

# INTERNATIONAL ACADEMIC MULTIDISCIPLINE RESEARCH CONFERENCE PROCEEDING 2017



**International Academic Multidisciplinary Research Conference 2017**

**Proceeding of**

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY  
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*London, United Kingdom  
5 – April, 2017*

**THE 2017 ICBTS**



**Edited by Chayanan Kerdpitak, CK Research, Thailand  
Kai Heuer, Wismar University, Germany  
Ebrahim Soltani, Hamdanbin Smart University, UAE  
Gilbert Nartea, Lincoln University, New Zealand  
Vipin Nadda, University of Sunderland, United Kingdom**

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**Conference Proceedings**

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY  
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**Conference Three Themes**

*The International Business Tourism and Applied Sciences Research Conference*

*The International Education Social Sciences and Humanities Research Conference*

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# Conference Proceedings

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## THE 2017 ICBTS

**Organised by**

**ICBTS Institute Conference Center & IJBTS** International Journal of Business Tourism and Applied Sciences

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## INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
- Humanities
- Health care Management
- Hospitality Management
- Hotel Management

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### **INTERNATIONAL ADVISORY COMMITTEE**

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## **SPEAKER BACKGROUND**



**Professor Dr. Ebrahim Soltani**

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

## **SPEAKER BACKGROUND**



**Professor Dr. Kai Heuer**

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

## **SPEAKER BACKGROUND**



### **Dr. Tariq Khan**

**Dr Tariq Khan** is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming ,Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

## **SPEAKER BACKGROUND**



### **Dr. Chayanan Kerdpitak**

**Dr. Chayanan Kerdpitak** is a Lecturer and management committee of Doctor of Business Administration Programmes of College Management Innovation in Valaya Alongkorn Rajabhat University in Thailand and a management committee of CK Research Consultant in Bangkok. I was a Lecturer of Principle Marketing, Sales Management, Consumer Behavior, and Marketing Research at The Suan Dusit University in Thailand. She received a Ph.D. in the field of Business Logistics within Industrial at Ramkhamhaeng University, Thailand. She has published over 20 proceeding paper and some reports in such journals as International Journal Business and Economics Research. She has been a consultant on Import Automobile Industry from Germany for International Marketing and Marketing Research. Chayanan graduated a B.B.A and M.B.A in Business Administration from The Ramkhamhaeng University, Bangkok, Thailand (Major in Marketing).

## 2017 ICBTS CONFERENCE LONDON PROGRAM

<b>The 2017 ICBTS International Multidiscipline Research Conference</b>	
<b>5 April 17</b> 8.20 – 08.50 (W)	<b>REGISTRATION &amp; WELCOME</b> Welcome meeting at The Imperial London Hotel Russell Square
	<b>Session Chair</b> <i>Professor Dr. Kai Heuer, Wismar University, Germany</i> <i>Assoc. Professor Dr. Vipin Nadda, University of Sunderland, London, UK</i> <i>Dr. Bilan Sahidi, University of Sunderland, London, UK</i>
<b>5 April 17</b> 09.00 – 10.30 (W)	<b>Session A1</b> <b>Paper 1 (16)</b> Living veganism in a food culture dominated by narratives of meat as national identity. Ellen Scott and Julie Cartlidge, <b>Australia</b> <b>Paper 2 (60)</b> Influence of Cultural dimensions on Management practices in Hospitals: A Study of Indian Subcontinent Devjani Chatterjee and Sunil Omanwar and Dr. Sabyasachi Patra, <b>India</b> <b>Paper 3 (57)</b> Buddhist Organizations in Thai Society in the Reformation Period: Hopes, Adjustment, and Development Procedures Cholvit Jearajit, <b>Thailand</b> <b>Paper 4 (51)</b> Marketing Mix of OTOP: From Thai Local Wisdom to Global Through Thai Airways International Krongthong Khairiree, <b>Thailand</b> <b>Paper 5 (61)</b> International Films Festival in Association of South East Asian Nations - ASEAN: An Analysis of Situation of International Films Festival and Roles in Enhancing Cooperation and Building Awareness on the importance of ASEAN cooperation among ASEAN countries Assistant Professor Dr. Sammiti Sukbunjhong and Dr. Pichaiwat Sangprapa, <b>Thailand</b> <b>Paper 6 (203)</b> Consumerism in UAE: UAEU Students as a Case Study Mahmoud Naamneh, <b>United Arab Emirates</b>
10.31 – 10.45	Morning Break
10.46 – 12.15	<b>Session A 2</b> <b>Paper 1 (64)</b> Cross-Sectional Study to Determine the Types of the Violence and Its Sources for A Sample of Children and Adolescents in the City of Baghdad Dr. Raghad Ibrahim and Dr. Mohammed Baqir, <b>Iraq</b> <b>Paper 2 (97)</b> The Efficacy of Explicit Instruction on Implicit and Explicit knowledge of English Articles Faten A. Alarjani, <b>Kingdom of Saudi Arabia</b> <b>Paper 3(131)</b> Life Quality Promotion for Elderly

