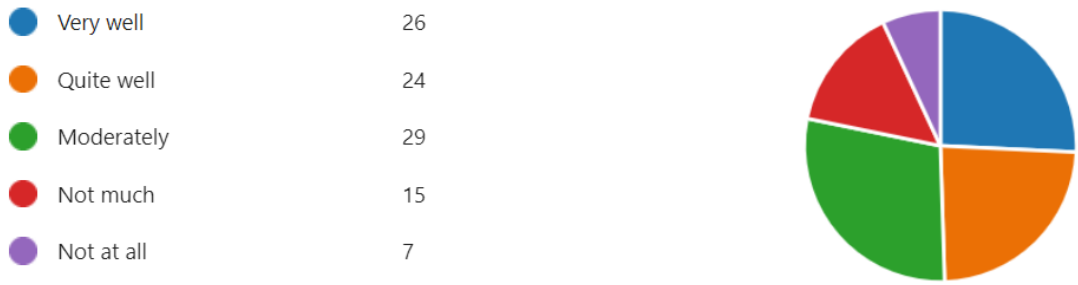

Figure 1. Knowledge about copyright

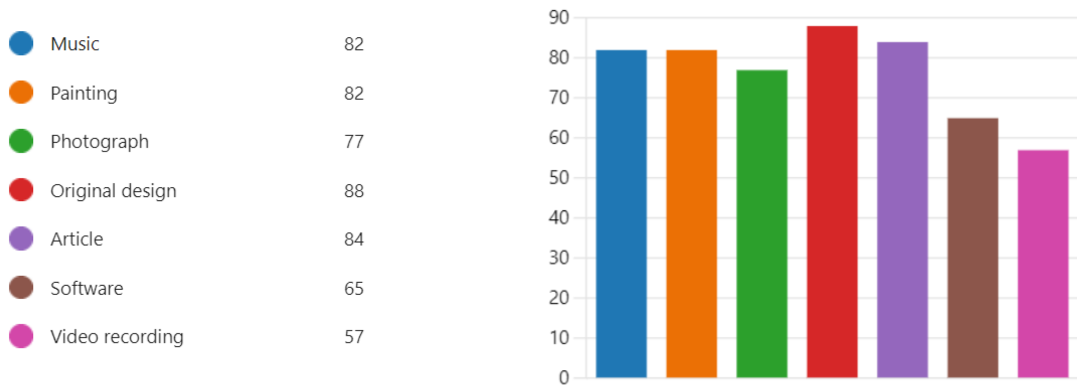

Figure 2. Types of copyrighted content as perceived by the participants

Their understanding of the use of copyrighted content as university students is shown in Table 2, which were derived from 94 responses. Other 7 participants who did not agree with any statement provided qualitative responses, such as "Students can use copyright content for studying purposes," and "Copyright infringement everywhere and it is acceptable as long as we don't do it to make money." Note that only the first item in Table 2 is accurate, based on the law of China and Thailand.

Table 2 *Understandings of copyright content usage* (n=101)

Item	f	%
1. Use of copyrighted content must be authorized by the owner or with proper license.	56	55
2. Students can use copyrighted content without obtaining a license.	12	12
3. We can use copyrighted content if it does not interfere with the owner's income.	6	6
4. We can use copyrighted content if the use is non-commercial.	10	10
5. We can use copyrighted content by giving proper credit to the author.	3	3
6. We can use copyrighted content if we see other people use it before.	0	0
7. We can use copyrighted content if we reproduce or recreate it.	0	0
8. We can use copyrighted content if we buy a physical or digital copy.	7	7
9. Other	7	7

The uses of copyrighted content by university students

There are circumstances that university students may use copyrighted content (inappropriately but inevitably), as shown in Table 3. It was found that the main reason why students violated the copyright is because they don’t know how to avoid it.

Table 3 *Reasons for using copyrighted content* (n=101)

Item	f	%
1. It is too difficult for students to create content themselves.	27	27
2. It is the only content available with no other options.	33	33
3. Usable content is not as good as the copyrighted one.	26	26
4. Students need to finish their work fast.	18	18
5. Students don’t know how to avoid copyright infringement.	61	61

Inappropriate actions students found are shown in Figure 3. Based on the results, is the most frequently occurred inappropriate action.

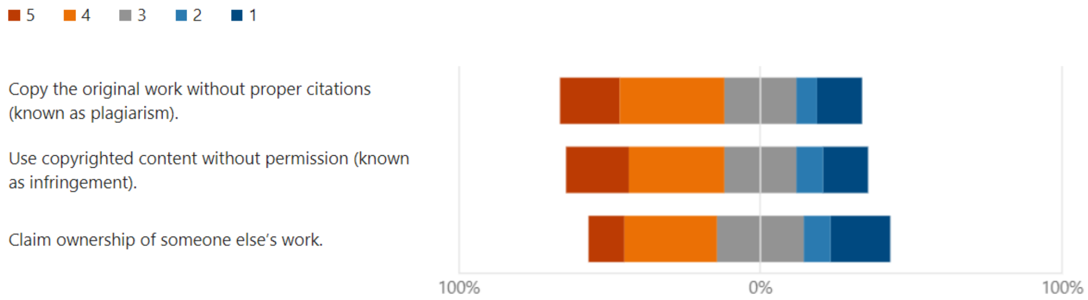

Figure 3. Inappropriate actions found

Avoiding copyright issues

According to Figure 4, participants mostly agree that people should obtain proper rights (e.g., buying licenses) before using copyrighted content. Also, they think it is necessary to protect the original works.

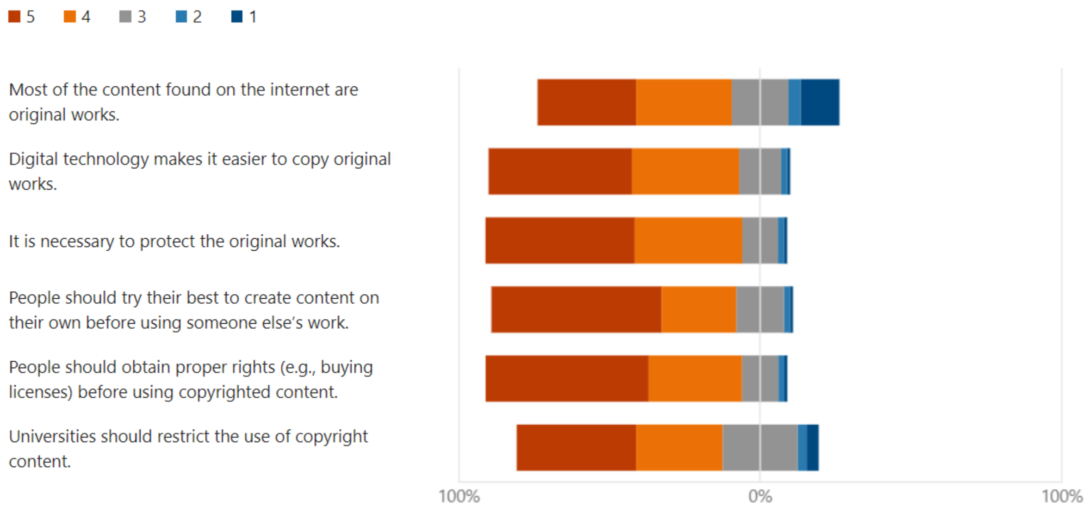

Figure 4. Avoiding copyright issues

CONCLUSION AND DISCUSSION

University students have a high level of awareness of originality and copyright. However, from this point of view, there are still many things for students to understand in terms of originality, the importance of copyright protection, commercial value, and fair use that many may have a superficial understanding of the original. Many people are ambiguous about the extent to which students can use their copyrighted work. Contributors agreed that we should explicitly reject acts of copyright infringement and educate and foster the right attitude of respecting the rights of other people's works.

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CULTURAL TOURISM MANAGEMENT WITH COMMUNITIES' PARTICIPATION IN NA HAEO DISTRICT, LOEI PROVINCE

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ABSTRACT

This quantitative research study was conduct the main purpose to investigate the levels of cultural tourism management with communities' participation in Na-Heow district, Loei province. For research methodology, an interviewed questionnaire was conducted with 28 inhabitants living in Na-Heow district, Loei province. The findings of the study revealed that the numbers of male informants (70%) with their age of 50 – 99 (65%), their married status (80%), their primary educational backgrounds of (60%), their farming work (75%) as well as their income of less than 5,000 baht were mostly found in term of demographical information in addition, the cultural tourism management with communities' participation in Na-Heow district, Loei with the mean of 2.96 was very mostly found, followed by their final decision with its mean of 2.80 and their beneficiaries and evaluation follow-ups with its mean of 2.68. As a result, the community dwellers' pride of tourism resources together with the importance of tourism upgraded for their better ways of life directly led to the communities' required tourism management,

Keywords: cultural tourism management, cultural tourism, communities' participation

INTRODUCTION

In 1976, the world heritage committee appointed by UNESCO was responsible for establishing the parties' cultural collaborations in order to set up proper regulations for the preservation of important cultural resources existed for human beings and tourists' attractions in different countries (Richard, 2007: 4). Thus, tourists' different destinations apart from their own culture were all facilitated for their better understandings together with their traditional and cultural appreciation, cultural values, and local ways of life. Cultural tourism is considered a central hub for tourism industry found in global countries. Besides, the development of cultural tourism is attempted for the community-based tourism market emphasizing on the communities' tourism promotion and development of communitybased tourism resources found in such a unique community.

In Thailand, cultural heritages were all implicated as national tourism distributors since 1982 ; moreover, cultural tourism in Thailand emphasized on archeological sites, monarchies, religions, festivals, temples, historic parks, etc. (Sudthanom Tanchareon, 2015 : 2). In another reason, tourists' learning activation together with their social interaction with community people, as well as their idea-sharing taken from local communities and outside the local communities were all resulted in their community development and community participation (Office of Tourism Development, 2008: 23).

Statement of the Problems

Na Heow community, or they called Bhutan of Thailand, which is a community surrounded among important tourism resources, can be developed as tourist attractions. Not only are an ancient pottery site and Ban Saengpa temple found in this community, but historical backgrounds and cultural values such as ancient salt ponds, weaving works, basketry works, and farming works, etc. are also maintained. Also, this long and well-known legend can be served for the development of cultural tourism site in this community. Thus, the development of cultural tourism management with emphasis on their self-reliance in resources management in Na Haeo community supported by both governmental and private organizations could be benefited for the local communities' various income. In order to be a guideline for the sustainable development of effective tourism management, however, the community-based tourism planning management should be set up for the local communities' well-organized tourism management and requirements.

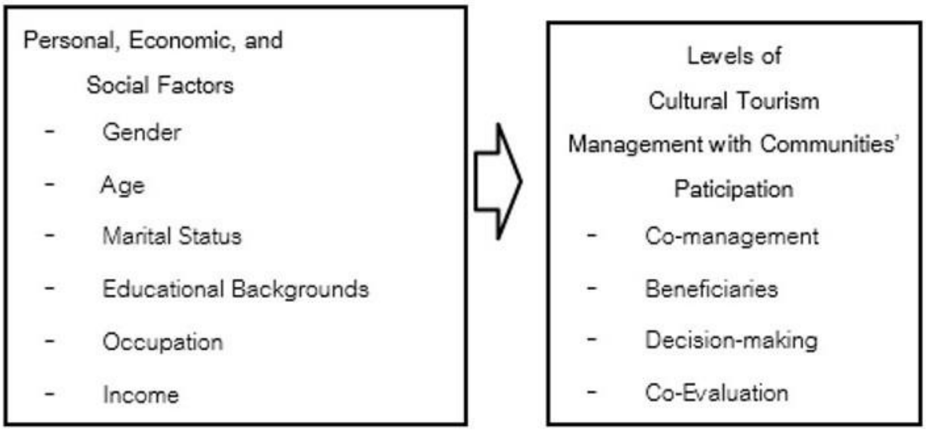
Objective

The main purpose of this dissertation aimed to investigate the levels of communities' participation in cultural tourism management in Na-Heow district, Loei province.

Scope of the Study

1. Area : Na Haeo community, where it is located in Na Heow district, Loei province., was selected for this area study.
2. Population and Sample : 28 chiefs of different divisions dealing with their cultural tourism management organized in Na-Heow district, Loei province..
3. The community's participation in cultural tourism management in Na Heow district, Loei province divided into 4 major aspects: 1) Co-management; 2) Beneficiaries; 3)Decision-making , and 4) Co-Evaluation.

Conceptual Framework



Theoretical Concepts Used in This Study

Concepts on Cultural Tourism

Rasika Angkul and team (2004 : 40) also noted that "cultural tourism" focused on a journey to the ancient ways of life that was not found in some local areas, as well as accessibilities in different historical backgrounds and ways of life. Like the study of Boonlert Chittungwattana (2005: 38) added that "cultural tourism" emphasized on generating cultural knowledge and prides involved with its culture, history, archeology, and different man-made sites.

Concepts on Cultural Tourism Management

According to the study of UNWTO (2010), it was noted that the purposes of tourism planning for communities with emphasis on the community's awareness and needs were to provide guidelines for the communities' proper tourism development served for their local contexts, to promote the local community people's importance of tourism influencing its economic development, to establish academic co-operations with governmental and private organizations to effectively managing tourism, to maintain social changes on communities' ways of life, as well as to offer the local communities' participation in cultural tourism management

RESEARCH METHODOLOGY

In terms of the population drawn for this study, twenty eight official and unofficial community leaders working and it could be implemented for a core focus on the development of tourism and tourism management organized for Na Haeo, tourism-related stake holders, and club members of Na Haeo community were all selected by the nonprobability sampling technique (Namchai Thanuphon, 1997: 71).

For data collection, a questionnaire related to the communities' participation in cultural tourism management based on using the participatory action research and the AIC-based technique in combination with the evaluation of community participation levels was conducted from June to December, 2022.

In analyzing data, issues related to this questionnaire were divided into two major parts:

Part One : This questionnaire was approved for its accuracy before it was encoded with using the descriptive statistics in order to figure out its frequency, mean, and standard deviation.

Part Two : Criteria for evaluating the cultural tourism management with communities' paticipation in Na-Heow district, Loei province in relations to 1) Co-management; 2) Beneficiaries; 3)Decision-making , and 4) Co-Evaluation were all detailed as follows.

The informant's answer no. 1 referred to the academician's, the tourism development officer's

and the community leader's participation in his/her decision-making, which means 1.00 – 1.75 points.

The informant's answer no. 2 referred to the academician's, the tourism development officer's, and the community leader's participation in his/her decision-making suggested by community members, which means 1.76 - 2.50 points.

The informant's answer no. 3 referred to the community members' participation in his/her decision-making in cooperation with academicians and tourism development officers, which means 2.51 – 3.25 points.

The informant's answer no. 4 referred to the community members' participation in his/her decision-making, which means 3.26 – 4.00 points.

However, criteria for evaluating each level of community participation compared with its mean were all detailed as follows.

1.00 - 1.75 means participated in cultivation
1.76 - 2.50 means participated in help
2.51 - 3.25 means participated in cooperation
3.26 - 4.00 means participated in empowerment

Summary

The findings of the study revealed that the numbers of male informants (70%) with their age of 50-99 (65%), their married status (80%), their primary educational backgrounds of (60%), their farming work (75%), as well as their income of less than 5,000 baht were mostly found in terms of their demographical information.

In addition, the communities' participation in cultural tourism management in

Table 1 : Mean, Standard Deviation, and Levels of Opinion on the communities' participation in cultural tourism management in Na Haeo district, Loei province

Cultural Tourism Management with Communities' Participation	*	S.D.	Levels of Participation
Co-management	2.96	.296	Participated in co-management
Decision-making	2.80	.045	Participated in co-management
Beneficiaries	2.68	.437	Participated in co-management
Co-evaluation	2.68	.437	Participated in co-management

According to evaluating the levels of communities' participation, it was found that their community participation in cultural tourism management in Na Heao district, Loei province was mostly found in terms of their co-management with its mean of 2.96, followed by their decision-man=king with its mean of 2.80, their beneficiaries with its mean of 2.68, and their co-evaluation with its mean of 2.68.

