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Businesses' Coping with COVID-19 Pandemic Situation in Thailand

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Abstract

Corona-19 Virus Disease (COVID-19) pandemic has led to a negative outlook for Thai economy because of the deteriorating revenues and profitability of businesses and loss of income of individuals. The government has issued many containment measures against the situation. One of the most important measures was social distancing which prohibited gathering of people. This qualitative research utilized telephone interviews with 12 well-informed key informants about COVID-19 situation's effects on their and other businesses in Thailand. Strategies which businesses utilized to cope with the situation are presented and synthesized. The issues presented have contributed to accelerating the adjustment of businesses to correspond to the ongoing global trends. Results suggested that the situation had both positive and negative aspects. Covid-19 pandemic obstructed businesses on one hand but on the other hand led to new business models and improved efficiency. Businesses and personnel should learn and develop new skills continuously in order to function effectively in the new normal.

Introduction

Corona Virus Disease (COVID-2019) pandemic has affected Thailand in every dimension tremendously. The pandemic has led to a negative outlook for Thailand because of the deteriorating revenues and profitability of businesses and loss of income of individuals. Traditionally, the Thai economy has relied heavily on the foreign economy. The export sector normally accounts for about 60% of total Gross Domestic Product (GDP) and tourism sector accounts for about 17% of total GDP (Chantapong & Tonghui, 2021). The country's lock down and social distancing measures against Covid-19 has a drastic impact upon both export and tourism sectors. Thailand's lock down in April 2020 brought income from tourism sector down nearly 100%, i.e., the vanishing of 17% of the GDP. Moreover, the pandemic caused a global economic slowdown resulting in Thai export value to lessen to 12.9% or another decrease of 7.74% of GDP. A large portion of Thailand's national revenue comes from the tourism sector, 17% of Thai GDP. With the outbreak of COVID-19, Thailand begun surveillance protocol for COVID-19 in January 2020, during which time the number of incoming tourists into Thailand showed no significant effect. Thaiwebsites.com (2020) reported that number of tourists traveling into Thailand was 3.810 million in January 2020, an increase of 2.46% from January 2019.The pandemic

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started in China in December 2019 and the effect started to appear in February 2020. In February 2020, the number of tourists traveling into Thailand decreased to 2.062 million compared to 3.604 million in February 2019. Thailand closed down the border for international tourists in April 2020, only 200 incoming travelers were allowed per day, including Thais living abroad who wanted to return to Thailand. The result was that number of incoming visitors decreased from 10.795 million in the first quarter of 2019 to 6.691 million in the first quarter of 2020, a decrease of 38%. In March 2020 alone, Thailand lost 39.511 billion Baht as compared to income from tourists in March 2019 or an equivalent of 4.267 billion US Dollars which was a loss of approximately 0.84% of Thailand's GDP in just one month. In an attempt to revive businesses generated from international visitors, the Thai government allowed a limited number of visitors under the special tourist visa into Thailand in October 2020 but they had to be quarantined for 14 days. Phuket sandbox project was initiated on 1 July 2021 which waived the 14-day quarantine for vaccinated visitors and allowed them to travel within Phuket Island. Bank of Thailand (2021) reported the number of foreign tourists visiting Thailand decreased from 39.916 million in 2019 to 6.702 million in 2020. The real GDP was estimated to contract by 7.7% (Thailand Board of Investment, 2020).

Impact on domestic businesses

Apart from reduced foreign revenues, domestic spending was also reduced. This resulted in an economic slowdown. The Thai government implemented several strategies to boost domestic spending by increasing the spending and injected 1.9 billion Baht, which is an equivalent of about 10% of GDP, into the economy but was still insufficient to cover the losses in export and tourism sectors. In addition, the number of businesses closing down increased by 20.4% during the first 10 weeks of 2020 (SCBTV Thailand, 2020a). Closing down of businesses negatively affected the cashflow of suppliers and customers. Meanwhile, Krungsri Bank Research (2020) estimated that 11.8 million workers, or 33.2% of total formal workers, faced pay cuts or even lost their jobs. The businesses that were highly affected comprised of amusement & recreation, restaurants, hotels, crop farming and fishery businesses. Permanent business shutdowns led to long-term unemployment. This resulted in further reduction of monetary circulation in the economy.