	<p>Ponpun Vorasiha, <b>Thailand</b>  <b>Paper 4 (137)</b> The Study of Sexual Health Behaviors in Adolescent Boonsri Kittichottipanich, <b>Thailand</b>  <b>Paper 5 (118)</b> ESL Students' Experience of Project-Based Learning Abigail Melad Essien, <b>Thailand</b>  <b>Paper 6 (146)</b> Satisfaction of Urination Promotion in Benign Prostatic Hyperplasia Kanya Napapongsa, <b>Thailand</b></p>
12.16-13.30	Lunch and Join Academic Network
13.31-15.00	<p><b>Session A 3</b>  <b>Paper 1 (17)</b> Teacher's use of Okay in Differentiated Classes in EFL contexts Jungmin Ko and Professor Jeongsoon Joh, <b>South Korea</b>  <b>Paper 1 (12)</b> The Domestic Crusaders Registers Violence against Muslims Following 9/11 Rehab Farouk and Mona Anwar, <b>Saudi Arabia</b>  <b>Paper 3 (120)</b> Safety Behavior of Operation Staffs in Water Production and Supply Department Bangkok Water Plant, Bangkok, Thailand Pongsak Jaroengarmsamer, <b>Thailand</b>  <b>Paper 4 (111)</b> Intention to Visit Green Hotels of Thai Tourists and Hotel Entrepreneurs Kanyapilai Kunchornsirimongkon, <b>Thailand</b>  <b>Paper 5 (135)</b> DM OUTCOME OF FOOT CARE EDUCATION PROGRAM IN DM TIPAPAN SUNGKAPONG, <b>Thailand</b>  <b>Paper 6 (134)</b> Health Problems and Needs for Health Service of the Elderly: A Case Study of Elderly in Tambon Wangtakoo, Nakorn Pathom Province, Thailand Prapaiwan Danpradit, <b>Thailand</b></p>
15.01- 15.15	Afternoon Break
15.16 - 17.00	<p><b>Session A 4</b>  <b>Paper 1 (201)</b> The Portuguese Presence in the Arabian Gulf as Reflected in Local Omani Historical Narratives Dr.Hassan M Alnaboodah, <b>United Arab Emirates</b>  <b>Paper 2(86)</b> The Role of New Technologies in the Resolution of Educational Problems in West Africa Ousmane Samba BA, <b>Senegal</b>  <b>Paper 3 (109)</b> Factors Affecting Tourists Decision Making in Choosing Homestay in Amphawa District, Samutsongkram, <b>Thailand</b> Kanamon Suwantada, <b>Thailand</b>  <b>Paper 4 (107)</b> Tourism Life Cycle Analysis and Sustainable Tourism Management for Urban Cultural Tourist Attraction: A Case Study of Koh Kred, Thailand Siripen Yiamjanya, <b>Thailand</b>  <b>Paper 5 (128)</b> Diabetes Care and Patients' Perspectives on Diabetes Mellitus in Rural Thailand: A Qualitative Study Kantapong Prabsagnob, <b>Thailand</b>  <b>Paper 6 (108)</b> Opportunity to include a Secondary Destination for Tourist Experiences with Heritage Potentials the Case Study of Khiriwong Community, Lansaka District, Nakhon Si Thammarat, Thailand Nuntana Ladplee, <b>Thailand</b></p>
<b>SESSION B</b>	
<b>5 April 17</b> 09.00 - 10.30(W)	<p><b>Session B 1</b>  <b>Paper 1(84)</b> Generation 'Y' (Millennial Tourist) Perceptions and Visitation Patterns Towards Museums Trung Kien and Dr. Vipin Nadda, <b>England</b></p>