DISCUSSION

The cultural tourism management with communities' participation in in Na Haeo district, Loei province in relations to their co-management, decision-making, community beneficiaries, and co-evaluation revealed that the communities' participation in their cultural tourism management in cooperation with other different governmental and private organizations was mostly found. In the other words, all the procedures for the communities' participation in their co- tourism management were all completed in Na Haeo district, meanwhile the communities' beneficiaries and follow-ups on their co-evaluation were rarely found because the community informants' no better understandings and experiences in their community co-evaluation were found. Also, the communities' co-operation in evaluating selected tourism resources, in terms of their community beneficiaries, should be supported for better improvements. In order to effectively manage the communities' participation, as well as to sustain the development of community participation, both cultural impacts and ways of life should be signified based on the concept of community participation. With references to the study of Malinee Winzen (2010), it was cited that the club members' participation in their community activities in cooperation with different outsiders at governmental and private organizations should be implemented for their community development. Besides, decision-making was resulted from the club members' panel discussions with outsiders. That was to say, all the procedures for community activities could be controlled based on its sustainable development and the club members' local ownership. In order to create the tourists' learning process for the communities' natural and cultural sustainability, however, the communities' cultural treasures, self-reliance, and utilization of tourism resources could be implicated for their sustainable resources development, particularly in environmental and cultural impacts.

Recommendations for Further Study

1. The other involved governmental organizations' community-based participatory tourism development should be all supported for their community's academic knowledge management.
2. A cooperation on tourism management with other different communities in Loei province and nearer provinces should be all supported in linkage with their community-based tourism management and tourism routes in nearer areas.

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STUDY BEHAVIOR OF TOURISTS TRAVELING TO MUSEUM SIAM AFTER THE EPIDEMIC SITUATION OF CORONAVIRUS DISEASE

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ABSTRACT

Study Behavior tourists traveling to Museum Siam after the epidemic situation of Coronavirus disease. The details of the research project are as follows: this research The researcher uses quantitative research model, The population and sample used in this research were 400 people who traveling to Museum Siam after the epidemic situation of Coronavirus disease.

The results of the analysis show that general Information of Tourists From the study of the general information of the sample. The information can be summarized as follows from the population were females, 18-25 years old have a undergraduate, and most of the population are students and have income below 15,000 baht and part 2 analyzed data on the behavior of tourists traveling to Museum Siam After the epidemic situation of Coronavirus disease show that frequency of tourists traveling to Museum Siam after the epidemic situation of Coronavirus disease was 1-2 times/month and tourists traveling to Museum Siam with most people is a Friends or colleague and travel to Museum Siam by bus and tourists know Museum Siam from Facebook and tourists go to travel to Museum Siam 16.00 - 19.00 o'clock

Keywords: Behavior; Tourists; Museum Siam

INTRODUCTION

Historical tourism is one of the most popular forms of tourism as a tourism commodity with great social and cultural significance. In the past, the sector has therefore given importance to the development of such tourist attractions. by clearly defining the format and selling points. Historical tourism is also a collaborative activity between the government and local private sectors and relevant agencies to develop a standardized model. A new approach to management has been introduced. to be in line with the world tourism situation. On the basis of conservation at the same time with the development of sustainable tourism in Thailand. Historical tourism refers to travel to historical and archaeological sites. Including a place where there is a mental bond of the next generation. to admire and enjoy tourist attractions Gain knowledge and understanding of local history and archaeology based on responsibility and consciousness of preserving cultural heritage and values of the environment. where the local community participates in the management (Matichon Online, 2020)

Museum Siam, Discovery Museum under the National Discovery Museum Institute (NDMI), is the first discovery museum that focuses on making visitors gain new experience while visiting a museum. Museum Siam is built as a model for a pleasurable learning center and raises the standard of new learning methods for Thai citizens, especially children and youth. It is the place to develop conscience in knowing themselves, neighbors, and the world. The creation of a "brand-new notion and image" of a museum in a learning society, through modern technology and creative activities, is to make learning histories and stories more interesting and enjoyable. The new learning is composed of Main Exhibition, Special Exhibitions, and Creative Learning Activities. (Museum Siam Visit, 2022)

At present, Museum Siam exhibits the exhibition. It has been designed to be unique in terms of content development and storytelling using modern museum media we are familiar with and can be commonly seen today. Content displayed from past to present from the social context that changes according to the era through the exhibition with a new presentation style. through telling stories about Thainess in different dimensions, such as history, architecture, culture, traditions, food, and dress. (Museum Siam Visit, 2022)

Research Objective

To study Behavior tourists traveling to Museum Siam After the epidemic situation of Coronavirus disease

METHODOLOGY

1. The researcher has planned and collected information about Behavior of tourists traveling to Museum Siam after the covid situation

2. The researcher surveys and studies relevant documents and research. The work to be studied is the document about the concept of tourist behavior travel ideas The concept of tourism, consumer behavior.

3. Gather relevant information and documents related to the behavior of tourists traveling to Museum Siam. after the covid situation from online media, Google Facebook, academic journals, and official websites

Population and sample

The population used in the research was 400 people who had visited Museum Siam after the COVID situation.

Analyze the data and statistics used.

Data collected from the questionnaire will be analyzed using a packaged program. calculate the percentage The information is divided into 3 parts.

Part 1: General information questionnaire of tourists, namely gender, age, education level, occupation, income, by the researcher using descriptive analysis. percentage statistics

Part 2 Tourist Behavior Questionnaire The researcher used a descriptive analysis. percentage statistics

Part 3 Others by giving respondents have commented.

RESEARCH RESULT

Part 1 General Information of Tourists From the study of the general information of the sample. The information can be summarized as follows.

Table 1 Percentage of samples classified by general information of respondents

Gender	Number of people	Percentage
Female	214	53.50
Male	169	42.25
Other	17	4.25
Total	400	100.0

From Table 1 it shows that The majority of the population were 214 females, representing 53.50 percent, 169 males, representing 42.25 percent, and the least respondents were other 17 people, representing 4.25 percent.

Table 2 Percentage of samples classified by general information of respondents

Age	Number of people	Percentage
18-25 years old	209	52.25
26-35 years old	166	41.50
36-45 years old	11	2.75
Over 46 years old	14	3.50
Total	400	100.0

From Table 2 shows that most of the population is 18-25 years old, 209 people, representing 52.25 percent, followed by people aged 26-35 years, 166 people, representing 41.50 percent, Over 46 years old, 14 people, representing 3.50 percent, and the least respondents are 36-45 years old, 11 people, representing 2.75 percent.

Table 3 Percentage of samples classified by general information of respondents

Education	Number of people	Percentage
Undergraduate	256	64
Bachelor's degree	132	33
Master's degree	9	2.25
Doctor's degree	3	0.75
Total	400	100.0

From Table 3 it shows that Most of the population's have a Undergraduate, amount 256 People accounted for 64 percent, followed by Bachelor's degree, 132 people, representing 33 percent, master's degree, 9 people, representing 2.25 percent, and the least respondent, Doctor's degree, 3 percent, representing 0.75 percent.

Table 4 Percentage of samples classified by general information of respondents

Occupation	Number of people	Percentage
Students	206	51.50
Public servant	41	10.25
Office worker	33	8.25
Self-employed	5	1.25
Other	115	28.75
Total	400	100.0

From Table 4 shows that most of the population are Students, 206 people, representing 51.50 percent, followed by Other, 115 people, representing 28.75 percent, Public servant 41 people, representing 10.25 percent and the least answer is 5 Self-employed, representing 1.25 percent.

Table 5 Percentage of samples classified by general information of respondents

Income	Number of people	Percentage
Below 15,000 baht	197	49.25
15,001 - 25,000 baht	160	40
25,001 - 35,000 baht	21	5.25
35,001 - 45,000 baht	19	4.75
More than 45,000 baht	3	0.75
Total	400	100.0

From Table 5 it shows that Most of the population's income is Below 15,000 baht, amount 197 People accounted for 49.25 percent, followed by 15,001 - 25,000 baht, 160 people, representing 40 percent, 25,001 - 35,000 baht, 21 people, representing 5.25 percent, and the least respondent, More than 45,000 baht, 3 percent, representing 0.75 percent.

Part 2 analyzed data on the behavior of tourists traveling to Museum Siam After the epidemic situation of Coronavirus disease

Table 6 Frequency of tourists traveling to Museum Siam after the epidemic situation of Coronavirus disease

Frequency of tourists traveling to Museum Siam after the epidemic situation of Coronavirus disease	Number of people	Percentage
1 - 2 times/month	372	93
3 - 4 times/month	22	5.5
Over 5 times/month	6	1.5
Every day	0	0
Total	400	100.0

From Table 6 it shows that The frequency of tourists traveling to Museum Siam after the epidemic situation of Coronavirus disease was 1-2 times/month, 372 people, representing 93 percent, followed by 3-4 times/month, 22 people, representing 5.5percent, Over 5 times/month, 6 people. Representing 1.5 percent and the least respondent was Every day on a regular basis, 0 people

Table 7 Who do tourists traveling to Museum Siam with?

Who do tourists traveling to Museum Siam with?	Number of people	Percentage
Alone	63	15.75
Friends, colleague	281	70.25
Family	14	3.50
Lover	27	6.75
Other	15	3.75
Total	400	100.0

From Table 7 it can be seen that tourists traveling to Museum Siam with most people is a Friends or colleague of 281 people, representing 70.25 percent, followed by go to travel alone, 63 people, representing 15.75 percent, Lover of 27 people, representing 6.75 percent, and the least respondent is going to travel with family. 14 people, representing 3.50 percent

Table 8 How to go to travel Museum Siam?

How to go to travel Museum Siam?	Number of people	Percentage
Bus	178	44.5
BTS / MRT	124	31
Private cars	36	9
Motorcycle	14	3.5
By boat	9	2.25
Taxi	25	6.25
Other	14	3.5
Total	400	100.0

From Table 8 it can be seen that Most of the population's travel to Museum Siam by bus, 178 people, accounting for 44.5 percent, followed by BTS / MRT of 124 people, representing 31 percent, Private cars of 36 people, representing 9 percent, and the least respondents By boat 9 people, representing 2.25 percent.

Table 9 Where do tourists know Museum Siam from?

Where do tourists know Museum Siam from?	Number of people	Percentage
Facebook	89	22.25
TikTok	71	17.75
Websites	29	7.25
Instragram	49	12.25
In the vicinity	51	12.75
Friends or family	78	19.50
Other	33	8.25
Total	400	100.0

From Table 9 it can be seen that tourists know Museum Siam from Facebook of 89 people, representing 22.25 percent, followed by friends or family, 78 people, representing 19.50 percent, TikTok of 71 people, representing 17.75 percent, and the least respondent is other 33 people, 8.25 percent

Table 10 The time when tourists travel to Museum Siam?

The time when tourists travel to Museum Siam?	Number of people	Percentage
09.00 - 12.00 o'clock	43	10.75
12.00 - 14.00 o'clock	51	12.75
14.00 - 16.00 o'clock	119	29.75
16.00 - 19.00 o'clock	187	46.75
Total	400	100.0

From Table 10 it can be seen that tourists go to travel to Museum Siam 16.00 - 19.00 o'clock 187 people, representing 46.75 percent, followed by 14.00 - 16.00 o'clock, 119 people, representing 29.75 percent, 12.00 - 14.00 o'clock of 51 people, representing 12.75 percent, and the least respondent is 09.00 - 12.00 o'clock 43 people, 10.75 percent

DISCUSSION

The results of the analysis show that the behavior of tourists traveling to Museum Siam After the epidemic situation of Coronavirus disease show that frequency of tourists traveling to Museum Siam after the epidemic situation of Coronavirus disease was 1-2 times/month and tourists traveling to Museum Siam with most people is a Friends or colleague and travel to Museum Siam by bus and tourists know Museum Siam from Facebook and tourists go to travel to Museum Siam 16.00 - 19.00 o'clock corresponds to Putsadee Kumraksa and Paithoon Monpanthong (2021) The results of generation Y tourists' travel behavior revealed that, pre-travel behavior, most tourists visited museums on the weekend. The purpose of visiting the museums was to learn about history, art and culture. Learning about past civilization was the key motivation encouraging them to visit. And Phiyada Thongprasert and Wimonpan Arpavate

(2019) tourism behavior of Thai tourists at Bangkok historicalmuseum show that most sample group have plan in advance, like to travel on weekend with main purpose of study, usually have 1-2 trip annually, like to seek experience, and likely to spend 2-3 hours in museums. And Pattaramook Pongsata and Thirawat Chantuk (2022) it is found that trust also has a mediation effect between perceived safety and behavioral intention of generation z tourists' behavioral intention in museum tourism during covid-19 pandemic at 0.001 statistically significant level. Kanyarat Bunnam (2022), study factors affecting the decision to visit the Rattanakosin Island MuseumCase Study: Generation Y, The findings revealed that Generation Y tourists visiting various museums on Rattanakosin Island with different educational levels, occupations, and statuses had different decisions to visit museums on Rattanakosin Island. tourism motivation, physical motivation, interpersonal motivation and status, and prestige motivation affected decisions to visit various museums on Rattanakosin Island. Only cultural motivation did not affect the decision to visit museums on Rattanakosin Island.

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THE GUIDELINES FOR HOTEL BUSINESS MANAGEMENT AFTER THE COVID-19 CRISIS: THE ADAPTATION SERVICE STRATEGIES OF HEALTH AND WELLNESS HOTEL FOR ENTREPRENEURS

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ABSTRACT

The qualitative research by semi-structure in-depth interviews and focus groups study the 15 Hotel management and 10 Hospital and 15 Health and wellness entrepreneurs in The Federation of Thai Spa and Wellness Association. The main objective of this research to study the guidelines for hotel business management after the covid-19 crisis: the adaptation service strategies of health and wellness hotel for entrepreneurs' model guidelines. As a result of issue were tourism and health promotion, specialized hotels are starting to be in demand among consumers with the demand for appropriate services, both products and services which is a package consisting: 1) health 2) beauty/spa 3) nutrition 4) relaxation and meditation 5) physical activity. Resulting from the adjustment of the health business not only traveling is the main goal, but consumers also want to take good care and allow time to find out if there is an illness or contagious disease or the consequences of having COVID-19.
Keywords: Business management, Services strategies, Health and wellness hotel, Consumer behavior

INTRODUCTION

The COVID-19 pandemic is the result of a disease caused by a coronavirus. In the past, similar diseases, caused by coronaviruses, occurred, such as SARS and MERS, but to a lesser extent. It's started in Wuhan, China in 2019 and spread rapidly. The World Health Organization (WHO) declared it on January 2020 and since then it continued spreading all over the globe. There are no drugs that cure humans from this virus (WHO, 2020) Currently, it seems extremely difficult, almost impossible, that the world will recover from it soon (Sebastian & Florian, 2020)

Thailand's hospitality industry was hit badly by the COVID-19 pandemic since the end of 2019, starting early, almost at the same time as its outbreak in Wuhan. However, signs of business recovery were observed since July 2020 (Jonathan Head, 2020). The impact of COVID-19 in Thailand demanded investigations on new strategies for the hotel industry. This was helpful to the service industry in predicting recovery from the epidemic. (Gallen, 2020).

Recent studies on crisis management in the hotel industry in response to the COVID-19 pandemic have examined two levels of strategies: business-level and functional-level strategies. Lai, I.K.W.; Wong, J.W.C. (2020) The research examining the business level Yacoub, L.; El Hajjar (2020) Le, D.; Phi, G. (2021) has identified crisis strategies in different stages of the COVID-19 pandemic. Many studies focusing on functional strategies Kimes, S.E. (2020) who investigated crisis management in hospitality using luxury hotels introduced four categories of practices: human resources, marketing, maintenance, and government assistance. In response to the COVID-19 pandemic, Lai and Wong Lai, I.K.W.; Wong, J.W.C. (2020)

Therefore, the aim of this research was to study the guidelines for hotel business management after the covid-19 crisis: the adaptation service strategies of health and wellness hotel for entrepreneurs. Additionally, it provides specific crisis management to recover from the crisis phase.

Research Objective

To study the guidelines for hotel business management after the covid-19 crisis: the adaptation service strategies of health and wellness hotel for entrepreneurs' model guidelines.

METHODOLOGY

Research Tools

In this research is qualitative approach, we adopted an applied research approach the interview outline was designed, and in-depth interviews (including telephone interviews) as a tool for collecting data by created in-depth interview questionnaires to the advisor and expert to verify the completeness and consistency of the content. There are 3 qualified the experts who considered.