COVID-19 containment measure

COVID-19 spreads through droplets or aerosols, airborne and surface touching (Webmd, 2021). Face-to-face contacts can transmit the spread of virus hence, the government urged plans to lessen face-to-face transactions. Among several COVID-19 containment measures, social distancing was the major measure against COVID-19. This measure prohibited gathering of people and asked people to keep distance among each other. The results were that various businesses were threatened such as public transportation, event organizers, restaurants and entertainment, and many other. Hospitality, real estate, oil and automobile industries were in trouble from less mobility and face-to-face contacts. Domestic travel was halted. When social distancing cannot be avoided people are required to wear facemask.

However, in spite of the downside, the Economic Intelligence section of Siam Commercial Bank suggested that the pandemic bestows opportunities to 3 groups of business: communication and information technology, retail, and food and drink industries (SCBTV Thailand, 2020b). The COVID-19 situation changed consumers' behavior perhaps permanently to a new normal. Shopping online increased and food delivery started to grow rapidly. SCBTV Thailand (2020b) reported that people bought more personal hygiene items such as rubber gloves, hand-wash alcohol (48% increase), health and nutrition (45% increase), household cleaning products (40% increase), online shopping (32% increase), home video streaming (42% increase), and food delivery (30% increase). The acceleration rate of technological deployment and adoption benefited internet networking, data center, data services, mobile apps, platforms and relevant businesses. The formerly troublesome e-commerce and logistic benefited from the crisis. Moreover, streaming business, for example, Netflix received much more attention and subscriptions. Online payment system was needed to support these transactions.

Crisis management

The crisis brought about plethora of uncertainty. People were ill-informed either due to lack of access to information or information overload. The government declared a large variety of numbers such as the numbers of infected, numbers of vaccinated persons, numbers of cured, numbers of death, and so on and so forth which made it overwhelming and hard to interpret by many. Several parties gave information from their own perspectives. Bits and pieces of information created a chaos of information. Rumors were spread throughout the country. Some information was partially true while others were misleading and some was completely false. Businesses had to manage through the pandemic crisis carefully. The aforementioned changes called for businesses to find appropriate methods to handle the situation.

In this regard, communication strategy to inform employees and customers are of the utmost importance. Effective communication about the crisis and the approaches to handle the crisis had to be devised carefully. The Arthur W. Page Center (2021) suggested crisis communication as the collection, processing, and dissemination of information in order to create a clear understanding among the people. The Arthur W. Page Center (2021) further suggested communication in three stages of crisis, i.e., pre-crisis, crisis response and post-crisis management. Businesses has to monitor risks to anticipate possible crisis and prepare personnel to be ready to handle possible crisis. If crisis occurs, businesses should collect and process information of the crisis, make decision to manage the crisis, and disseminate messages to people involved. Once the crisis is over, businesses should assess the crisis management operation and make follow-up with relevant parties.

Businesses did not have the ability to prevent COVID-19 but were negatively affected. Hence, the important issue at hand was to respond to the situation. The Institute for Public Relations (2007) suggested quick, accurate, and consistent responses to communicate during the crisis. Businesses should convey the businesses' side of the story about the crisis to stakeholders. The effects of COVID-19 upon the business and consequences to stakeholders should be reported. Stakeholders would want to know the information relevant to them. Arpan & Roskos-Ewoldsen (2005) reported that businesses' quick responses to crisis create credibility for the businesses.

Zemke (2020) suggested businesses to carefully prepare effective communication in response to the crisis, assist the recovery from damages and restore the situation. During the crisis, Seitel (2020) suggested businesses to disseminate accurate and honest information rapidly and timely in order to handle the confusion and chaos occurred because people lack information regarding the situation and direction to follow. In the meantime, containment of the crisis should be performed to keep the damage minimal. The dissemination of information has to consider relevancy of specific information and communication channel used for different groups

Objectives

The objectives of this research were to:

1. Elaborate the strategies which various businesses implemented in order to struggle during the situation

2. Explore the negative and positive outcomes of the situation in the business executives' point-of-view, and

3. Present the future outlook of businesses in Thailand.

Conceptual framework

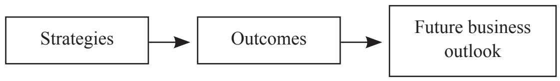

Figure 1 Conceptual framework

Research methodology

The researcher performed in-depth interviews with executives working in various industries in Thailand. The key informants included one vice president of the Thai Chamber of Commerce, directors of two large manufacturers, directors of two large retailers, one director of the Thai Retailers Association, one owner of a large chain restaurant, vice presidents of three large education institutions, one former director of Thai Hotels Association, and one director of Thailand Convention and Exhibition Bureau (TCEB). Most key informants had access to important information regarding the business situation in Thailand. Some had branches in Bangkok and in provinces throughout the country. One of the two large manufacturers own factories, wholesale and retail outlets, and a few restaurant chains.