	<p><b>Paper 2 (10)</b> The impact of corporate social responsibility on Egyptians\' purchase intention "the case of telecommunication sector in Alexandria, Egypt." Dina ElSalmy and Ahmed ElSamadicy and Mohamed Mostafa Soliman, <b>Egypt</b></p> <p><b>Paper 3 (53)</b> Thailand and Technological Products: A Social Sciences Case Study Darma R Khairiree <b>Thailand</b></p> <p><b>Paper 4 (79)</b> The Analysis of Policies and Strategies of Buddhist and Cultural Tourism in ASEAN Community Phramaha Nantakorn Piyabhani, Saichol Panyachit, Phoobade Wanitchanon, <b>Thailand</b></p> <p><b>Paper 5 (54)</b> Factors Related to Sports or Exercise Behaviors of Thai People Rattana Panriansaen, <b>Thailand</b></p> <p><b>Paper 6 (90)</b> A Study of the Relationship among Museum Experiential Value, Satisfaction, and Behavioral Intention - Taking National Chiang Kai-shek Memorial Hall for Example Chan-Li Lin and Sheng-Yen Lin, <b>Taiwan</b></p>
10.31 - 10.45	<b>Morning Break</b>
10.46 - 12.15	<p><b>Session B 2</b></p> <p><b>Paper 1 (48)</b> Environmental Management Best-practice &amp; Strategies within the Institutional Context: The Case of (UAE) Ahmed Zain Elabdin Ahmed, <b>United Arab Emirates</b></p> <p><b>Paper 2 (206)</b> "Modelling the Demand of International Tourism in UK Using Ordinary Least Square Regression Method(OLS), Polynomial Regression Analysis" Adenike Adebola Adesanmi and Vipin Nadda, <b>England</b></p> <p><b>Paper 3 (149)</b> PEER OBSERVATION AND SELF-MONITORING IN PRE-SERVICE TEACHERS' MICROTACHING WIPADA PRASANSAPH, <b>Thailand</b></p> <p><b>Paper 4 (139)</b> The Effects of Thai Mind-Body Exercises "Rusie Dutton" on Body Weight and Blood Lipid Level in Menopausal Wome Kanit Ngowsiri, <b>Thailand</b></p> <p><b>Paper 5 (140)</b> Education Program Outcomes in Pregnancy Prevention of Sex-Risk Femail Adolescents: A Case Study of Students in Samut-Songkram Province, Thailand Premwadee Karuhadej, <b>Thailand</b></p> <p><b>Paper 6 (141)</b> Study of Sex Health Knowledge and Demand of Sex Health Care in Undergraduate Students Udomporn Yingpaiboonsuk, <b>Thailand</b></p>
12.16 - 13.30	<b>Lunch</b>