Data Collecting Method

The researcher was conducted among the interviewees by purposive sampling (Table 1). That collected data by interview and telephone store data purposes. In additional, the researcher distributed a in-depth interview questionnaire to the simple group January 2023-March 2023

The interviewees were question: 1) Pre COVID-19 business environment with product/service offering: Hospitality, accommodations service, food and beverage, spa packages, fitness packages, health and recovery/refer with Co-brand hospital. 2) After COVID-19 Hotel business management: 3) Service strategies of health and wellness hotel recovery.

Data Analysis

The researcher analyzed the data obtained from purposive sample by descriptive statistic and data analysis as evaluate difference solutions to manage the research transcribe the recording and verify them with interviewee.

Table 1 Sample Table

Type of Management Level	Number	Active Business Operate
Hotel Manager	15	3-5 years
Hospital Ownership	10	5-10 years
Health and wellness entrepreneurs	15	3-5 years
Totally	40	

The qualitative research by semi-structure in-depth interviews 40 persons were consist of 15 Hotel managers, 10 Hospital ownership and 15 Health and wellness entrepreneurs in The Federation of Thai Spa and Wellness Association. That active administration not over 3-10 years.

RESULTS

Results of the descriptive statistic analysis of sample group

The research comprises of demographic data 40 informants, details as follows:

Most of samples are male 35 persons representing 87.5 percent, 5 persons females representing 12.5 percent, respectively

Most of samples are between 46-65 years old witch group of 30 persons accounted for 75 percent followed by 10 persons age between 35-45 years old witch presenting 25 percent, respectively.

Educational level of sampling mostly are 25 persons with bachelor's degree representing 62.5 percent followed by, followed by 10 persons master degree which accounting for 20 percent and doctoral degree 10 persons represented 12.5 percent, respectively.

Duration of sampling business operations mostly between 3-5 years which group consist of 30 persons representing 75 percent, followed by 5-10 years which group consist of 10 persons representing 25 percent, respectively.

Results of Adaptation and Business Management

Table 2 Results of Service for Adaptation and Business Management

Results	Informants Rate	Related Information
Similarity - Health and quarantine protocols - Exercise Area and equipment to release activities - Heathy food and Beverage/Halal food - International travel restrictions	80 percent	- More for improvement in both crises. - Management the program and package for health in standard. - The new job and responsibilities to learn international travel restriction

Difference		
- Major change in market and behaviour - Information for travel and strictly health record/Medical health check refer to medical doctor	20 percent	- The experience to investigate the trend of market - The information for travel record and the hospital to refer

The research comprises of demographic data 40 informants, the results of Service for Adaptation and Business Management according to (table 3) the characteristics of Similarity and Difference The following section discusses: Informants Rate 80 percent were shown Similarity: Health and quarantine protocols, Exercise Area and equipment to release activities, Heathy food and Beverage/Halal food and International travel restrictions. That Related Information: More for improvement in both crises. Management the program and package for health in standard. The new job and responsibilities to learn international travel restriction. The result inconsistent with empirical data or not reaches the specified criteria.

The characteristics of Difference The following section discusses: Informants Rate 20 percent were shown: Major change in market and behaviour and Information for travel and strictly health record/Medical health check refer to medical doctor. That Related Information: The experience to investigate the trend of market, the information for travel record and the hospital to refer.

Results of the guidelines for hotel business management after the covid-19 crisis

The researcher proceeded to adjust the guidelines by considering the recommendations for adjusting hotel business management after the covid-19 crisis
with empirical data are as follows:

The strategies for Adaptation and business management that have relative with Adapting operational protocol and Modifying production service assumptively. And the issues that change were:

1) Organizational structure as lean the number of employee for the combine job and apply job and renovated job to fit/flexible the position.

2) Entrepreneurs trait and Chain standard as design the direction of the business with sense of business or trait because the decision for strength and weakness are Doing business in times of crisis. All entrepreneurs must stop or suspend operations due to lack of income from the suspension of the business. Not as many customers as before So it's a decision from the owner. or operators are very important some places retain employees even when there is no job coming in to wait for the right opportunity. and have sympathy for employees which used to benefit the organization for a long time from leadership with Entrepreneurs/Chain Standard.

3) Available resources as human resource-based, operation and maintenance as same as by making the most of available resources and maintain good people in the organization as well

Throughout the people who are honest are also the part that the organization appreciates when there is a crisis. Some employees refuse to accept salary or compensation while the organization is unable to move forward. It is a human resource that should be maintained.

The service strategies of health and wellness hotel recovery the issues that reinstating were: (Figure 1)

1) Organizational structure

as an organizational structure describes how specific operations are directed to meet a company's objectives.

2) Resource access and utilization

as is a KPI that measures performance and effort over an amount of available time (or capacity). Optimal resource utilization.

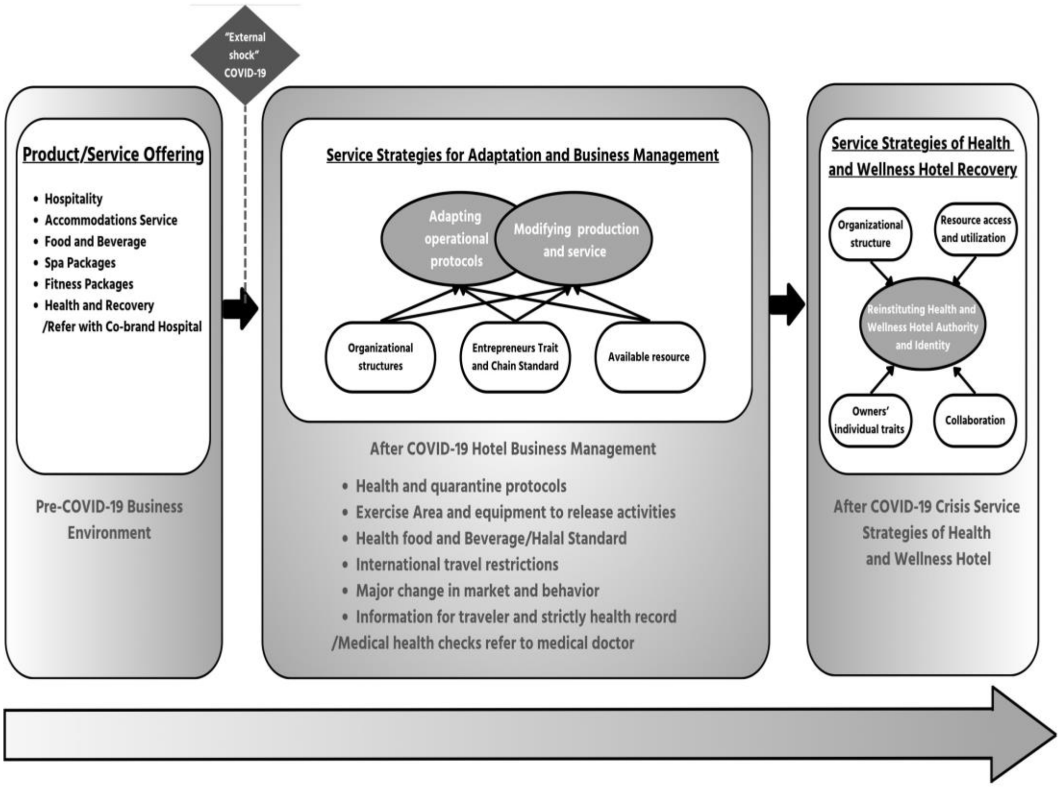
3) *Owners' individual traits*

as character traits of successful business owners

4) Collaboration

as the action of working with someone to produce or create something

Figure 1 the guidelines for hotel business management after the covid-19 crisis



CONCLUSION

At present, there literature that explores crisis management in the hotel industry at different phases of the crisis, predominated by research undertaken with large and luxury hotels. However, there is a lack of crisis management expertise for health and wellness hotels to draw upon, particularly during the post-COVID-19 recovery stage. This paper used guidelines to explore post-COVID-19 recovery strategies. (Figure 1)

DISCUSSION AND RECOMMENDATION

Health tourism business with Thailand's potential to control the rate of outbreaks and the rate of treatment of COVID-19 patients has been highly successful. This is confirmed by the Global Health Security Index. Which is ranked 6th in the world (2019) is a selling point and attracts health lovers from all over the world to travel to use the service in Thailand. which may have medical treatment Health rehabilitation, such as spa business, Thai massage, as well as presenting health care that Thailand is a source of healthy food and has experts. which entrepreneurs should have appropriate strategic planning as follows:

1) Creation of international health and safety standards for employees

2) The hotel business should improve its business strategy. to be in a combination of treatment and accommodation in accordance with the situation

3) Building a network Partner for health and wellness hotels to expand the customer base to draw on the strengths of each integration and share knowledge together and grow together sustainably

4) Entrepreneurs may consider increasing the proportion of quality tourists. so that the business is ready by communicating through digital platforms and online and distribution of income in various channels, such as providing spa services, serving healthy food menus, designing exercise programs for the elderly and patients for symptomatic treatment.

5) Health and wellness hotel business operators must prepare, plan, communicate and create manuals. and training personnel to understand the operation and prevention of impacts on corporate image Sustainable Health Innovation

6) Presenting health and wellness hotels to help the community which has a source of business action areas such as supporting community products Providing a quarantine area for employees working with health hotels in order not to bring the infection back to the accommodation to cause the spread of the disease.

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STUDY BEHAVIOR AND SATISFACTION OF TOURISTS TRAVELING IN THE SILOM NIGHT MARKET AFTER THE EPIDEMIC SITUATION OF CORONAVIRUS DISEASE

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ABSTRACT

Study Behavior and satisfaction of tourists traveling in the Silom night market After the epidemic situation of Coronavirus decease. Research Objective is to study Behavior of tourists traveling in the Silom night market after the epidemic situation of Coronavirus decease and to study satisfaction of tourists traveling in the Silom night market after the epidemic situation of Coronavirus decease

The result was found that Part 1 General Information of Tourists From the study of the general information of the sample. The information can be summarized as follows that the majority of the population females, 26-35 years old have a bachelor's degree and most of the population are Office worker and Part 2 Information about the behavior of tourists traveling in the Silom night market After the epidemic situation of Coronavirus decease can be summarized as follows; After the epidemic situation of Coronavirus decease tourists use the Silom night market service 2-4 times, traveling in the Silom night market with friends and choose to traveling in the Silom night market after the epidemic situation of Coronavirus decease because convenient to travel and know Silom night market from Social media. Part 3 Satisfaction of tourists traveling in the Silom night market After the epidemic situation of Coronavirus decease follow; the overall average satisfaction of using the service was 3.95 (high level). The average that attracted the most was the food and product with an average of 4.04 (high level), followed by the price. with an average of 3.98 (high level) and place with an average of 3.84 (high level), respectively.

Keywords: Behavior; Satisfaction; Silom night market

INTRODUCTION

Thailand's before Covid economy and tourism, especially the form of tourism, whether small or large, in the past several years, tourism has been an important part of driving the country's economy even though there are problems and Domestic obstacles can also quickly recover every time. And after the epidemic of COVID-19, Thailand has once again faced serious problems, this time more serious than before, whether in terms of tourism, there has been a sudden stop in the country and abroad due to the spread. The epidemic therefore had to lock the stars and close the country temporarily, causing the economy to deteriorate greatly during that time, with fewer tourists as well. (COVER STORY, 2020)

Silom Night Market is located in Silom, Bangkok,a sub-district located in Bang Rak district, Bangkok. The market is located along Silom road in Bangkok and this street (Silom Road in Bangkok) is also known as Wall Street of Thailand, as a large number of multinational companies are based here. The nights at Silom Night Market are extra attractive because of everything going on in the area and the proximity to the BTS/MRT and highly recognized Patpong area. (Night Market Bangkok, 2022)

From the message mentioned above This makes the researcher want to explore the behavior and satisfaction of traveling in the Silom night market After the epidemic situation of Coronavirus decease to know the behavior. Satisfaction of tourists to know the current tourism situation in Thailand.

Research Objective

1. To study Behavior of tourists traveling in the Silom night market after the epidemic situation of Coronavirus decease
2. To study satisfaction of tourists traveling in the Silom night market after the epidemic situation of Coronavirus decease

METHODOLOGY

1. The sample population is the population who travel to Silom Night Market. After the situation of COVID 19

2. Research tools

The survey tool was a questionnaire consisting of 400 questionnaires, which were advised by the research advisor and constructed in accordance with the research objectives and ideas from the literature review. by collecting data to study the quality of tourist attractions It can be divided into 4 parts as follows:

Part 1 General Information Questionnaire of Tourists
Part 2 Tourist Behavior Questionnaire
Part 3 Satisfaction Questionnaire on Tourist Attractions with tourists as rating
Part 4 Opinions and Suggestions

Data analysis and statistics

All questionnaires were analyzed and processed by a computer. Through the program of google form to process the data set and analyze the questionnaire data as opinions and suggestions. Use content analysis using frequency values and present it in a descriptive way.

Research Result

Part 1 General Information of Tourists From the study of the general information of the sample. The information can be summarized as follows.

Table 1 Percentage of samples classified by general information of respondents

Gender	Number of people	Percentage
Female	198	49.50
Male	176	44
Other	26	6.50
Total	400	100.0

From Table 1 it shows that The majority of the population were 198 females, representing 49.50 percent, 176 males, representing 44 percent, and the least respondents were other 26 people, representing 6.50 percent.

Table 2 Percentage of samples classified by general information of respondents

Age	Number of people	Percentage
18-25 years old	167	41.75
26-35 years old	181	45.25
36-45 years old	31	7.75
Over 46 years old	21	5.25
Total	400	100.0

From Table 2 shows that most of the population is 26-35 years old, 181 people, representing 45.25 percent, followed by people aged 18-25 years, 167 people, representing 41.75 percent, 36-45 years old, 31 people, representing 7.75 percent, and the least respondents are people over 46 years old, 21 people, representing 5.25 percent.

Table 3 Percentage of samples classified by general information of respondents

Education	Number of people	Percentage
Undergraduate	144	36
Bachelor's degree	227	56.75
Master's degree	20	5
Doctor's degree	9	2.25
Total	400	100.0

From Table 3 it shows that Most of the population's have a bachelor's degree, amount 227 People accounted for 56.75 percent, followed by undergraduate, 144 people, representing 36 percent, master's degree, 20 people, representing 5 percent, and the least respondent, Ph.D., 9 percent, representing 2.25 percent.

Table 4 Percentage of samples classified by general information of respondents

Occupation	Number of people	Percentage
Students	134	33.50
Public servant	26	6.5
State enterprise officer	12	3
Office worker	145	36.25
Self-employed	15	3.75
Other	68	17
Total	400	100.0

From Table 4 shows that most of the population are Office worker, 145 people, representing 36.25 percent, followed by Students, 134 people, representing 33.50 percent, other 68 people, representing 17 percent and the least answer is 12 state enterprise employees, representing 3 percent.

Part 2 Information about the behavior of tourists traveling in the Silom night market After the epidemic situation of Coronavirus decease can be summarized as follows;

Table 5 After the epidemic situation of Coronavirus decease, how many times did tourists use the Silom night market service?

After the epidemic situation of Coronavirus decease, how many times did tourists use the Silom night market service?	Number of people	Percentage
1-2 times	66	16.50
2-4 times	125	31.25
4-6 times	94	23.50
More than 6 times	115	28.75
Total	400	100.0

From Table 5 shows that most of the population use the Silom night market service 2-4 times, 125 people, representing 31.25 percent, followed by More than 6 times, 115 people, representing 28.75 percent, 4-6 times 94 people, representing 23.50 percent and the least answer is 66 people 1-2 times, representing 16.50 percent.

Table 6 Who do you traveling in the Silom night market with?