Semi-structured interview included questions related to the effects of COVID-19 to their organizations, the strategies they used to manage the situation, communication used during the situation, and the results from the strategies. All interviews were performed through telephone due to the social distance measure.

Results and discussion

Data from the interviews were analyzed and synthesized. Important strategies could be grouped into operation, marketing and sales, finance, and communication. The results were presented and discussed below. Four themes were elicited from the interviews: operational strategies, marketing and sales strategies, finance strategies, and communication strategies. These strategies are elaborated in the following section.

1. Business strategies

Most interviewees emphasized the effect of COVID-19 situation on businesses' operation. The majority of businesses grouped personnel into clusters and assigned alternate schedules for the clusters. Alternate days of week and alternate work week were scheduled for each cluster. Manufacturer grouped operation personnel into clusters and kept distance among the clusters. In case that a cluster was infected another would be safe. Those whose jobs could be performed from home were asked to work from home and take turns to come to the factory on certain days of the week.

Services which had to be delivered in person such as restaurant, event organizer, beauty salon, massage, fitness center and etc. found it difficult to find a solution. Some businesses could implement work-from-home strategy while some had to adapt and seek new approach to deliver services in order to survive. Service sector had to come up with ingenuity and creative solutions such as switching to sell products rather than relying mostly on service or offering exercise courses through online streaming. The director of TCEB informed that event organizers had to organize virtual or hybrid events. Webinar, live streaming, virtual exhibition, and online business matching were used. When face-to-face or on-site transactions had to be made, hygienic measures such as fever screening and limited number of people per space were employed.

The former director of Thai Hotels Association reported that profit centers of hotels were shifted from accommodation to non-room revenues such as fitness, spa, food, meeting space. Some had started to ask customers to check-in and out by themselves and offer contactless services. Some set up online kiosk at the hotel lobby. A hotel changed to be a hospitel to serve patients transferred from hospital to stay in the isolation program. New profit centers had to be created. Food and beverage business unit started food delivery as a new business.

In short, all operations were affected and obstructed but personnel learned to adjust and develop. They became more proficient in applying technology in their works. Hence, they became more efficient. Moreover, the operations were more proactive. The situation made them collaborate with each other. When faced with danger, Thai people became more united.

2. Marketing and sales strategies

Rawis (2021) suggested businesses to seek leverage from branding. Businesses should avoid emphasizing sales but switch to show empathy to consumers. Furthermore, businesses should associate themselves with positive events during the pandemic crisis. The informants reported that they performed marketing operations in the same manner they had done before but added an emphasize on online and new technology devices especially through mobile phone. Business models had to evolve to include both on-line and off-line systems. An informant suggested that "people who were reluctant to use on-line system started trial usages, however, the off-line or brick and mortar must also be available" and "a large group of customers still wanted good food and nice atmosphere to dine in".

Department stores were seeking methods to draw people to visit their stores. On-line channels were created and utilized in order to reach customers in their database and drew them to the establishments. Furthermore, they reported that sales from on-line mode were still much lower than in-store. Patrons still wanted to see and evaluate the physical products, especially those of high value, before their purchases. Several retailers in Thailand utilized delivery services which enabled customers to place order through their web page or social media and delivered products right to their houses. Some stores, especially those established in apartments or condominiums implemented membership strategy which involved the delivery of a stated amounts of products such as eggs, milk, and other staples to the customers on agreed upon dates either daily or periodically. Public transporters such as taxis and messengers were joining delivery businesses in order to deliver food or products rather than passengers.

In short, establishments were redesigned and new business models were created in order to materialize the services and products offered while on-line channel were utilized in order to draw attention of people and create real purchases. Both on-line and off-line channels had to be designed to create positive customer experience.

3. Finance strategies

Five informants suggested about the financial issues which must be performed cautiously. Nowadays, a large part of their receivables and payables were settled online through either mobile banking or internet banking. This made it much easier for them than sending messengers to collect cheques from customers and deposit cheques at the bank as they had done before. Although the utilization of technology lowered many costs, some informants suggested that many companies faced liquidity problem. Businesses should watch their liquidity closely. Expenses should be controlled through reduction of workforce and inventory. Accounts receivable and payable should be closely supervised.