13.31 – 15.00	<p><b>Session B 3</b></p> <p><b>Paper 1 (85)</b> The Teaching of English Language as A Means to an End for Business Tourism Dr. Nande C.K. Neeta, <b>South Africa</b></p> <p><b>Paper 2 (65)</b> Alauddin Malay King Mosque- searching for architectural symbols and identity Roslan Talib and M Zailan Sulieman, <b>Malaysia</b></p> <p><b>Paper 3 (122)</b> Effect of Aroma Oil Massage and Herbal Compression with Analgesic Drugs on Pain in Persons with Low Back Pain Ladaval Ounprasertpong Nicharojana, <b>Thailand</b></p> <p><b>Paper 4 (123)</b> Social Support of Postpartum Mothers Based on Folk Medicine in Nakornpatom Province, Thailand Supparas Oatsawaphonthanaphat <b>Thailand</b></p> <p><b>Paper 5 (136)</b> Result of the Teaching on Promoting Perceived Self-Efficacy in Pregnancy Women for Diabetes Mellitus Prevention Napissara Dhiranathara, <b>Thailand</b></p> <p><b>Paper 6 (147)</b> Exploring Health Status Among Older Adults in Urban Community, Bangkok, Thailand Luckwirun Chotisiri, <b>Thailand</b></p>
15.01-15.15	<b>Afternoon Break</b>
15.16-17.00	<p><b>Session B 4</b></p> <p><b>Paper 1 (21)</b> A Study of Motivations Affect Internet Advertising Acceptance Anil DAL CANBAZOĞLU, <b>Turkey</b></p> <p><b>Paper 2 (58)</b> Usage and Effect of the Open Courseware Project on Faculty Teaching in Universities in the Middle East: A Longitudinal Study Noah Kasraie and Assist. Prof. Dr. Narges Kasraie, <b>UAE</b></p> <p><b>Paper 3 (138)</b> Result of the Empowerment Program on Promoting Perceived Self-Efficacy in Pregnancy Women for Diabetes Mellitus Prevention Petcharat Techathawewon, <b>Thailand</b></p> <p><b>Paper 4 (104)</b> Blended Learning Model and Achievement in a Foundation of Marketing Course Narumon Chomchom <b>Thailand</b></p> <p><b>Paper 5 (123)</b> The Application of Palmistry Knowledge in the Diagnosis of Diseases Following the Principles of Traditional Thai Medicine Phatphong Kamoldilok, <b>Thailand</b></p> <p><b>Paper 6 (148)</b> Comparison of Skin Appearance with Appropriate Time in Self Reflexology Area with Thai Traditional Medicine in Geriatrics Natsinee Sansuk, <b>Thailand</b></p>
5 April 17 (W)	<b>SESSION C</b>

<p><b>5 Apr 17 (W)</b> 09.00 – 10.30</p>	<p><b>Session C 1</b>  <b>Paper 1(44)</b> The Impact of Corporate Social Responsibility on Corporate Reputation Capital  Kritchanaat Santawee, <b>Thailand</b>  <b>Paper 2 (80)</b> London Interbank offer rate volatility: The US Dollar, the British Pound, the Japanese Yen and the Euro: How it affects Multinational companies (1986-2016)  Alhassan Ndekugri, <b>United State of America</b>  <b>Paper 3 (72)</b> Who are Nonvoters?  Lyn Ragsdale and Jerrold G. Rusk, <b>United State of America</b>  <b>Paper 4 (45)</b> Media Literacy: Advantages and Applications A Case Study of Srinakharinwirot University  Sasithon Yuwakosol and Kritchanaat Santawee, <b>Thailand</b>  <b>Paper 5 (52)</b> Online Marketing Implemented on Higher Education in Thailand: A Case of International College, Suan Sunandha Rajabhat University  Nalin Simasathiansophon, <b>Thailand</b>  <b>Paper 6</b> Effect of prosodic feature awareness training on intelligibility of speech by interpreter trainees: An experimental study  Mahmood Yenkimaleki and Vincent J. Van Heuven, <b>Netherlands</b></p>
<p>10.31 – 10.45</p>	<p style="text-align: center;"><b>Morning Break</b></p>
<p>10.46- 12.15</p>	<p><b>Session C2</b>  <b>Paper 1 (47)</b> Face-to-face learning, cross-cultural virtual teams and study abroad: Incorporating experiential learning into a multi-modal class  Denise Luethge and Carole Cangioni, <b>United State of America</b>  <b>Paper 2(127)</b>  Communicative Bilingual Approach in a Thai School on Vocabulary at Home and at School  Suwaree Yordchim, <b>Thailand</b>  <b>Paper 3 (113)</b> New Dimensions to Administrate Human Development to Conserve Buddhism of Mahayana Chinese SECT: The Study of Mungkornkamalawas Chinese Temple, Bangk  Saowapa Phaithayawat <b>Thailand</b>  <b>Paper 4 (142)</b> Promotion of Exercises for Elderly  Anchalee Jantapo, <b>Thailand</b>  <b>Paper 5 (119)</b> Development of Student Teachers' Reflective Thinking Abilities  Sucheera Mahimuang, <b>Thailand</b>  <b>Paper 6 (101)</b> Development of Analytical Reading Based on the Transactional Strategies Instruction  Tasaneee Sathapong <b>Thailand</b></p>
<p>12.16 – 13.30</p>	<p style="text-align: center;"><b>Lunch Break</b></p>
<p><b>5 April 17(W)</b> 13.31 – 15.00</p>	<p><b>Session C 3</b>  <b>Paper 1 (89)</b> Dealing with Identity Loss and Stigma of Unemployment in Georgia - Perspective of Youth  Associate Professor Anastasia Kitiashvili, <b>Georgia</b>  <b>Paper 2 (121)</b> Prospective Study of Rabies Elimination Model and Strategy, Formulated by the People in 2-Epidemic Communities  Thavatchai Kamoltham, <b>Thailand</b>  <b>Paper 3 (133)</b> The Art of Designing, Fabric Pattern by Mold with Natural Dyes  Chanoknart Mayusoh, <b>Thailand</b>  <b>Paper 4 (132)</b> Fabric Printing Design, An Inspired From Thai Traditional Tin Toys  Suwit Sadsunk, <b>Thailand</b></p>