Who do you traveling in the Silom night market with?	Number of people	Percentage
Alone	113	28.25
With friends	236	59
Family	18	4.5
Other	33	8.25
Total	400	100.0

From Table 6 it can be seen that choosing to traveling in the Silom night market with most is travel with friends of 236 people, representing 59 percent, followed by travel alone, 113 people, representing 28.25 percent, Other of 33 people, representing 8.25 percent, and the least respondent is family 18 people, representing 4.5 percent

Table 7 Why you choose to traveling in the Silom night market after the epidemic situation of Coronavirus decease

Why you choose to traveling in the Silom night market after the epidemic situation of Coronavirus decease	Number of people	Percentage
Reasonable price	72	18
Convenient to travel	138	34.50
Food and variety of products	54	13.5
The friendliness of the merchants	78	19.5
Measures to control COVID-19	35	8.75
Other	23	5.75
Total	400	100.0

From Table 7 shows that most of the reasons for traveling in the Silom night market after the epidemic situation of Coronavirus decease are Convenient to travel of 138 people, representing 34.50 percent, followed by the friendliness of the merchants of 78 people, representing 19.5 percent, Reasonable price in the amount of 72 people, representing 18 percent, and the least answer is other 23 people, representing 5.75 percent.

Table 8 Where do you know Silom night market from?

Where do you know Silom night market from?	Number of people	Percentage
Social media	156	39
Friends or family	122	30.5
In the vicinity	110	27.5
Other	12	3
Total	400	100.0

From Table 8 it can be seen that most of the population know Silom night market is Social media of 156 people, representing 39 percent, followed by friends or family, 122 people, representing 30.5 percent, in the vicinity of 110 people, representing 27.5 percent, and the least respondent is other, 12 people, 3 percent

Part 3 Satisfaction of tourists traveling in the Silom night market After the epidemic situation of Coronavirus decease

Table 9 Percentage of samples classified by tourist satisfaction of rating data

Satisfaction	**Average**	**SD**	**Conversion**
Food and product	4.04		high level
Good test	4.10	0.71	high level
The quantity is good for the price.	3.86	0.83	high level
Clean and fresh food	4.03	0.72	high level
Trending products	4.19	0.77	high level
Prices	3.98		high level
Reasonable price	3.92	0.79	high level
Inform the price clearly	4.05	0.74	high level
Location	3.84		high level
Car park	3.82	0.85	high level
Safety	4.00	0.79	high level
Toilet	3.76	0.89	high level
Dining seats	3.83	0.93	high level
COVID-19 measures	3.77	0.94	high level
Total	3.95		high level

From Table 9, the overall average satisfaction of using the service was 3.95 (high level). The average that attracted the most was the food and product with an average of 4.04 (high level), followed by the price. with an average of 3.98 (high level) and place with an average of 3.84 (high level), respectively.

DISCUSSION

Information about the behavior of tourists traveling in the Silom night market After the epidemic situation of Coronavirus decease can be summarized as follows; After the epidemic situation of Coronavirus decease tourists use the Silom night market service 2-4 times, traveling with friends and choose to traveling because convenient to travel and know Silom night market from Social media. Satisfaction of tourists traveling in the Silom night market After the epidemic situation of Coronavirus decease follow; the overall average satisfaction of using the service was 3.95 (high level). The average that attracted the most was the food and product followed by the price and place. consistent with the research of Sichon Kulampa,Duangthida Nunthapira, (2017) Regrading to their behaviour, most of tourists previously visit the market more than two times; they come to Srinakarin Train Night Market with friends and colleagues. The average spending per one visit isaround 500 -1,000 baht and then source of information about Srinakarin Night Market come from friend and colleagues. The same as Pongpat Runla and Pakamas Chairatana (2020) Behavior of consumers found most consumers travelled with friends in a group of two and were the fourth time of visiting, they know the information from the friends and relatives, visit the market on weekends, spend less than 200 baht a time and will come back to visit. And Pannathadh Chomchark (2020) found that the Structural Relations of Marketing Mix showed its positive correlation significantly with satisfaction, engagement and decisions on products and services.

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STUDY THE CONSUMER BEHAVIOR USING SERVICE AT CHATUCHAK PARK

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ABSTRACT

Study the consumer behavior using service at Chatuchak Park intended for survey the behavior of people who come to use the service at Chatuchak Park. The details of the research project are as follows: this research The researcher uses quantitative research model, The population and sample used in this research were 400 people who used to use Chatuchak Park services and related persons.

The results show that, Part 1 Analyzing general personal information used to use Chatuchak Park services it was found that most of the population were females, 26-35 years old and most of the population are Office worker have income is 25,001 - 35,000 baht. Part 2 analyzed data on the behavior of those who used to use Chatuchak Park services. The frequency of the population using Chatuchak Park services was 1-2 times/month**,** Most of the purposes of using Chatuchak Park services for take a rest and choosing to use the service at Chatuchak Park with most people is a Friends, the reasons for using Chatuchak Park service are Surrounding environment and most of the population's travel to Chatuchak Park by BTS/MRT and the population know Chatuchak Park from Social media

Keywords: Behavior; Chatuchak Park; People

INTRODUCTION

Parks and green spaces have become indicators of the quality of life of people in a city or country. very well In line with the World Health Organization (WHO) setting the green area standard is 9 sq m/person, which is the minimum number for being a city with a good environment. But now Bangkok There is only 6.99 square meters of green space per person and there are only 37 public parks. After the Industrial Revolution There is a concept called 'Garden City' (Garden City) or City Park It is an urban design concept that focuses on health, well-being and industrial benefits. Thereafter Parks have become a standard in urban development planning. In which the city planning of each country will set the planning standards. and design different recreational facilities depending on the size of the area density of people and the population characteristics of that area For example, the total recreational area standard per capita in the United States. It is set at about 25 rai per 1,000 people, sports fields and community playgrounds. is set at 2.5 hectares per 800 inhabitants, which varies in each state. And Thailand itself used to set the total relaxation area at 10 rai per 1000 people, but in reality Bangkok city plan The new revised version can only do 1.8 rai per 1000 people. But in the future, BMA plans to build up to 11 more urban parks, including parks and eco-tourism areas with mangrove forests. Hope to add a 15-kilometer green route so that everyone has enough space to build physical and mental health. (Patcharee Bonkham 2021)

Nowadays, there are many parks in Bangkok. for the public to use as a place to exercise relax Chatuchak Park is regarded as one of the first public parks opened to increase green space and create fresh air for the city people for a good quality of life. The benefits of parks are many, both direct and indirect. In addition to being a natural source of ozone Help reduce dust, reduce pollution. It also helps to circulate the ecosystem for animals and insects. Trees in the park also add moisture. Reduce the heat temperature in the air. And connect people to experience and learn nature closely. Various species of birds fly around in the area and there are also squirrels that come running to create a natural atmosphere. In addition, there are many schools of fish in the various ponds in the park. And there are also activities such as cycling, water bikes or paddling. (Condo News 2020)

From the research reasons mentioned above The researcher wants to study the Survey the behavior of people who come to use the service at Chatuchak Park as a guideline to strengthen the public and private sectors. This research can be used to plan the development of policies related to public parks in Bangkok in the future.

Research Objective

To survey the behavior of people who come to use the service at Chatuchak Park

METHODOLOGY

The research on Survey the behavior of people who come to use the service at Chatuchak Park is a quantitative research method. The details of the research project are as follows: this research The researcher uses a quantitative research model (Quantitative Research) using a survey research method (Survey Research) is collected using a questionnaire. Data were collected by questionnaires to Survey the behavior of people who come to use the service at Chatuchak Park of the people by presenting the results of descriptive statistical analysis (Descriptive Research). Determining the sample size of Taro Yamane (Taro Yamane, 1976)

The population and sample used in this research were 400 people who used to use Chatuchak Park services and related persons.

RESEARCH RESULT

Results from the analysis of behavioral surveys of those who use the service at Chatuchak Park. The results can be summarized as follows:

Part 1 Analyzing general personal information used to use Chatuchak Park services

Table 1 Percentage of the sample who were individuals or general people in Bangkok who used to use Chatuchak Park services, classified by gender.

Gender	Number of people	Percentage
Female	243	60.75
Male	139	34.75
Other	18	4.50
Total	400	100.0

From Table 1 it shows that The majority of the population were 243 females, representing 60.75 percent, 139 males, representing 34.75 percent, and the least respondents were other 18 people, representing 4.50 percent.

Table 2 Percentage of the sample who are individuals or general people in Bangkok who used to use Chatuchak Park services, classified by age**.**

Age	Number of people	Percentage
18-25 years old	149	37.25
26-35 years old	172	43
36-45 years old	39	9.75
46-55 years old	16	4
56-65 years old	16	4
Over 65 years old	8	2
Total	400	100.0

From Table 2 shows that most of the population is 26-35 years old, 172 people, representing 43 percent, followed by people aged 18-25 years, 149 people, representing 37.25 percent, 36-45 years old, 39 people, representing 9.75 percent, and the least respondents are people over 65 years old, 8 people, representing a hundred 2

Table 3 Percentage of the sample are individuals or general people in Bangkok who used to use Chatuchak Park services. classified by occupation

Occupation	Number of people	Percentage
Students	93	23.25
Public servant	49	12.25
State enterprise officer	32	8
Office worker	125	31.25
Self-employed	22	5.5
Other	79	19.75
Total	400	100.0

From Table 3 shows that most of the population are Office worker, 125 people, representing 31.25 percent, followed by students, 93 people, representing 23.25 percent, other 79 people, representing 19.75 percent and The least answer is 32 state enterprise employees, representing 8 percent.

Table 4 Percentage of the sample are individuals or general people in Bangkok who used to use Chatuchak Park services. Classified by income

Income	Number of people	Percentage
Below 15,000 baht	67	16.75
15,001 - 25,000 baht	49	12.25
25,001 - 35,000 baht	224	56
35,001 - 45,000 baht	29	7.25
More than 45,000 baht	31	7.75
Total	400	100.0

From Table 4 it shows that Most of the population's income is 25,001 - 35,000 baht, amount 224 People accounted for 56 percent, followed by less than 15,000 baht, 67 people, representing 16.75 percent, 15,001 - 25,000 baht, 49 people, representing 12.25 percent, and the least respondent, 35,001 - 45,000 baht, 29 percent, representing 7.25 percent.

Part 2 analyzed data on the behavior of those who used to use Chatuchak Park services.

Table 5 Frequency of using Chatuchak Park service

Frequency of using Chatuchak Park service	Number of people	Percentage
1 - 2 times/month	282	70.5
3 - 4 times/month	65	16.2
Over 5 times/month	27	6.8
Every day	26	6.5
Total	400	100.0

From Table 5 it shows that The frequency of the population using Chatuchak Park services was 1-2 times/month, 282 people, representing 70.5%, followed by 3-4 times/month, 65 people, representing 16.2%, more than 5 times/month, 27 people. Representing 6.8 percent and the least respondent was Every day on a regular basis, 26 people, representing 6.5 percent.

Table 6 Objectives of using Chatuchak Park service

Objectives of using Chatuchak Park service	Number of people	Percentage
Take a rest	196	49
Do recreational activities	24	6
Exercise	110	27.5
See the atmosphere / take photos	63	15.7
Other	7	1.8
Total	400	100.0

From Table 6 it shows that Most of the purposes of using Chatuchak Park services are Recreation of 196 people, representing 49 percent, followed by exercise of 110 people, representing 27.5 percent, sightseeing / taking pictures of 63 people, representing 15.7 percent, and the least respondent is other 7 people, representing 1.8 percent

Table 7 Who do you use the Chatuchak Park service with?

Who do you use the Chatuchak Park service with?	Number of people	Percentage
Alone	125	31.3
Friends	224	56
Family	43	10.8
Other	8	1.9
Total	400	100.0

From Table 7 it can be seen that Choosing to use the service at Chatuchak Park with most people is a group of friends of 224 people, representing 56 percent, followed by a single person, 125 people, representing 31.3 percent, family of 43 people, representing 10.8 percent, and the least respondent is other. 8 people, representing 1.9 percent

Table 8 Why you choose to use the service at Chatuchak Park

Why you choose to use the service at Chatuchak Park	Number of people	Percentage
Spectacular view	102	25.5
Travel convenience	93	23.3
Complete facilities	39	9.7
Surrounding environment	145	36.3
Safety	15	3.7
Other	6	1.5
Total	400	100.0

From Table 8 shows that most of the reasons for using Chatuchak Park service are Surrounding environment of 145 people, representing 36.3 percent, followed by spectacular view of 102 people, representing 25.5 percent, the convenience of traveling in the amount of 93 people, representing 23.3 percent, and the least answer is other 6 people, representing 1.5 percent.

Table 9 Getting to Chatuchak Park

Getting to Chatuchak Park	Number of people	Percentage
Bus	50	12.5
BTS / MRT	174	43.5
Private cars	96	24
Motorcycle	43	10.8
Other	37	9.2
Total	400	100.0

From Table 9 it can be seen that Most of the population's travel to Chatuchak Park is BTS/MRT, 174 people, accounting for 43.5 percent, followed by Private cars of 96 people, representing 24 percent, buses of 50 people, representing 12.5 percent, and the least respondents are other 37 people, representing 9.2 percent.

Table 10 Where do you know Chatuchak Park from?

Where do you know Chatuchak Park from?	Number of people	Percentage
Social media	164	41.1
Friends or family	142	35.6
In the vicinity	89	22.3
Other	5	1
Total	400	100.0

From Table 10 it can be seen that Where did most of the population know Chatuchak Park? Social media of 164 people, representing 41.1 percent, followed by friends or family, 142 people, representing 35.6 percent, in the vicinity of 89 people, representing 22.3 percent, and the least respondent is other numbers. 5 people, 1 percent

DISCUSSION

The results of the analysis show that The frequency of population using Chatuchak Park service is 1-2 times/month, most of them come to relax with friends. Choosing to use Chatuchak Park service from the most common reason is the surrounding environment. Most of the population's travel to Chatuchak Park is via BTS/MRT, and people know Chatuchak Park from social media. consistent with the research of Susaraporn Tangtenglam (2019) The result of the research showed that most of tourists come Chatuchak Weekend Market once or twice a month and traveled by BTS sky train and MRT underground train. Tourists traveling with friends to select products and services. Clothing was a product that most tourists boughtand spent on average at 500-1000 baht and spent time in Chatuchak Weekend Market 3-4 hours. and besides Phottakorn Sonprates (2021) The study indicated that the policy of safeguarding for Chatuchak Flea Market users is currently implemented by integrating both manpower and technology for security purposes. In practice, the layout of the shops in crowded markets and numerous alleys affected the number of security staff, which was insufficient to be able to monitor andmaintain the safety thoroughly. And Phottakorn Sonpratesand Ittipol Sukying (2019) The ability to control security while using the service at Chatuchak FleaMarket was at a medium level ($\bar{x}$=3.28). Visitors or tourists visiting Chatuchak FleaMarket still lack awareness about the security measures of Chatuchak FleaMarket. Including not paying attention or giving importance to the crime that has occurred Lack of protection of life and property Money or valuables that were brought with you Lack caution.

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SATISFACTION AND FACTORS AFFECTING TOURISM DECISIONS AT WAT SOMANAS RAJAVARAVIHARA, POM PRAB SATTRU PHAI, BANGKOK FOR THE NEW NORMAL ERA

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ABSTRACT

The purpose of this research showing the mean deviation of the satisfaction standard that affects the decision to travel to Wat Somanas Rajavaravihara classified by gender; it was found that most of them were 52 female, representing 52 percent, followed by 48 male, representing 48 percent, showing the average deviation of the satisfaction standard that affects the decision to travel to Wat Somanas Rajavaravihara, classified by age, it was found that most were 41-50 years old, 41 people were 41 percent, followed by 36-40 years, 35 people, 35 percent 60 years or more, 7 people, 7 percent 31-35 years, 6 people, 6 percent 18-25 years, 5 people, 5 percent 26 -30 years old, 4 people, representing 4 percent, respectively.
Keywords; Satisfaction, New normal

The origin and significance of the problem

Since the outbreak of COVID-19, the Thai tourism sector has been severely affected the number of tourists dropped significantly and fluctuated according to the epidemic situation and government measures. Especially during the lockdown that restricted both domestic and international travel, however, after the situation began to subside. The government has measures to stimulate tourism in the country and began to open the country towards the end of last year As a result, in the first half of 2022, the number of Thai tourists returned to about 93 million, or 40 percent of the pre-COVID 19 period, while foreign tourists returned to approximately 2 million, or about 5 percent of the previous period. COVID-19, but this recovery is only the beginning of a new challenge. Before the outbreak of COVID-19, Thailand received up to 40 million foreign tourists per year from various nationalities. Each group has different spending behaviors, such as Chinese tourists who often travel in large groups with tour groups likes shopping and has higher spending for souvenirs than other foreign tourists while European tourists want to come to vacation to avoid cold weather likes to travel by himself to stay somewhere for a long time Popular to drink alcohol and travel at night, etc.