4. Communication strategies

Most informants suggested they used existing communication channels as before with customers and staff. Internet communication such as e-newsletter, Facebook, Line, Zoom meeting, Google meet, and Microsoft team were utilized more often than before. Interactive channels should be created in order to allow customers to contact or share information with the businesses. Promises must be kept and informed immediately in case of any adjustment.

The management had communicated with the staff more than ever before. The information technology enabled them to contact each individual more effectively than in the past. The contents of internal communication were about COVID-19 situation, the vaccine injection, measures to take care of infected personnel or family members. All in all, the management felt the situation created more rapport between them and the staff. Individualized concerns could console the staff during the crisis.

5. Negative and positive outcomes of COVID-19 situation on businesses

All key informants agreed unanimously that the social distancing measure against COVID-19 affected their businesses like never before. The traditional mode of running a business was disrupted. The manufacturing operation as well as marketing and human resource management were obstructed and had to be modified. The informants asserted that business units had to be remodeled. Businesses must consider the new normal life styles both in term of work and consumer behavior thoroughly. New needs had to be assessed and the business model had to be modified in correspondence with new consumer behaviors. Businesses had to reach out to customers rather than pulling customers to their places. Operations were obstructed but market demands were still out there for products and services. The informants said they had to find ways to tap into these demands and draw them to their businesses.

The informants commented that the situation was not completely negative. There were also some positive effects of COVID-19 pandemic situation. The social distancing measure provided an opportunity to enhance their operations. Customers and personnel were forced to adopt technology into their lives. The internet was utilized as the main communication channel. Modern technology brought about increased efficiency in their operations.

6. Future business outlook

Most key informants agreed that organizations were forced to adopt information technology and especially social media in the operations. This could be considered a technological disruption for many companies. One key informant inserted that “We tried to utilized and spent a lot of money on information technology long before the Covid but we were not as successful as of now.” Another key informant asserted that “Now the staff uses Line group for most communication and exchanging documents such as invoice, billing, and accounting papers” and that “receivable collections were made through bank mobile system”. Moreover, modern technology was utilized in order to reach the customers. Those companies which had not utilized advanced technology to their full potential were forced to use them. Because of the work-from-home measure and the closing down of gathering places, businesses had to operate through technology and consumers were forced to adopt and deployed the technologies. It should be noted that the pandemic did not create a new trend but sped up the ongoing global information technology trend. The adoption of technology was sped up. Earlier, companies deployed technologies at easygoing and at a slow rate.

In sum, the world is “sprinting into the future” as a result of the pandemic. It was considered a triggering event. In a way, it gave a hard assignment to businesses, on another, it shaped them up.

COVID-19 pandemic is a technological disruption event which, on one hand it disrupted many businesses and daily lives, on the other hand it demanded an adjustment and evolution into a new normal or new business model. Despite negative consequences of Covid-19, it provided an opportunity for businesses to move forward rapidly. The world is moving with the trend of aging society, urbanization, rising of middle-income group, and the technological disruption. COVID-19 is just another triggering event which fast-forward these trends. Businesses were forced by social distancing and other hygienic measures to speed up the adoption of information technology. Most businesses focused on this opportunity and sped up the implementation of technological advancement into the operations, marketing and sales, accounting, finance and all elements.

COVID-19 situation made businesses to really consider adjustments. Covid-19 did not alter the essence of doing business. It only called for the utilization of once reluctantly adopted measures. From this situation, businesses started to realize the importance of information technology. The world is turning into information age rapidly. Without the triggering event of COVID-19, it might take the world another decade to adopt these technologies.

Businesses and personnel should adopt and learn to utilize technology to their utmost benefits. Continuous learning should be promoted. Personnel should learn new skills and develop old skills in order to function well in the new normal.

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Communication Identity of Muay Chaiya as Cultural Capital: The Fighting Spirit of the Tapee River Basin