	<p><b>Paper 5 (116)</b> Topsis Method to Select Location of Grass Flower in Warehouse Martusorn Khaengkhan, <b>Thailand</b></p> <p><b>Paper 6 (126)</b> DEA Model Measuring Airport Performance in Thailand Piyaon Sriwan, Thailand</p>
15.01 – 15.15	Break
15.16 - 17.00	<p><b>Session C4</b></p> <p><b>Paper 1(41)</b> Tourism Strategy in the Sun Triangle Analysis with the theory based on resources and institutional theory José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco, <b>Mexico</b></p> <p><b>Paper 2 (13)</b> International Business: Trade and Potential Agricultural Policy Reforms in Sugar Markets Dr. Carolan McLarney and David Dilworth, <b>Canada</b></p> <p><b>Paper 3(144)</b> The History of Thai Women Lingerie Junjira Monnin, <b>Thailand</b></p> <p><b>Paper 4 (124)</b> Piet Mondrian's Painting Inspired Yves Saint Laurent, The World Class Fashion Designer Jaruphan Supprung, <b>Thailand</b></p> <p><b>Paper 5 (143)</b> The Pattern Design from Concept Carp Weave Siracha Samleethong, <b>Thailand</b></p> <p><b>Paper 6 (129)</b> The Participation in the Development of Packaging and Logos to the Needs of the Consumer Products Khaneonghin Community Personnel Bangkok Supassawee Morakul, <b>Thailand</b></p>
6 April 17 (TH)	<b>Session D</b>
9.00-10.30	<p><b>Paper 1(66)</b> Tourism Revenues Regression for Tourism Promotion Investment Decision-Madeira Case study Elvio Jose Sousa Camacho and Maria Manuela M. S. Sarmiento Coelho, <b>Portugal</b></p> <p><b>Paper 2(6)</b> The impact of two important factors on EFL Learners' Fluency Alireza Behfar, <b>Iran</b></p> <p><b>Paper 3(11)</b> The Influence of Facebook on Tourists' Purchase Intentions Assistant Professor Dr. Ahmet Ertugan, <b>Turkey</b></p> <p><b>Paper 4 (18)</b> Job Satisfaction and Employee Productivity in the Nigerian Public Sector Ezeamama Ifeyinwa G, <b>Nigeria</b></p> <p><b>Paper 5 (19)</b> Incentive Packages and Employees attitude to work in Nigeria Chibugo Mars Onwuka, <b>Nigeria</b></p> <p><b>Paper 6(20)</b> Dangerous Liaisons-Jewish Female Tourists and Local Arab Men in Sinai Darya Maoz, <b>Israel</b></p>
10.31-10.45	<b>Morning Break</b>
10.46-12.15	<p><b>Paper 1(53)</b> The Role of Reason and Moral Values in the Character Formation: Fârâbî Example Mehmet Ata Az, <b>Turkey</b></p> <p><b>Paper 2 (54)</b> The Motive Power of the Desire to Achieve Virtue Morality Murat Demirkol, <b>Turkey</b></p> <p><b>Paper 3(59)</b> Virtual Spaces and the Cultures of Modernity: Reflections on the Centrality of Culture and the Art of Storytelling Dr. Taleb Bilal Eli, <b>UAE</b></p> <p><b>Paper 4 (63)</b> Painting on the Wall: Social space occupied by women as patrons of religious art in Late Colonial Sri Lanka Dulma Karunarathna, <b>Sri Lanka</b></p> <p><b>Paper 5 (94)</b> Morality as the Basis of Developmental Transformation of Nigeria</p>