After the epidemic of COVID-19, the main customers of the Thai tourism business have changed from foreign tourists to Thai tourists who cost less per head per trip and there is also a travel behavior that is clearly different from foreign tourists. Most Thai customers have relatively short stays during weekends and public holidays Travel across regions or nearby provinces and often travel by private car or travel in small groups because of concerns about the spread of COVID-19, so most of the expenses are spent only on accommodation and food for a short period of time, unlike foreign tourists with higher cost per head per trip due to traveling farther. Therefore, there is a longer stay period and continues to travel along the tourist route visit tourist attractions and participate in activities such as elephant watching, cabaret shows, etc. which help distribute income to various areas and businesses besides hotels and restaurants. The tourism behavior and spending of Thai tourists are different from those of foreigners, resulting in most businesses in the Thai tourism sector that mainly have foreign customers, such as tour operators. Tour bus/van business of selling souvenirs and the entertainment business is still temporarily closed especially in the main tourist areas of the country (Natha-on Benchapathomrong, 2022)

The outbreak of COVID-19 has also led to increased adoption of communication technology. As a result, business tourists that used to be in the form of MICE (Meetings, Incentive Travel, Conventions and Exhibitions) have also changed. In the past, having to travel to meet and create a network High cost per trip Switch to online meetings that do not require reservations, auditoriums or vehicles when the number of foreign tourists has not yet returned. Most of the tourism-related businesses have not returned to normal operation. Only the hotel business has gradually returned to open in line with the increasing number of Thai tourists. Traveling to the next normal era of the Thai tourism sector still has many obstacles for the business sector to overcome. both from the ever-changing number and demand of tourists which is a result of the country of origin's opening-up policy and concerns about the spread of COVID-19 of different customer groups Coupled with the uncertainty that the situation changes rapidly and the impact is difficult to predict from (1) the situation of the spread of COVID-19 that has mutated and caused periodic concerns (2) high inflation that many countries around the country the world is facing inhibiting the tourism atmosphere The cause of the conflict between Russia and Ukraine. This is a factor that puts pressure on the global economic recovery and it is difficult to predict when it will end; (3) climate change may change the tourism season. As a result, some tourist attractions are unable to attract tourists as before (Chutika Kriatiruangkrai, 2022).

Wat Somanas Rajavaravihara It is a second class royal temple. Ratchaworawiharn type Built during the reign of King Mongkut using Thai architectural art in the Rattanakosin period inside the ubosot and the temple, there are beautiful frescoes. There is a canal Phadung Krung Kasem that King Mongkut ordered. Construction of Wat Sommanas began in 1852 through the front of the temple. Inside the temple there are 2 pagodas, a large pagoda containing the Lord Buddha's relics (a golden pagoda in a glowing brass-colored Lankan shape). The spire stands tall and majestic can be seen far away, which is where Thai and foreign tourists stop by to see the beauty and worship each other without fail) and there is also a small pagoda called Chedi

Mon It is shaped like the Thammek stupa. It looks beautiful and is hard to find because there are only 2 pagodas of this kind in Thailand. Namely at Sommanat Vihara Temple and at Kanmatuyaram Temple another one, currently, various buildings are being built and renovated within the temple, such as the 150-year building, Phra Pariyatthamma School. (Salaksanalai Building), which is an old building, built in the reign of King Rama VI by Mahasekto, Phraya Sriphuripreecha (Kamon Salaksana) as a memorial to Khunying (Phung) Sriphuripreecha. Region, the Sathit Pavilion, the front porch pavilion, the 80th. Anniversary Building of King Rama V, etc. There is also Wat Somanas School Funeral Division the Army Welfare Department; the military cemetery is located within the temple area.

From the reasons and reasons mentioned above, it shows tourism in various places or domestic tourism. Within the province, due to the better situation and the new adjustment of many groups of people in all areas, both domestic and international, are entering the so-called tourism. Tourism in the New Normal Era. The researcher therefore conducted a study about Satisfaction and Factors Affecting Tourism Decisions at Wat Somanas Rajavaravihara, Pom Prab Sattru Phai Bangkok for the New Normal era

Objectives of the research

To study people's satisfaction in tourism Wat Somanas Rajavaravihara, Pom Prab Sattru Phai Bangkok for the New Normal era

Population extent and sampling

The samples used in this research were: Thai people living in Wat Somanas Pom Prab Sattru Phai Bangkok, 100 people were selected from questionnaires distributed within the area. Wat Somanas Rajavaravihara.

The scope of the research content

The contents used in this research study are concepts, theories, and documents related to tourism in the New Normal era, consisting of 5 innovations (Nuchdee Ketmee, 2022).

1) Contactless Tech
2) Digital Workforce
3) Digital passport (Digital ID)
4) Tour management platform
5) Alternative experience

Research tools

Part 1 General Information Questionnaire

Part 2 Questionnaire on People's Satisfaction and Factors Affecting Tourism Decisions at Wat Somanas Rajavaravihara, Pom Prab Sattru Phai Bangkok for the New Normal era.

Student data collection has been collected in the following order:

1. Students distributed questionnaires to a sample of 100people, with respondents filling out online questionnaires themselves.
2. Collect questionnaires manually.
3. Collect all 100 questionnaires.
4. Classify data in the questionnaire for analysis.

RESEARCH RESULTS

Presentation of research results on Satisfaction and Factors Affecting Tourism Decisions at Wat Somanas Rajavaravihara, Pom Prab Sattru Phai Bangkok for the New Normal era

Table 1 presents the mean standard deviation of satisfaction that affects tourism decision at Wat Sommanas Rajavaravihara classified by gender.

Gender	Number	Percentage
Male	48	48
Female	52	52
Totally	**100**	**100**

From Table 1 shows the mean deviation of the satisfaction standard that affects the decision to travel to Wat Somanas Rajavaravihara classified by gender 48percent male and 52 percent female respectively.

Table 2 presents the mean standard deviation of satisfaction that affects the decision to travel to Wat Somanas Rajavaravihara, classified by age.

Age	Number	Percentage
18-25 years old	5	5
26-30 years old	4	4
31-35 years old	6	6
36-40 years old	35	35
41-50 years old	41	41
51-60 years old	2	2
60 years old up	7	7
Totally	**100**	**100**

From Table 2 shows the average deviation of the satisfaction and factors affecting tourism decisions at Wat Somanas Rajavaravihara, Pom Prab Sattru Phai Bangkok for the New Normal era classified by age. It was found that most of them were 41-50 years old, numbering 41 people, representing 41 percent , followed by Is 36-40 years old, 35 people representing 35 percent, 60 years or more, 7 people representing 7 percent, 31-35 years, 6 people representing 6 percent, 18-25 years, 5 people representing 5percent, 26- 30 years old, 4 people, representing

4 percent, respectively.

Table 3 presents the mean standard deviation of satisfaction that affects the decision to travel to Wat Somanas Rajavaravihara classified by income.

Monthly income	number	Percentage
9,000-10,000	20	20
10,001-11,000	15	15
11,111-12,000	19	19
12,225-14,000	40	40
15,000-20,000	6	6
Totally	**100**	**100**

From table 3, it is found that the most respondents have a monthly income 12,225-14,000 representing 40 percent, followed by a monthly income 9,000-10,000 representing 20 percent, followed by a monthly income 11,111-12,000 representing 19 percent, followed by a monthly income 10,001-11,000 representing 15 percent respectively.

Table 4 presents the mean standard deviation of satisfaction that affects the decision to travel to Wat Somanas Rajavaravihara classified by religion.

Religion	Number	Percentage
Buddhism	30	30
Christianity	50	50
Islam	20	20
Totally	**100**	**100**

From table 4, it is found that most respondents is Christianity representing 50 percent, followed by Buddhism representing 30 percent, followed by Islam representing 20 percent respectively.

Table 5 presents the mean standard deviation of satisfaction that affects the decision to travel to Wat Somanas Rajavaravihara.

Satisfaction	number	Percentage
Satisfy	80	80
Unsatisfied	20	20
Totally	**100**	**100**

From table 5, the study shows respondents satisfy representing 80 percent, followed by 20percent respectively.

DISCUSSION

It was found that most of respondents were 52 percent female, followed by 48 percent male. According to Chutika Kriatiruangkrai, 2022) shored that the spread of COVID-19 of different customer groups Coupled with the uncertainty that the situation changes rapidly and the impact is difficult to predict from (1) the situation of the spread of COVID-19 that has mutated and caused periodic concerns (2) high inflation that many countries around the country the world is facing inhibiting the tourism atmosphere The cause of the conflict between Russia and Ukraine. This is a factor that puts pressure on the global economic recovery, and it is difficult to predict when it will end; (3) climate change may change the tourism season. As a result, some tourist attractions are unable to attract tourists as before.

From the reasons that mentioned above, it shows tourism in various places or domestic tourism. Within the province, due to the better situation and the new adjustment of many groups of people in all areas, both domestic and international, are entering the so-called tourism. Tourism in the New Normal Era. The researcher conducted a study about Satisfaction and Factors Affecting Tourism Decisions at Wat Somanas Rajavaravihara, Pom Prab Sattru Phai Bangkok for the New Normal era

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PERCEPTION AND BEHAVIOR TOWARD CANNABIS AS AN INGREDIENT IN FOOD AND BEVERAGE: THE ENTREPRENEUR OPPORTUNITY IN FOOD AND BEVERAGE BUSINESS

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ABSTRACT

The objective of this study was to determine the perception and behavior toward cannabis as an ingredient in food and beverage. The study aims to benefit for the opportunity of the entrepreneur in food and beverage business. The research study using a quantitative method. The Frequency and percentage statistics was used in this study by using 400 questionnaires. The result found that the most important aspect of the cannabis-infused food business is communicating with each group of consumers to understand the benefits and potential side effects of consuming the product. To give consumers confidence and may attract new groups of consumers who do not have an interest in cannabis-containing foods and beverages to consume such products.
Keywords: Satisfactions; cannabis ; food and beverage business ; perception and behavior

INTRODUCTION

The recreational use of cannabis as a psychoactive substance and/or to treat disease is a controversial issue surrounded by many different perspectives. The cannabis is increasingly acceptable in social, it markets its products and derivatives worldwide. The global cannabis market is estimated at US$20.5 billion in 2020 and is projected to grow to US$90.4 billion by 2026 (Gabriela, B. Rasera, Andre, O., et al., 2021). The Ministry of Public Health (MoPH) in transferring knowledge on nutrition from the cannabis and hemp plants to extend the policy "Unlock Marijuana" to create a comprehensive food business course, from basic health care, food business, herbal products and tourism (The Ministry of Public Health).

One of the economic crops that is gaining a lot of attention, especially in the food and beverage industry is marijuana and hemp, which has since been unlocked by the FDA from being a drug. It ignited a broader interest, both producers and consumers. The unlocking is allowed to be used as an ingredient in food and beverage products, which in use will have specific requirements for food groups. This is including the amount of CBD and THC in the product.

The Unlocking for such commercial purposes is becoming a golden opportunity for food and beverage operators in Thailand, which tends to be fiercely competitive. in order to seize the overall market, share worth more than 400 billion baht. The main goal is to push for commercial use to create value for food, beverage, snacks and desserts products.

The entrepreneurs who are ready to expand this business would have a high chance of gaining an advantage over competitors and competing for dominance in the Thai market. The entrepreneurs to benefit from the first lot of cannabis is the beverage business group that already has a strong production base and trade channel. This study will survey the perception and behavior toward cannabis as an ingredient in food and beverage. The data collected will be the benefit for the opportunity of the entrepreneur in food and beverage business

METHODOLOGY

The research study using a quantitative method. The population used in the research study is a population in Bangkok totally 5 million people, using the calculation formula according to the Toro Yamane sample size table with a confidence value of 0.05 and a variance of not more than 5%. The tools used in the study were 400 questionnaires which can be divided into two parts: Firstly, the general information and secondly, the perception and behavior toward cannabis as an ingredient in food and beverage.

RESULT

The first part: Personal data of respondents classified by gender, age, education level, occupation and monthly main income. Analyzed by using frequency and percentage as follows:

Table 1: Number of samples

Gender	Number	Percentage
Male	14	7
Female	167	83.5
Other	19	9.5
Total	200	100

From table 1 it was found that the sample size is Female 167 person, that representing 83.5 percent, other 19 person that representing 9.5 percent and Male 14 person that representing 7 percent.

Table 2: Age

Age	Number	Percentage
18-20	46	23.2
21-30	124	61.6
31-40	27	13.6
Over 40-year-old	3	1.6
Total	200	100

From table 2 it was found that the sample size has the age of the sample size was age between 21-30 years 124 persons, representing 61.6. percent. The following are in order: age between 18-20 years 46 persons, that representing 23.2 percent, age between 31- 40 years 27 persons, that representing 13.6 percent, age over 40 years old 3 persons, that representing 1.6 percent.

Table 3: Education Level

Education	Number	Percentage
Undergraduate	37	18.5
Bachelor's degree	156	78
Master's degree	5	2.5
Ph.D.	2	1
Total	200	100

From table 3 it was found that the sample size Graduated with the most bachelor's degree, 156 people, representing 78 percent, followed by education below a bachelor's degree, 37 people, representing 18.5 percent, master's degree, 5 people, representing a percentage 2.5 and education level lower than doctoral degree, 2 people, representing 1 percent.

Table 4: Occupation

Occupation	Number	Percentage
Students	114	56.7
Self-employed	26	12.9
State enterprise employees	6	3
Business owner	8	4
Government officer	15	7.5
Private company employees	21	11
Office staff	3	1.5
Hospital staff	2	1
University staff	1	0.5
Employee in Finance company	1	
Government personnel	1	0.5
Freelance	1	0.5
Other	1	0.5
Total	200	100

From the table 4 it was found that the sample size is the most students of 114 people, representing 56.7 percent, followed by 26 self-employed, representing 12.9 percent, private company employees, 21 people representing 11 percent, government officer, 15 people, representing 7.5 percent, business owners 8 people, representing 4 percent, state enterprise employees, 6 people, representing 3 percent, office staff, 3 people, representing 1.5 percent hospital staff, 2 people, representing 1 percent, university staff, 1 person, representing 0.5 percent, employee in finance company , 1 person, representing 0.5 percent, , government personnel 1 person, representing 0.5 percent, Freelance 1 person, representing 0.5 percent and Other 1 person, representing 0.5 percent.

Table 5: Income level

Income Level / Baht	Number	Percentage
Below 10,000	80	40
10,001 – 20,000	65	32.5
20,001 – 30,000	41	20.5
Over 30,000	14	7
Total	200	100

From the table 5 it was found that the sample size with income below 10,000 baht, 80 people, representing 40 percent, followed by 10,001 – 20,000 baht, 65 people, representing 32.5 percent, income 20,001 – 30,000 baht, 41 people, representing 20.5 percent, income more than 30,000 baht, 14 people, representing 7 percent.

The Second Part: Perception and behavior toward cannabis as an ingredient in food and beverage in the follow issue: (1) Decision making in consumption of food and beverage cannabis-containing (2) Meal of consumption of food and beverage cannabis-containing (3) The List of food which cannabis-containing that consumers choose to consume (4) The List of beverages which cannabis-containing that consumers choose to consume (5) The behavior of consuming food or beverages containing cannabis when joining a social group (6) Behaviors of cooking food or beverages containing cannabis (7) Place where consumers choose to consume food or beverages cannabis-containing (8) Reasons to consume food or beverages cannabis-containing (9) Person who the consumer decides to persuade to consume food or beverages cannabis-containing (10) Media and social media that consumers receive the information about food and beverage entrepreneur (11) Encouraging family members to consume food or beverages cannabis-containing (12) Persuasive behavior for desire to occupy cannabis plants (13) Taste perception of the taste of food or beverages cannabis-containing (14) Symptoms that affect physically when consuming food or beverages cannabis-containing (15) List of foods or beverage cannabis-containing that have been consumed and affect consumers' physical

Table 6: Decision making in consumption of food and beverage cannabis-containing

Decision Making	Frequency	Percentage
Food	97	48.5
Beverage	103	51.5
Total	200	100

From the table 6 it was found that the decision making in consumption of food and beverage cannabis-containing was beverage 103 people, representing 51.5 percent follow by food 97 people, representing 48.5 percent.

Table 7: Meal of consumption of food and beverage cannabis-containing

Period of Time	Frequency	Percentage
Breakfast	25	12.5
Lunch	69	34.5
Dinner	106	53
Total	200	100

From the table 7 it was found that the sample size consumes food and beverage cannabis-containing in dinner 106 people, representing 53 percent, follow by lunch 69 people, representing 34.5 percent and breakfast 25 people, representing 25 percent, representing 12.5 percent.

Table 8: The List of food which cannabis-containing that consumers choose to consume

The List of Food	Frequency	Percentage
Spicy fried pork with basil	28	14
Noodles	102	51
Fiery Pork Ribs Broth	50	25
Omelet with Rice	24	12
Northern Style Chili dip	14	7
Fried Cannabis Salad	17	8.5
Brownie	73	36.5
Drinking Water	3	1.5
Chicken Soup	3	0.5
Spicy pork shredded bamboo-shoot soup	1	0.5
Never try	5	2.5
Total	318	

From the table 8 it was found that the List of food which cannabis-containing that the sample size choose to consume the most is Noodles Brownie 102 people, representing 51 percent, follow by Fiery Pork Ribs Broth Spicy 50 people, representing 25 percent, Fried pork with basil 28 people, representing 14 percent, Omelet with Rice 24 people, representing 12 percent, Fried Cannabis Salad 17 people, representing 8.5 percent, Northern Style Chili dip 14 people, representing 7 percent, Never try 5 people, representing 2.5 percent, Drinking Water 3 people, representing 1.5 percent, Chicken Soup 3 people, representing 0.5 percent, Spicy pork shredded bamboo-shoot soup 1 person, representing 0.5 percent.

Table 9: The List of beverages which cannabis-containing that consumers choose to consume

The List of Beverage	Frequency	Percentage
Coffee	28	14
Tea	126	63
Drinking water	35	17.5
Energy Drink	16	8
Alcohol	13	6.5
Craft Soda	20	10
Green Tea	59	29.5
Non-cannabis-containing beverage	1	0.5
Never try	2	1
Total	300	150

From the table 9 it was found that the List of beverages which cannabis- containing that the sample size choose to consume most is tea 126 people, representing 63 percent, follow by green tea 59 people, representing 29. 5 percent, drinking water 35 people, represent 17. 5 percent, coffee 28 people, representing 14 percent, craft soda 20 people, representing 10 percent, energy drink 16 people, representing 8 percent, alcohol 13 people, representing 6. 5 percent, never try 2 people, representing 1 percent, non-cannabis-containing beverage 1 person, representing 0.5 percent.

Table 10: The behavior of consuming food or beverages containing cannabis when joining a social group

People in the Social Group	Frequency	Percentage
Friends	125	62.5
Beloved Person	7	3.5
Spouse or partner	30	15
Relatives	7	3.5
Do not join	31	15.5
Total	200	100

From the table 10 it was found that the behavior of consuming food or beverages containing cannabis when joining a social group of the sample size was with friend 125 people, representing 62.5 percent, and follow by do not join 31 people, representing 15.5 percent, with family 30 people, representing 15 percent, with belove person 7 people, representing 3. 5 percent, relative 7 people, representing 3.5 percent.

Table 11: Behaviors of cooking food or beverages containing cannabis

Behaviors of Cooking	Frequency	Percentage
Ever	183	91.5
Never	17	8.5
Total	200	100

From the table 11 it was found that the behaviors of cooking food or beverages containing cannabis of the sample size ever 183 people, representing 91.5 percent, and never 17 people, representing 8.5 percent.

Table 12: Place where consumers choose to consume food or beverages cannabis-containing

Place	Frequency	Percentage
Restaurant	98	49
Pub	14	7
Coffee Shop	47	23.5
Domestic house	41	20.5
Total	200	100

From the table 12 it was found that the place where the sample size chooses to consume food or beverages cannabis-containing most was at the restaurant 98 people, representing 49 percent, follow by coffee shop 47 people, representing 23.5 percent, domestic house 41 people, representing 20.5 percent, and pub 14 people, representing 7 percent.

Table 13: Reasons to consume food or beverages cannabis-containing

Reason to consume	Frequency	Percentage
Satisfied	13	6.5
According to the trend	29	14.5
Want to try	148	74
Never try	4	2
Health benefit	2	1
Tasty	1	0.5
Bias	1	0.5
Meal preparing by family	1	0.5
Receive from someone	1	0.5
Total	200	100

From the table 13 it was found that the reasons to consume food or beverages cannabis-containing of the sample size was want to try 148 people, representing 74 percent, follow by according to the trend 29 people, representing 14.5 percent, satisfied 13 people, representing 6.5 percent, never try 4 people, representing 2 percent, health benefit 2 people, representing 1 percent, tasty 1 person, representing 0.5 percent, bias 1 person, representing 0.5 percent, meal preparing by family 1 person, representing 0.5 percent, receive from someone 1 person, representing 0.5 percent.

Table 14: Person who the consumer decides to persuade to consume food or beverages cannabis-containing

Person who the consumer decides to persuade to consume food or beverages cannabis-containing	Frequency	Percentage
Friend	145	72.5
Beloved Person	7	3.5
Family	39	19.5
Instructor	9	4.5
Other	200	100

From the table 14 it was found that the person who the sample size decides to persuade to consume food or beverages cannabis-containing with friend 145 people, representing 7.5 percent, follow by family 39 people, representing 19.5 percent, instructor 9 people, representing 4.5 percent, beloved person 7 people, representing 3.5 percent

Table 15: Media and social media that consumers receive the information about food and beverage

Type of Media and social media	Frequency	Percentage
Friend	67	33.5
Facebook	54	27
Television	44	22
Tik Tok	27	13.5
Online Media	3	1.5
Word of mouth	1	0.5
Twitter	1	0.5
Public relation by own restaurant	1	0.5
Google search	1	0.5
Public relation by own Coffee Shop	1	0.5
Total	200	100

From the table 15 it was found that the media and social media that the sample size receive the information about food and beverage was from friend 67 people, representing 33.5 percent, follow by Facebook 54 people, representing 27 percent, television 44 people, representing 22 percent, Tik Tok 27 people, representing 13.5 percent, online media 3 people, representing 1.5 percent, word of mouth 1 person, representing 0.5 percent, Twitter 1 person, representing 0.5 percent, public relation by own restaurant 1 person, representing 0.5 percent,

Google search 1 person, representing 0.5 percent, Public relation by own Coffee Shop 1 person, representing 0.5 percent.

Table 16: Encouraging family members to consume food or beverages cannabis-containing

Encouraging family members to consume food or beverages cannabis-containing	**Frequency**	**Percentage**
Ever	158	79
Never	42	21
Total	200	100

From the table 16 it was found that the sample size encouraging family members to consume food or beverages cannabis-containing ever 158 people, representing 79 percent, follow by never 42 people, representing 21 percent.

Table 17: Persuasive behavior for desire to occupy cannabis plants

Desiring to occupy cannabis plants	**Frequency**	**Percentage**
Ever	165	82.5
Never	35	17.5
Total	200	100

From the table 17 it was found that the sample size persuasive behavior for desire to occupy cannabis plants was ever 165 people, representing 82.5 percent, follow by never 35 people, representing 17.5 percent.

Table 18: Taste perception of the taste of food or beverages cannabis-containing

Taste perception	**Frequency**	**Percentage**
Tasteless	45	22.5
Sweeter than usual	19	9.5
Bitter than usual	17	8.5
Doesn’t change	94	47
Never eaten	24	12
Spicy (Picante)	1	0.5
Total	200	100

From the table 18 it was found that the sample size has taste perception of the taste of food or beverages cannabis-containing doesn’t change 94 people, representing 47 percent, follow by Tasteless 45 people, representing 22.5 percent, never eaten 24 people, representing 12 percent, sweeter than usual 19 people, representing 9.5 percent, bitter than usual 17 people, representing 8.5 percent.

Table 19: Symptoms that affect physically when consuming food or beverages cannabis-containing

Symptoms that affect physically	Frequency	Percentage
Intoxication	14	7
Nausea, vomiting	6	3
Irritable	1	0.5
Dizzy	10	5
Asymptomatic	159	79.5
Never try	7	3.5
Thirsty than usual	1	0.5
Sleepy	2	1
Numb tongue	1	0.5
Total	200	100

From the table 19 it was found that the symptoms that affect physically when consuming food or beverages cannabis-containing most was asymptomatic 159 people, representing 79.5 percent, follow by intoxication 14 people, representing 7 percent, dizzy 10 people, representing 5 percent, never try 7 people, representing 3.5 percent, Nausea, vomiting 6 people, representing 3 percent, sleepy 2 people, representing 1 percent, irritable 1 person, representing 05. percent, thirsty than usual 1 person, representing 05. percent, Numb tongue1 person, representing 05. Percent.

Table 20: List of foods or beverage cannabis-containing that have been consumed and affect consumers' physical

List of foods or beverage	Frequency	Percentage
Spicy fried pork with basil	13	6.5
Omelet with Rice	10	5
Fiery Pork Ribs Broth	13	6.5
Tea or Coffee selling in Coffee Shop	1	0.5
Beverage selling in convention store	1	0.5
Noodle	1	0.5
Other	137	67.8
Total	200	100

From the table 20 it was found that 137 people had try verities of foods or beverage cannabis-containing, representing 67.8 percent, follow by spicy fried pork with basil 13 people, representing 6.5 percent, fiery Pork Ribs Broth 13 people, representing 6.5 percent, omelet with rice 10 people, representing 5 percent, tea or coffee selling in coffee shop 1 person, representing 0.5 percent, beverage selling in convention store 1 person, representing 0.5 percent, noodle 1 person, representing 0.5 percent

DISCUSSION

The beverage which has cannabis-containing was consumed more than food, that consist of A review on packed non-alcoholic beverages: Ingredients, production, trends and future opportunities for functional product development said that, it was interest has increased for cannabis containing in ready-to drink non-alcoholic beverages (Tireki. T., 2021). Moreover, the consumer will consume food and beverage which have cannabis-containing in dinner. Alana N Seaman (2022) said that the exclusive chef-curated, cannabis-themed dinners are regularly selling out and respected institutions are offering certificates allowing chefs to specialize in the preparation of cannabis-based dishes. The most popular list of food which cannabis-containing is noodle. On the other hand, tea is the most popular beverage beverages which cannabis-containing. Therefore, when the people joining with their friends, they will consume food or beverages containing cannabis. It is consisting of the article of Darshan Singh (2014) said that to better socialize with their family members and friends, consumed cannabis as leisure time. The people decide to persuade friend to consume food or beverages cannabis-containing. Moreover, most ever try to prepare their food and beverage with cannabis. The restaurant is the most popular place where the people choose to consume food or beverages cannabis-containing. Moreover, the reason that people consume food or beverages cannabis-containing because they want to try or they want to have a new experience. Emeka W. Dumbilli said that, the guests may be fed cannabis-containing food/cakes to share their experiences. Therefore, people receive the information about food and beverage from friends. Moreover, people ever encouraging family members to consume food or beverages cannabis-containing and occupy cannabis plants. The people have perception about the taste of food or beverages cannabis-containing doesn't change, that consist of the article of Joanna Kanabus (2021) said that the characteristic scent and flavor of hemp. In addition, there are the are not change color or become bitter verities of foods or beverage cannabis-containing. However, the people who had consume food or beverages cannabis-containing have asymptomatic the symptoms, that consist of the article of George Sam Wang (2022) said that the primary use of cannabis or cannabis- containing products. The patients who remain asymptomatic or become asymptomatic.

CONCLUSION

The most important aspect of the cannabis-infused food business is communicating with each group of consumers to understand the benefits and potential side effects of consuming the product. To give consumers confidence and may attract new groups of consumers who do not have an interest in cannabis-containing foods and beverages to consume such products.

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SURVEY THE SATISFACTION OF SHOPPERS AT THE CENTRAL PLAZA WESTGATE NONTHABURI PROVINCE

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ABSTRACT

The purpose of this research was to Survey the satisfaction of shoppers at The Central Plaza Westgate Nonthaburi Province. The survey tool was a total of 400 questionnaires. From the study of the satisfaction of people who come to buy products. A number of questions have been studied and the results of the survey have been found that the overall service satisfaction level was at the highest level, for example, service personnel were correct, such as money change, product recommendation that matched the needs Product satisfaction It was found that the overall picture was at the highest level. When considering each item, it was found that the highest level of satisfaction was that the product quality was suitable for the price. product quality The products are diverse accordingly. In terms of other satisfactions, it was found that in terms of other satisfactions The overall picture was at the highest level, including the cleanliness of the place. suitability of payment channels, respectively
Keywords: Central Plaza Westgate; Satisfaction; Nonthaburi

INTRODUCTION

Central Department Store become famous And is known for its commitment to offer a variety of products. including fashion products, accessories, beauty products, home appliances and design products Through interesting product placement methods, a friendly atmosphere. and excellent customer service. (CentralRetail 2022)

The exterior architecture of Central Plaza Westgate has a distinctive identity with the concept of "MetAsia" by bringing the ' Facade' design which is like a 'curtain' that has a long curve around the building Ready to penetrate the light channel to help slow down the heat. and transfer air through the gap at the same time Help reduce energy consumption in the shopping center. And not only that, Central Plaza Westgate has also added futuristic with colorful LED lights stretching throughout the building. Make a great standout at night In addition to world-class brand stores, both Thai and international. Central Plaza Westgate has also brought "IKEA", the number 1 furniture brand from Finland. Become a partner, which IKEA Bang Yai branch is considered the largest IKEA store in Southeast Asia. with a shopping area of over 50,000 square meters respond to lifestyle of urban people on the west side of Bangkok. All in one place, Central Plaza Westgate is the ultimate destination. that completes all forms of living between the boundaries of urban and provincial people Gathered together as a complete shopping experience. restaurant that answers and is a great source of entertainment and relaxation. fulfilling the perfection of the Bang Yai area as expected the best 'Super Regional Mall' of Southeast Asia (Central, 2022)

Research Objective

To Survey the satisfaction of shoppers at The Central Plaza Westgate Nonthaburi Province

METHODOLOGY

Preparation

1.1 The study has planned to collect information about Satisfaction of the purchasers

1.2 Survey and study relevant documents and research. The tasks to be studied are satisfaction theory and service theory.

1.3 Compilation of documents and relevant research on satisfaction theory and service theory. from reliable online information media

Population and sample

The demographic group that has come to buy products and use Central Plaza Westgate services.

Research tools

The survey tool was a questionnaire of 400 questionnaires, which were recommended by the research advisor and were consistent with the research objectives and ideas from the literature review. Shopping at Central Plaza Westgate can be divided into 3 parts as follows;

Part 1 General information questionnaire of purchasers, namely gender, age, status, occupation, income, totaling 5 items.

Part 2 Satisfaction questionnaire for customers who come to buy the product as a scorer. There are various questions such as service, product, and other aspects.

Part 3 Additional Suggestion Questionnaire

RESEARCH RESULT

An analysis that results in a 3 part study.

Part 1 From the study of general information of the sample group, which are gender, age, status, occupation and income, can be summarized as follows.