	<p>Dr. Veronica Uduak Onyemauwa, <b>Nigeria</b>  <b>Paper 6 (98)</b> Antecedents of Customer Satisfaction Levels in UAE Museum Shops  Akin Fadahunsi and Salwa Osama, <b>UAE</b></p>
12.16-13.30	<b>Lunch Break</b>
13.31-15.00	<p><b>Paper 1 (92)</b> Designing an English Language Learning Intervention Programme for South African Schools and Tertiary Institutions  Dr. Theophilus Mukhuba, <b>South Africa</b>  <b>Paper 2 (83)</b> Asymmetric Explication in Legal Translation:  A Case Study of Qatari Translator Trainees  Hisham Ali Jawad, <b>Qatar</b>  <b>Paper 3 (73)</b> Exploring pre-service teachers' perceptions of their pedagogical preferences, teaching competence and motivation  Sadiq Abdulwahed Ahmed Ismail and Adeeb Jarrah, <b>UAE</b>  <b>Paper 4 (52)</b> Do Well-developed Audit Plans Enhance Audit Quality?  Eun-sun, Ki and Kwang-Hwa, Jeong, <b>South Korea</b>  <b>Paper 5 (50)</b> Effect of Paul the Persian's logical works on Al-Mantiq by Ibn al-Muqaffa  Seyedmohammadreza Azarkasb, <b>Iran</b>  <b>Paper 6 (46)</b> The 'Rule of Law' Implications of Technology-mediated Interfaces in Small and Low-valued Project Claims Dispute Resolution  Udechukwu Ojiako, <b>UAE</b></p>
	<b>Conference Close</b>
<b>5-6 April 2017</b>	<b>Participation and Discussion</b>
	<ol style="list-style-type: none"> <li>1. Dr. Bhasker Mukerji, Canada</li> <li>2. Dr. Ahmad Alanezi, Kuwait</li> <li>3. Dr. Waleed Alanzi, Kuwait</li> <li>4. Dr. Seung Jeon, South Korea</li> <li>5. Dr. Hyo-Yeun Park, South Korea</li> <li>6. Dr. Mina Jafarabadi, Iran</li> <li>7. Dr. Krupka Zoran, Croatia</li> <li>8. Dr. Konstantinos Bellos, Greece</li> <li>9. Dr. Omer Lans, Isreal</li> <li>10. Dr. Linda Caudell, USA</li> <li>11. Dr. Kerwin Swint, USA</li> <li>12. Dr. Tracey Sigler, USA</li> <li>13. Dr. Badriah Alhwardi, Saudi Arabia</li> </ol>
<b>7 April 2017</b>	<b>Free day to Join Academic Network and Travel in London by Participants</b>

# PROMOTION OF EXERCISE FOR THE ELDERLY

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## ABSTRACT

This research is a documentary research. The purpose of this paper is to study research relating to promotion of exercise for the elderly in these following aspects; 1) Research method, types and period of exercise for promoting good health in the elderly, 2) The result that the elderly have gained from promotion of exercise. Data collection was from online research between September 1-5,2016. The research instrument is data record form which was created in accordance with research purposes. Quantitative data was analysed by using frequency and percentage. Qualitative data was analysed by content analysis and typology. The result showed that the research about promotion of good health in the elderly by exercising that was searched has 18 topics. 13 of them are experimental research and 5 of them are survey research. For participants, there were 1,691 elders participating which their age are 55-84 years old. The place used for research was mostly at Elderly Club. Types of exercise include exercise with elastic, walking, arm swinging, ballroom dancing, aerobics, and exercise with loincloth. The period of exercise promotion was 4-12 weeks, mostly 3 days per week, 30-55 minutes each day. The result that the elderly have gained from exercise promotion showed that they have stronger leg muscles, upper body of core muscle, arm and body muscles, better agility and balancing ability while moving, better muscle and joint flexibility than former times. Therefore, exercise promotion in the elderly should be promoted widely. The elderly who have health problems such as high blood pressure should have exercise constantly with simple way of exercise such as walking, arm swinging which are non-equipment kind of exercise that they can do both indoor and outdoor.