Table 1 Percentage of samples classified by general information of respondents

General information of shoppers		**Number (people)**	**Percentage**
Gender	Male	321	80.3
	Female	75	18.7
	Other	4	1
Total		**400**	**100**
Age	Less than 20 years old	41	10.3
	21 – 30 years old	160	40
	31 – 40 years old	101	25.2
	41 – 50 years old	56	14
	Over 50 years old	42	10.5
Total		**400**	**100**
Status	Alone	156	39
	Married	193	48.3
	Divorce	27	6.8
	Other	24	5.9
Total		**400**	**100**
Occupation	Student	42	10.5
	General employment	149	37.3
	Freelance	68	17
	Self-employed	89	22.3
	Civil sevant	49	12.2
	Other	3	0.7
Total		**400**	**100**
Monthly income	Below 10,000 baht	68	17
	10,001 – 20,000 baht	132	33
	20,001 – 30,000 baht	97	24.2
	30,001 – 40,000 baht	47	11.8
	Over 40,000 baht	56	14
Total		**400**	**100**

From Table 1, after classifying the data, it was found that Most of them were 321 males (80.3%), 75 females (18.7%) and 4 unspecified (1%) respectively. when age classification The most common age group was 21-30 years old with 160 people (40%). Followed by 31-40 years old, 101 people (25.2%), 41-50 years old, 56 people (14%). Age 50 years or more, 42 people (10.5%), under 20 years old, 41 people (10.3%), respectively. Most of the people with the highest status were marital status, 193 people (48.3%). Single, 156 people (39%) Divorced, 27 people (6.8%) Other status, 24 people (5.9%) Which classified the occupation as the most is a general employment, number 149 people (37.3%) Followed by 89 business operators (reached 22.3) Self-employed, 68 people (17%) 49 civil servants (12.2%) 42 students/students (10.5%) Other 3 people (0.7%) respectively Most of which are people with incomes of 10,001 – 20,000 baht, totaling 132 people (33%) Followed by 20,001 – 30,000 baht, 97 people (24.2%) Less than 10,000 baht, 68 people (17%) More than 40,000 baht, 56 people (14%) 30,001 – 40,000 baht, 47 people (11.8%)

Customer satisfaction data

From the study of the satisfaction of people who come to buy products. A number of questions were studied, and the results of the survey were as follows:

Table 2 Service satisfaction

Service satisfaction	**Average**	**Conversion**
Speed in arranging products	4.62	highest level
Employees can recommend products that match their needs	4.83	highest level
Employees can answer questions	4.8	highest level
Correct service staff, such as changing money	4.93	highest level
Total	**4.8**	**highest level**

From Table 2, it was found that the satisfaction of the shoppers within the Central Plaza Westgate in terms of overall service satisfaction was at the highest level (mean 4.8). The highest level, i.e. service personnel are correct, such as money change, average 4.93 (the highest), employees recommending products that match the needs, average 4.83 (the highest), employees able to answer questions, average 4.8 (the highest), speed in Arrangement average 4.62 (most), respectively.

Table 3 Product satisfaction

Product satisfaction	**Average**	**Conversion**
Products are diverse	4.68	highest level
Product quality	4.87	highest level
Product quality is suitable for the price	4.9	highest level
Total	**4.82**	**highest level**

From Table 3, it was found that the satisfaction of the shoppers within the Central Plaza Westgate in terms of overall product satisfaction was at the highest level (mean 4.82). The most are product quality suitable for price, average 4.9 (most), product quality, average 4.87 (most), variety of products, average 4.68 (most), respectively.

Table 4 Other satisfaction

Other aspects of satisfaction	Average	Conversion
Suitability of payment channels,	4.45	highest level
Cleanliness	4.68	highest level
Total	**4.57**	**highest level**

From Table 4, it was found that the satisfaction of the shoppers within the Central Plaza Westgate in other aspects of satisfaction. The overall picture was at the highest level (mean 4.57). When considering each item, it was found that the highest level of satisfaction were cleanliness of the place, average 4.68 (most), suitability of payment channels, average 4.45 (most) respectively

Other suggestions

few employees, sometimes customers use a lot of services, causing long queues

DISCUSSION

From the study of the satisfaction of people who come to buy products. A number of questions have been studied and the results of the survey have been obtained. It was found that the overall service satisfaction was at the highest level, for example, service staff were correct, such as money change, product recommendation staff that matched the needs. Product satisfaction It was found that the overall picture was at the highest level, namely product quality suitable for the price. product quality The products are diverse, respectively, in terms of satisfaction in other aspects. It was found that the overall picture was at the highest level, including the cleanliness of the place. suitability of payment channels, respectively corresponds to Choetirost Aimmanisiri and Saiphin Panthong (2021), the marketing factors that influenced the decision to buy the commercial buildings of customers in Bang Yai District, Nonthaburi Province included price, distributional channel, and marketing promotion. And in addition, Patamaporn Netinant (2016) research has found that "Spending money for food and drink" was the 1st rank of product categories buying behavior at high level. The average of their Marketing communication tool exposed levels and their buying behavior expression levels had correlation at middle level. And Palida Srisornkompon (2021) The rational relationship was found that online retail consumers' perceptions influence awareness (p-value = 0.000) and trust (p-value = 0.000). Meanwhile, online retail consumers' trust influences loyalty (p-value = 0.008).

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THE STEAKHOLDER’S APPROACH IN HALAL HOSPITALITY AND TOURISM DEVELOPMENT STRATEGY AFTER COVID-19 : A CASE STUDY IN BANGKOK METROPOLITAN REGION

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ABSTRACT

The qualitative descriptive approach, using an unconstructed exploratory approach describes accurate and clear information about social condition from observations and interviews with Focus Group Technic. The purposive sampling totally 32 persons as 5 Government sector relevance, 10 Customers, 6 Media and Online, 2 Finance, 5 Industry/ GM Halal Hotel,5 Compliance/Tourism/Health-Wellness/Spa in The Federation of Thai Spa and Wellness Association. That active administration not over 3-10 years. The main objective of this research to study to study the stakeholder's approach in halal hospitality and tourism development strategy after covid-19: A case study in Bangkok Metropolitan Region. As a result of issue were 3 Layers meaning: 1) Community 2) Traveler 3) Business and area integrated as Local Connection, Social Impact & Share Benefit and Business with Halal Hotel and Halal Hospitality that group impact from Tourism. that used Layers of impact to explore the strategies in organization.
Keywords: Stakeholders, Halal Hospitality and Tourism, Health, Strategies,
Consumer behavior

INTRODUCTION

The COVID-19 pandemic is the result of a disease caused by a coronavirus. In the past, similar diseases, caused by coronaviruses, occurred, such as SARS and MERS, but to a lesser extent. It's started in Wuhan, China in 2019 and spread rapidly. The World Health Organization (WHO) declared it on January 2020 and Currently, it seems extremely difficult, almost impossible,

Thailand's hospitality industry was hit badly by the COVID-19 pandemic since the end of 2019, starting early, almost at the same time as its outbreak in Wuhan. However, signs of business recovery were observed since July 2020 (Jonathan Head, 2020). The impact of COVID-19 in Thailand demanded investigations on new strategies for the hotel industry. This was helpful to the service industry in predicting recovery from the epidemic. (Gallen, 2020).

Recent studies on Tourism Industry as well as the Halal hospitality industry. Such investigation will provide good grounds to understand the relationship between COVID-19 and the two industries, which will help in understanding how the changes in Halal tourism and Halal hospitality due to COVID-19 can affect Lai, I.K.W.; Wong, J.W.C. (2020)

Therefore, the aim of this research was to study to study the stakeholder's approach in halal hospitality and tourism development strategy after covid-19: A case study in Bangkok Metropolitan Region.Additionally, it provides specific crisis management to recover from the crisis phase.

Research Objective

To study the stakeholder's approach in halal hospitality and tourism development strategy after covid-19: A case study in Bangkok Metropolitan Region

LITERATURE REVIEW

Travel Industry

The Concept of Halal and Market share

The word Halal (حلال) comes originally from Arabic language meaning: allowable, acceptable, permitted, and/or permissible.” El-Gohary, H. (2016) As such, the concept of Halal covers all aspects of a Muslim person life, regardless of gender, as any product (good or service) that is consumed or used by a Muslim needs to be Halal Accordingly, the Halal concept is very broad and covers many aspects, such as food, clothes, drinks, cosmetics, pharmaceuticals, marketing, travel, tourism, hospitality, finance, etc

The Halal market is one of the fastest growing global markets, with a very large size that is expected to grow. According to Food Market is predicted to develop to be worth over USD 2.5 trillion USD by 2024 (Hexa Research, 2018) (Figure 1) and Market forecast to grow at a CAGR of 11.1% USD 2,22.3 Billion from 2022 to USD 4,177.3 Billion 2028 (Research and Market, 2022)

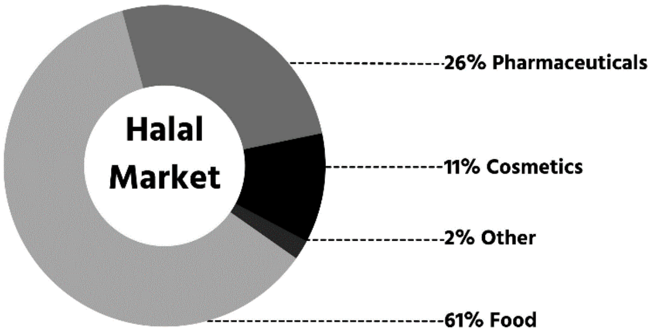

Figure 1. Segments of the Halal Market: Elasrag, H. (2018)

Impact on Tourism and Hospitality on COVID-19

The fact that the COVID-19 outbreak started in December 2019, there are a limited number of published works that have been conducted on coronavirus in the fields of travel, tourism, and hospitality in general. All the concerned research studies were conducted and published in 2020, with the majority of them being published in the last few months. (1) this reflects a gap in the literature and shows the importance of conducting empirical studies to examine the COVID-19-related phenomena in a better way, (2) Only one empirical study was found which employed a qualitative methodology depending on three small and medium-sized enterprises (SMEs) case studies to examine marketing innovation for hospitality SMEs during the COVID-19 pandemic. (3) Most of the published studies are published in low-quality journals that are not indexed in well-established international journal quality indices. (4) The total number of published studies on coronavirus’ impact on tourism and hospitality are 37 research papers. (Figure 2.)

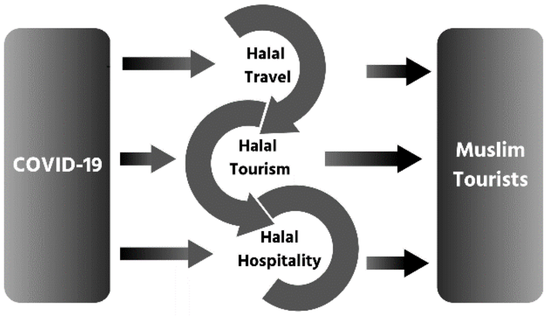

Figure 2. The study conceptual context (MDPI, 2022)

METHODOLOGY

Research Method

In this research is qualitative descriptive approach, using an unconstructed exploratory approach describes accurate and clear information about social condition from observations and interviews (Sevilla et al., 1988) and (Bryman, 2012)

This research focused on observing social problems regarding to stakeholder's gap in Halal Values in Action: 1) Government 2) Consumer 3) Media 4) Finance 5) Industry 6) Compliance.

The data collection technique used primary data obtained through and Focus Group Discussion (FGD) and next the secondary data obtained review journals, books, any document related to discussion.

Besides, there were interviews with stakeholders as the research subjects consisting of government representatives; the Head of Ministry of Tourism and Sports, and the head of tourism destination development sector; as regulators, academicians from several universities as facilitators, tourism business sectors; the managers of tourism objects, Consultancy Food and Beverage in Hotel, travel agencies, hospitality services; as implementers, tourists and societies as participants, and media or press as an accelerator.

Data Collecting Method

The researcher was conducted among Focus Group Discussion: FGD by purposive sampling (Table 1). That collected data by researcher distributed as February -March 2023 that divide sector: 1) Government 2) Consumer 3) Media 4) Finance 5) Industry 6) Compliance.

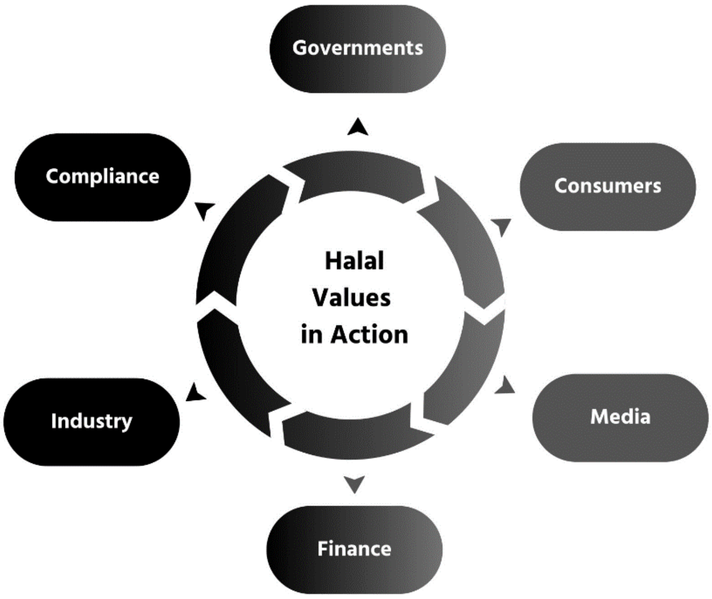

Figure 3 Stakeholders in Halal Hospitality and Tourism

Data Analysis

The researcher analyzed the data obtained from purposive sample by descriptive statistic and data analysis as evaluate difference solutions to manage the research transcribe the recording and verify them with interviewee.

The data identification process was carried out by:

1. Analyzing the condition

2. Observation by doing direct observation of various tourism objects, activities, facilities and infrastructures.

3. Conducting FGD between several stakeholders to discuss specific in-depth matters to obtain an overview of the particular problem being researched.

4. Conducting Semi Structured Interview by having interviews with stakeholders using systematic guiding questions which tended to develop during the interviews to obtain the required information.

5. Analyzing the data by collecting the data first, then sorting it out to find the discussion of rights, authorities and obstacles on research subjects related to the readiness of stakeholders in applying the

Table 1 Stakeholders sampling

Stakeholders	Number	Active Business
G1: Government sector relevance	5	3-5 years
G2: Customers	10	5-10 years
G3: Media and Online	6	5-10 years
G4: Finance	2	3-5 years
G5: Industry/ GM Halal Hotel	5	3-5 years
G6: Compliance/Tourism/Health-Wellness/Spa	5	5-10 years
Totally	**32**	

The qualitative descriptive approach, using an unconstructed exploratory approach describes accurate and Focus Group Discussion (FGD) 32 persons

They FCG were consist of 5 Government sector relevance, 10 Customers, 6 Media and Online, 2 Finance, 5 Industry/ GM Halal Hotel,5 Compliance/ Tourism /Health-Wellness/ Spa in The Federation of Thai Spa and Wellness Association. That active administration not over 3-10 years.

RESULTS

Results of sample group

The research comprises of demographic data 32 informants; details as follows:

Most of samples are 10 Customers representing 32.25 percent, 6 Media and Online representing 18.75 percent, 5 Government sector relevance 5 Industry/ GM Halal Hotel, 5 Compliance/Tourism/Health-Wellness/Spa, 5 Compliance/ Tourism/ Health-Wellness/ Spa all each to 15.65 percent and 2 Finance representing 6.25 percent, respectively.

Duration of sampling business operations mostly between 3-5 years which group consist of 12 persons representing 37.5 percent, followed by 5-10 years which group consist of 21 persons representing 62.5 percent, respectively.

Results of Focus Group Discussion with Stakeholder

Table 2 Values and Three Layer from Impact

Stakeholder	Information Group	Related Information
1. Government sector relevance 2. Customers 3. Media and Online	Community	- Sustainable income for local organization & businesses - Cultural exchange & preservation - Conservation & nature
4. Finance	Business	- Integrated social purpose with budget. - Marketing story - spending more values.
5. Industry/ GM Halal Hotel 6. Compliance/Tourism/Health-Wellness/Spa	Travellers	- Authenticity. - Participation and solution -Transformational experience

The research comprises of demographic data 32 informants, the results according to (table 2) the characteristics of information group. The following section discusses:

Layer 1 Community:

Informants Rate 65.6 percent were shown Similarity: Community that related information as follows:

1) sustainable income for local organization & businesses that relate the halal hospitality or tourism

2) Cultural exchange & preservation as customer need cultural from the habit example food and beverage with halal group very importance and sensitive with standard in hotel and tourism process.

3) Conservation & nature that relate the sentence with media as friendly and religion.

Layer 2 Travellers:

Informants Rate 28.15 percent were shown Similarity: information as follows:

1) Authenticity.

2) Participation and solution: when we have SHA plus, SHA extra and sandbox and all campaign from government all the world or WHO promote.

3) Transformational experience

Layer 3 Business:

Informants Rate 6.25 percent were shown Similarity: Business related information as follows:

1) Integrated social purpose with budget.
2) Marketing story with target group and top spending more values.
3) Spending more values.

An integrated areas as Local connection, Social Impact & Share benefit and Sustainable destinations that integrated area Layer 1-3 together. (Figure 4)

Figure 4 the Integrated Layer of Impact from FCG

CONCLUSION

At present, there literature review and FCG the stakeholder's approach in halal hospitality and tourism development strategy after covid-19: a case study in Bangkok metropolitan region that show 6 group stakeholder that explore crisis post COVID-19 by this research shown 3 Layers meaning: 1) Community 2) Traveler 3) Business and area integrated as Local Connection, Social Impact & Share Benefit and Business with Halal Hotel and Halal Hospitality that group impact from Tourism According to the effect with Food and Beverage new section adopted with Hospital Business and Restaurant need Nutrition food. However, there lack of expertise for health and wellness business support full option because new situation crisis in recovery state (Figure 4) that this paper used Layers of impact to explore the strategies in organization.

DISCUSSION AND RECOMMENDATION

Health tourism business with Thailand's potential to control the rate of outbreaks and the rate of treatment of COVID-19 patients has been highly successful. This is confirmed by the Global Health Security Index. Which is ranked 6th in the world (2019) is a selling point and attracts health lovers from all over the world to travel to use the service in Thailand.

The empirical study was found which SMEs from Hospitality and Tourism in Bangkok Thailand effect in capital economy COVID-19 pandemic which entrepreneurs should have appropriate strategic planning as follows:

1) Making business strategies and combines the accommodation with Health and wellness hotel.

2) Created Alliance economy with business and communities through digital platforms and website all.

3) Entrepreneurs may consider increasing the proportion of quality tourists.
so that the business is ready by communicating through New normal life as Accommodation and Healthy Food and activity support from Hotel standard after met the epidemic for strong issues and brand with Media.

4) Finding section business development in organization for Halal standard with Hospitalities to design SOP and Diagram all business.

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A CONCEPTUAL STUDY ON THE EFFECT OF MOTIVATION OF THE LABOR FORCE FOR GREATER ORGANIZATIONAL PRODUCTIVITY

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ABSTRACT

Being efficient and productive is one of the reasons an organization hires staff in other to achieve their set objectives. And for an employee to continue being productive to an organization, the management needs to encourage them by acknowledging their efforts and motivating them. Motivation and Productivity have got a great relationship. Hence, motivation is the foundation for employee's dedication to work, commitment and accomplishments. For an organization to attain higher and always achieve success, motivating its employees is very important because no company achieves its mission and vision without motivating and inspiring its human resources. Therefore, this work Purpose is to investigate to what extent does employee's motivation affect organizational productivity. To meet this research current objective, a Systematic literature review approach was used where so much existing literature between 2015 to 2023 was assessed and evaluated. A common finding was discovered from all the previous research that employee's motivation has a great deal of influence on organizational productivity.

It is concluded that, Organization should recognize and motivate their employees by inspecting the work accomplishment and identifying workers efforts and motivating them. Then, the workers will be amazed and fulfilled thus increasing their level of input to the organization which in turn will maximize the organizational output and net profitability drastically.
Keywords: Motivation, labor force, productivity, employee performance.

INTRODUCTION

The survival or collapse of any association/business hangs on its employees (Nizam & Shah, 2015). According to Dwibedi (2017), all companies and establishments desires to be profitable and obtain perpetual growth. Motivation plays a vital role in improving employee performance and overall productivity. Worker's motivation is precisely correlated to employee's dedication, efficiency, and enterprise returns (Nizam & Shah, 2015). Most organizations are struggling to carry on in this unpredictable and aggressive market environment. “Motivation and performance of the employees are essential tools for the success of any organization in the long run” (Ahamed & Sunderasan, 2016). Evaluating performance is crucial to any management of an establishments, as it features the development and accomplishment of the company. Addittionally, there is a definite connection amongst worker’s motivation and organizational success story as indicated in previous investigation done by (Ahamed & Sunderasan, 2016).

Generally, a saying has it that man has the regular preference to be idle in respect to work and he is obliged by some conditions to perform (Tehria, 2017). The view people have on this continually probe a puzzle to the public in the section of growth and in the aspect of workforce which led to minimum manufacture of goods and public services. Minimal production is a predicament frequently observed in several countries of the world mostly underdeveloped ones like Nigeria where energy, time and money are being wasted which if appropriately exploited will generate abundance to the country (Muriithi, 2017). Not only that businesses hire, train and pay their employees, they are also accountable in motivating them to accomplish their work successfully (Akhmetshin, 2018). The procedure of motivation typically commences by somebody identifying an unsatisfied necessity (Sapele & Idoniboye, 2019).

Each employee gets a factor that motivates them to carry out their work more effectively and efficiently. Some are motivated by awards and recognitions, some by giving them incentives and bonuses while some are motivated when the organization provides them with friendly and favorable working environments. Organizations should try and identify the desires of their employees in order to create value. Motivated employees are beneficial, devoted and delighted with their work (Nizam & Shah, 2015). Both motivation and work fulfilment points to abundant productivity and likewise aids employees stays in establishments because workers’ actions and sentiments in a company are generally governed by motivation and employment fulfillment. As long as the company stresses further on executing and motivating technique with a great degree of fairness, Justice, then workforces’ satisfaction will increase in intensity (Sapele & Idoniboye, 2019). Therefore, this work examined the role of motivating the labor force (Employees) for greater organizational productivity and to find out whether motivation increases productivity.

LITERATURE REVIEW

So many researchers have investigated the relationship that motivating the employees has with organizational performance and productivity.

Concept of motivation

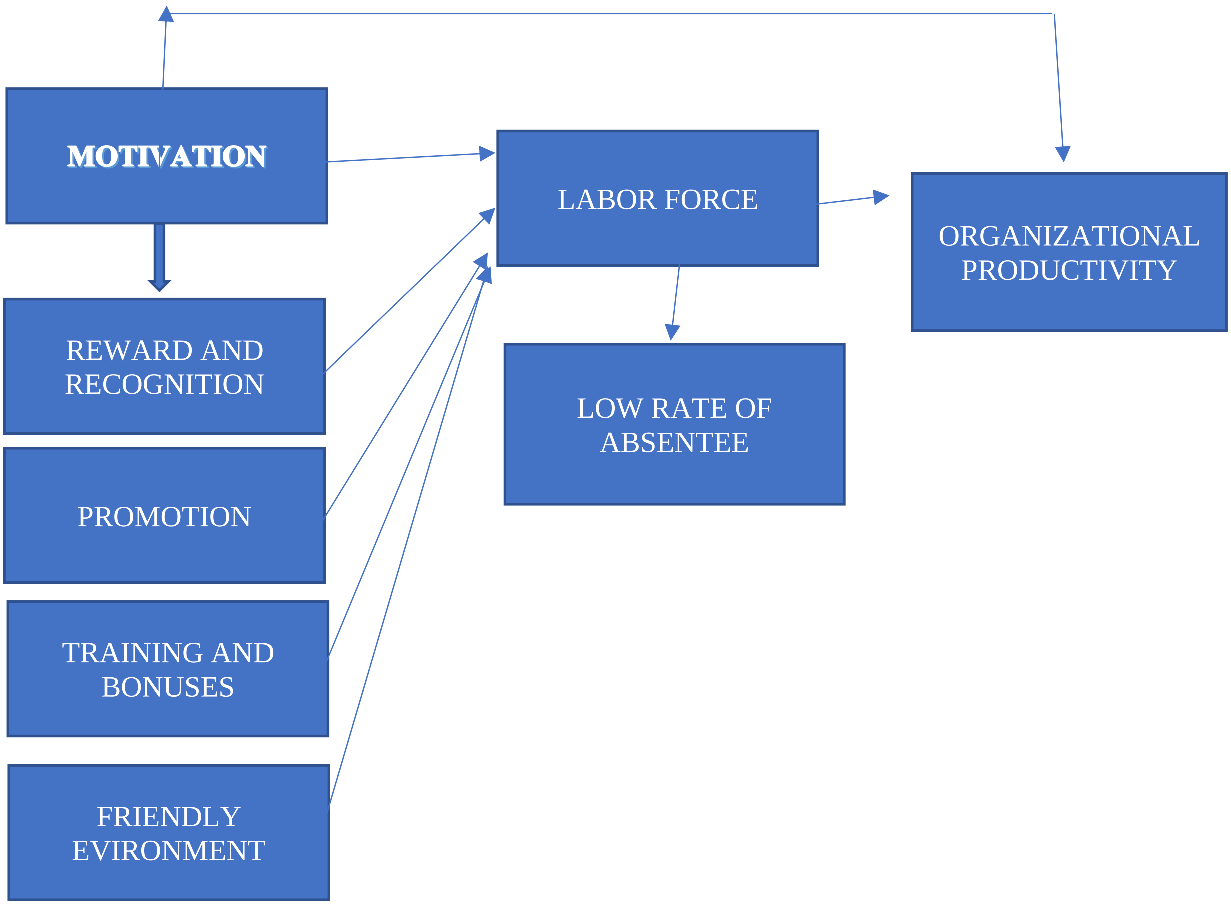
Beside sensitivity, character and feelings, motivation is a valuable element to identify human actions. “Nurun & Dip (2017) defined motivation as a process that starts with a physiological deficiency or need that activates a behavior or drive that is aimed at a goal incentive”. Motivation is a human emotional attribute that influences someone’s extend of loyalty and dedication (Nurun & Dip 2017).

Motivation is a theoretical perception applied to explain person actions (Gopalan et al, 2017). Motivations in a lay man's language can be understood as things to be done to be able to ginger or galvanize employees to bring out their best in order to actualize company's aim. According to Wulf & Lewthwaite, (2016) "motivation has to do with the forces that maintain and alter the direction, quality and intensity of behavior". "It is a fact that people engage in organized business activities with a view of achieving some objectives which ordinarily will be impossible to actualize individually. However, this does not portend that they will work necessarily and put in all they can to be sure that these objectives are actualize. (Ali & Anwar, 2021). Webster's dictionary on the other hand defines "motivation as something within individual which pushes them to act". Absent of motivation on workers will make them not to put in much time in their job, shy away from the workplace, and probably quit job if the opportunity calls and production of low-quality work. On the other hand, workers who are gingered to work produce more because of their persistence and creativity.

Role of Motivation in Managing employees

Strengthening the employees to perform their work better is one of the important management tasks and motivation plays a vital function in it. Every organizational objective and vision cannot be reached if the company does not have dedicated, devoted workers who are always committed to their jobs. Managers should use appropriate motivational factors and mechanisms to meet the desires of their employees, which will in turn increase their productivity (Kljajić & Dervić, 2017). Personnel management's major responsibility is to align employees with the organization's goals, connecting each employee's interests to the organization's overall aims. The importance of motivation as a function of management is reinforced when the content of labor changes, as is the degree of education and societal expectations of workers. This complicates the substance of this form of management activity. Today, an organization's effective operation necessitates responsible and innovative individuals who are well-organized and strive for individual labor self-realization.

Conceptual framework:



Important related literature review:

Nizam & Shah (2015) based their research on the Impact of Employee Motivation on Organizational Performance in Oil and Gas Sector of Pakistan. What they are targeting in their research was to find out the main factors that motivate employees and to investigate the link between employee motivation and organizational performance in oil and gas sector of Pakistan. Distribution of questionnaires to the employees were made to help them get information. It was deduced that by examining the work performance and appraising employees' performance and motivating them, the workers get satiated and helps to improve their output level and enhance the work performance of their organization. The overall result showed that motivation of employees has an impact on organizational performance that is statistically significant ($p<0.05$).

Different research carried out by Abdi et al, (2017) on the "The effect of motivation on employee performance: Case study in hormuud company in mogadishu Somalia". It was revealed that staff must be inspired and motivated to guarantee their stay in the organization and increase productivity.

Al-Madi et al (2017) researched on "The Impact of Employee Motivation on Organizational Commitment" the problem of the study is to examine the influence motivation of the frontier staff of merchandise shop in the selected country Jordan on the structural commitment. Questionnaires were used to gather data from 97 respondents from the selected sample size and the findings reveals that there exists huge substantial impact from employee motivation of frontline workforces of the small shop in Jordan on business commitment.

Furthermore, research done by Aljaf & Sadq, (2015) in their work "The Impact of Employee Motivation on Organizational Performance, an Empirical Study at Hayat University" appraise the propellers of employee motivation to high levels of organizational performance where they shared questionnaires to the teaching staff members who were instructing in various scientific departments in Hayat University for Science and Technology. The outcome obtained reveals that factors such as empowerment and recognition increase employee motivation. Increasing the empowerment and recognition of employees helps their motivation to work to equally improve and the accomplishments and organizational performance will rise.

Another study done by Hazra et al (2014) on "the Role of Motivation on Employee's Performance in different Segments of Catering Sectors under Hospitality Industry: An Empirical study" the result of the study reveals well picture to administration to assess worker inspiration/motivation level so that they will adjust their workers' accomplishments. It been seen that the success of motivation is very significant and fundamental to inspire the workforce regarding their functioning in an organization.

Motivation Theories

Abraham Maslow's hierarchy of needs theory

Hierarchy of need theory was offered by Abraham Maslow which is the highest trendy theory of motivation (Bawa, 2017). Maslow assumed that in every person, the order of five needs proposed by Maslow is of utmost important and every level of need is required to be fulfilled so that a person will have the desire to accomplished certain objectives (Omollo & Oloko, 2015). Below is the five theories of need as highlighted by Abraham Maslow:

ERG theory

ERG theory was established by Clayton Alderfer, it is an adjustment of Maslow's hierarchy of needs. As a substitute of the five needs stated by Abraham Maslow, Clayton projected that necessary individual desires should be classified into three headings: relatedness; Existence and Growth. Existence is related to the principal items which are safe-condition, thirst, and hunger. Relatedness implies to the motivation we need in preserving personal bonds such as connection with relatives, contacts, colleague at work and managers. Finally, growth is the central craving for individual advancement for instance, the request to be innovative, beneficial and to finished important missions. "The implication of this theory is that we need to recognize the multiple needs that may be driving individuals at a given point to understand their behavior and properly motivate them" (Omollo & Oloko, 2015).

Self-determination theory

This is a large human theory of motivation which has been applied fruitfully over the decade including child-rearing, academics, health care, sporting and physical motion and spheres of job motivation and administration (Deci et al, 2017). SDT explicitly proposes worker's well-being together with their performances are being influenced with certain motivation they received for their work pursuits, hence, SDT distinguishes different motivations and upholds every motivation factor has their own purposes, accompaniments, and values (Deci et al, 2017).

Research Objectives

- To review the previously existing literature on the effect of worker's motivation and it influence on company's efficiency.
- To assess the level of employees' motivation in many businesses and how it influences organizational productivity.

RESEARCH METHODOLOGY

A systematic literature review was employed in carrying out this study. The investigator outlined employee's motivation as the independent variable and organizational productivity as the dependent variable and the connection amongst all the variables the way it was displayed in former studies. Thus, a reasonable assessment of current works about the variables was overseen from the facts gathered from a reputable, dependable, resourceful, and trustable conference paper and journal articles between 2015 to 2023 and some books. The previous works/articles chosen are in line with the keywords listed in this current study.

FINDINGS AND CONCLUSIONS

The researchers' finding and conclusions are based on the previous literature that the researcher has reviewed and evaluated, to investigate the extent that employee's motivation affects organizational productivity and overall performance.

According to research on employee motivation, managers strive to foster high levels of motivation by ensuring that their staff members give their all to achieving specific, lofty goals that have been decided upon beforehand and are supported by management. Motivation is incredibly complex, varies from person to person, and is the result of a variety of factors.

It is clear that motivating the employees has a big, significant, good and positive impact on worker's behavior in businesses. This conclusion is supported by the results of numerous prior investigations that were found in the literatures review. Francis (2018) asserts that when management and employees create goals and agree on how they are likely to be achieved, employee performance may be improved inside firm if the organization always acknowledges their efforts and commitment in achieving the said objectives. Therefore, Organization should recognize and motivate their employees by inspecting the work accomplishment and identifying workers efforts and motivating them. Then, the workers will be amazed and fulfilled thus increasing their level of input to the organization which in turn will maximize the organizational output and net profitability drastically.

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