**Keywords-** Elderly , Exercise for Elderly , Promotion of Exercise

## INTRODUCTION

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

The elderly are considered being a vulnerable group. Their bodies gradually deteriorate and have both physical and mental changes such as having dry skin, slower response to stimulus, degenerative eyesight, poor nervous system, delicate bones, poor muscle strength, and having degenerating organs. (2) From the nationwide elderly health survey (3), the result showed that many of the elderly have suffered from high blood pressure, insomnia, muscle and joint pain, frozen shoulder, dizziness, limb muscle weakness, and other diseases. Therefore, health promotion in the elderly is necessary. Exercise is one way to promote good

health in the elderly. Exercise can be done every day and it promotes physical fitness. If the elderly do proper exercise, their physical fitness will be better especially in moving and balancing ability which can prevent the elderly from falling (2). Exercising in the elderly can be classified into two types which are 1) Specific part of body exercise such as shoulder exercise in frozen shoulder person, back muscle exercise in person who have pain in back, and muscle around knees joint exercise in case of knee osteoarthritis. 2) General exercise which can promote good physical and mental health and have indirect result improving balancing skill that can prevent the elderly from falling and having broken bones. Exercise in the elderly should be an exercise that use gross motor such as jogging in case of not having knee Osteoarthritis, walking, aerobics, Tai chi (Chinese boxing dance), and exercising with long plastic stick. Exercise should be done constantly 20-30 minutes, at least three days per week and should be taken as a part of daily life. Ministry of public health has a health development plan for the elderly which its purpose is to make the elderly live their lives properly.(4) Promotion of exercise for the elderly is one of the activities that help improve elderly's health. Researcher was interested in studying data of research about exercise promotion in the elderly to accumulate knowledge and use it as basic knowledge for applying in further exercise promotion in the elderly in future.

### **RESEARCH PURPOSES**

To study the research about promotion of exercise for the elderly in these following aspects;

1. Research method, types and period of exercise for promoting good health in elderly people
2. The result that the elderly have gained from promotion of exercise

### **LITERATURE & THEORY**

This research has reviewed the concept that relates to the exercise promotion and will concisely present as follows;

1. Situation of the elderly in Thailand

Nowadays, Thailand is an ageing society which its population has increased rapidly since 2000 when the proportion of the elderly (60 years or older) reaches 10 percent of country population and the country will become "completed ageing society" when percentage of the elderly population reaches 20 in 2021. Moreover, the country is expected to be a super ageing society in less than 20 years when percentage of the elderly population is 28 percent of all country population. (5) Now that the elderly have some changes in both physiological and mental health resulting from degenerating systems in their bodies, promotion of exercise is necessary. One of the proper activities is exercise promotion for good health in the elderly.

2. Exercising is necessary to help strengthen good health and improve organ systems in the elderly. Exercising for good health is neither competitive nor stressful. In addition, exercising benefits the elderly. It helps strengthen muscles, improve endurance and balancing skill, slow down the deteriorating of organs and improve body systems which will improve sleeping condition in the elderly. There are several types of exercise that suit the elderly such as walking, Tai chi (Chinese boxing dance), and physical exercises.(6)

3. This research collected and analysed data from 18 researches about exercise promotion for elderly.(7-24)

### **METHODS**

#### **1. Research Method**

This research is a documentary research which analysed the related work about promotion of exercise for the elderly publishing online and was searched between September 1-5, 2016. The samples were research reports and research articles which researcher searched from online system in 18 topics about "promotion of exercise for the elderly research"

#### **2. Research Instrument**

Instrument used in this research is record form which was created in accordance with research purposes. The research instruments include note taking issues as follows; 1) Research method, types and period of promotion of exercise for the elderly and 2) The result that the elderly have gained from exercise .

### **3. Construction of the instrument**

3.1 Study data from documents, textbooks, related research about situation of the elderly, health problems in the elderly and promotion of exercise in the elderly

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

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

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

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

### **4. Data collection**

4.1 Carry out the research in topic relating to the promotion of exercise for the elderly

4.2 Read and analyse each topic carefully

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

### **5. Assessment and data analysis**

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

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

## **RESULTS**

### **1. Research method, types and period of exercise promoting for elderly people**

1.1 Research method - There was 72.22 percent experimental research which compares the result of promotion of exercise for elderly in a variety of exercise types between experimental group and control group in 13 topics. Others 5 topics is 27.78 percent survey research. There were 1,691 elderly people participating in the research. Their ages are 55-84 years old. The places in which the data was collected were a public park where the elderly have exercised and their community

1.2 Types and period of exercise promoting for elderly people

1.2.1 From experimental research, there was the comparison between experimental group and control group before and after the experiment

A. *Types of exercise* - there were 15 types of promotion of exercise for the elderly (repeatedly counted in case that one research has several exercise types) as follows; 3 topics in exercising with elastic band, 3 topics in walking, and 2 topics each in arm swinging, ballroom dance and exercising with loincloth. In addition, there was 1 topic each for Tai Chi (Chinese boxing dance), exercising with table, and aerobics.

B. *Period of exercise promotion* - in 4-12 weeks, the elderly in sample group exercise 3 days a week, 30-55 minutes each day.

1.2.2 From survey research, there were 2 topics studying in exercising behavior in the elderly which were attitude toward exercise in the elderly, education and awareness about exercise in the elderly.

### **2. The result of exercise promotion for the elderly**

2.1 Most of the activities were some kinds of stretching exercises such as arm swinging, stepping, exercising with elastic band. In addition, It was found that the elderly would rather exercise by doing chores, grandchild raising, short-distance walking than sitting in a car.

2.2 The elderly were aware of their health condition after having an exercise that they had better physiology, body movement and stronger muscles.

2.3 The elderly who have good attitude toward the exercise tend to do Tai Chi (Chinese boxing dance) more accurately than those who have lower attitude score.

2.4 The result that the elderly have acquired from promotion of exercise

2.4.1 The elderly who have good support from members of family to have an exercise such as arm swinging are more likely to swing their arms better than those who don't have support.

2.4.2 The elderly who have an exercise by swinging their arms have stronger and more endurable muscle, more elastic body and better balancing act than those who have an exercise by walking.

2.4.3 The elderly who have an exercise by stepping with table have better result in balancing skill, muscle and joint flexibility, moving ability and lung endurance than those in control group.

2.4.4 The elderly who have an exercise by aerobics with music have stronger limb muscle, better body flexibility, agility and balancing act than those in control group.

2.4.5 The elderly who have an exercise by ballroom dancing in several styles such as begin and waltz have better balancing skill than former times and than those in control group

2.4.6 The elderly who have an exercise by using elastic and ballroom dance have better agility, flexibility, muscular endurance and balancing act than those in control group while there was very little difference in body moving aspect between having an exercise with elastic band and with balancing rubber sheet. However, elastic band is cheaper than balancing rubber sheet.

2.4.7 The elderly who have an exercise by sitting and walking in 8-foot distance have stronger core muscle and better balancing act than those in control group.

2.4.8 The elderly who have an exercise with loincloth have stronger and better flexibility of limb muscle, back muscle and upper body muscle than former times.

2.4.9 The elderly who have an exercise by walking in public park have better moving and balancing skill than those who have an exercise by doing Tai Chi.

## **CONCLUSION AND FUTURE WORK**

1. The result of research showed that the promotion of exercise for the elderly have mostly done in the elderly club. The elderly who are the members of the elderly club are often interested in activities and have better attitude toward exercise and personal health care than those who are not the members of the club. Therefore, there should be the promotion of exercise for the elderly who live in their house and have their cousins as a social supporter to encourage the elderly to exercise constantly. As Natedao J (25) had studied the factors which relate to health promotion behavior, it was found that social support is associated with health promotion behavior.

2. The result showed that the elderly who have an exercise by walking and arm swinging have good result in strength, muscular flexibility, moving skill and balancing skill which prevents them from falling that usually happens. The promotion of exercise for the elderly by proper walking is a good way to prevent falling incident in the elderly (26). There should be an easy way of exercise promotion which the elderly can do both indoor and outdoor such as walking, arm swinging which are non-equipment exercise and result in good outcome to the elderly's physical health.

3. The result showed that promotion of exercise for the elderly took 4-12 weeks for an experiment, spending 3 days a week and 30-55 minutes each day which conforms to exercise principle. If the elderly have an exercise constantly, in addition to acquiring limb muscle strength and better balancing skill, there is the

amelioration in the elderly who have hypertension (27, 28). Therefore, several types of exercise promotion for the elderly should be done constantly in both elderly people who don't have health problems and those who have health problems.

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