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Abstract

This research aimed to (1) analyze Muay Chaiya's position and role (2) examine how people perceive the Muay Chaiya identity and (3) propose the guidelines to communicate Muay Chaiya as a cultural capital identity. A variety of research methods were used in this study. Methods of qualitative research conducted documentary analysis and field visits for in-depth interviews using structured interview form, including non-participant observations, and questionnaires were used in quantitative research methodologies to acquire data from residents of Surat Thani and tourists visiting Surat Thani. The results showed that Muay Chaiya identity was frequently perceived by the sample group through new media, followed by frequent perceptions of Muay Chaiya identity through activity media and mass media. Muay Chaiya identity is recognized at a modest degree through folk media, personal media, and print media, while Muay Chaiya identity is perceived infrequently through broadcast media in the community, respectively. In terms of content and form of expression, Muay Chaiya identity was perceived at a moderate level. The hypothesis testing results demonstrated that participants with various personal factors had differing levels of exposure to Muay Chaiya media, and exposure to Muay Chaiya media was found to have a moderately positive relationship with perceptions of Muay Chaiya identity. Furthermore, the researcher suggested an approach for communicating the identity of the Muay Chaiya cultural capital from the study outlined by the S-M-C-R communication component, namely, strengthen the Muay Chaiya network, building a community knowledge set, the use of new media communication improves the experience, and the concept of creative communicators as promoters.

Introduction

Muay Thai is part of the Thai people's cultural heritage. It's a science as well as an art. It also serves as a means of communicating Thai cultural identity to both Thais and foreigners. In each locality's, Muay Thai may have certain similarities or differences in terms of its martial arts. The martial art of Muay Thai is a cultural heritage that clearly expresses Thai identity or nationality.

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The ancient art of boxing, which has its origins in local wisdom, is separated into local lines, with the following main lines: Muay Korat (Northeastern), Muay Lopburi and Muay Pra Nakorn (Central) and Muay Chaiya (Southern), with a phrase of "Heavy Punch Korat, Smart Lopburi, Good Chaiya Posture, Faster Than Tha Sao".

The art of Muay Chaiya Hand Ropes is a martial and self-defense art of Southern Thailand. Por Tan Ma was the first teacher. According to history, Por Tan Ma was a warlord from the capital.. However according to other folklore, Por Tan Ma was a monk who arrived in Ban Phum Riang, Mueang Chaiya, and taught the villagers Muay Chaiya fighting skills with Phraya Wacheesatyarak (Kham Sriyaphai), the governor of Chaiya, who was a key pusher in the early Rattanakosin era. Since then, Muay Chaiya has become well-known as the beginning of Muay Chaiya or Southern Muay Thai. Muay Chaiya was later recognized as a booming era under the reigns of King Chulalongkorn (King Rama 5) when the title was bestowed on the Chaiya boxer. The boxing arena in the temple was dismantled during the time of King Bhumibol Adulyadej (the reign of King Rama 9), at the time the abbot of Wat Chaiya passed away. Muay Chaiya was thus passed down and kept by those who had studied Muay Chaiya (Department of Physical Education, 2019).

Moreover, the way of life and wisdom of the people in the Tapee River Basin, Surat Thani Province, are affected by the culture dynamics, culture, and politics of the past. Muay Chaiya as a martial art existed on the battlefield and it was said that when a sword is dropped from your hand, it turns to be boxer. The past greatness of the art of Muay Hand Ropes of Chaiya city, which was once known as a boxing city and the boxer received the royal title of "Muen Muay Mee Chue". As a result, Muay Chaiya resembles the Tapee River Basin people's fighting spirit, which has been passed down from generation to generation.

In addition, Muay Chaiya is currently being preserved and passed down through boxing teachers in Chaiya District, boxing camps found in other provincial areas, and branches in other countries. Local arts and culture, such as Muay Chaiya, have been used to produce cultural products in the past decade, as depicted by characters in the television series "Chat Phayak" and films, namely "Chaiya". In addition the identity of Muay Chaiya is broadcast through various media regularly, which can raise knowledge of the identity among Muay Chaiya fans and public news listeners. Ministry of Tourism and Sports (2018) indicated that the wisdom of Muay Chaiya martial arts should be promoted to tourism-related products and services in a variety of ways, whether it is the dimensions of self-defense fighting, the dimensions of exercise, and the dimension of conservation. Muay Chaiya must clearly produce a standard format or curriculum in order to be a source of learning, as an activity for tourism and to add value to other products by allowing the community to participate in management.

According to the researcher, to secure Muay Chaiya cultural capital's long-term sustainability and the survival of the local Muay Chaiya culture, Muay Chaiya identity should be communicated through a process based on the requirements of the local people who recognize the importance of their community's cultural capital. As a result, it will strengthen local people's ability to drive Muay Chaiya's progress and upgrade it to a local cultural product with potential for expansion at both the national and global levels.

Therefore, this research studied the Muay Chaiya cultural capital as a method to analyze Muay Chaiya's current position and its role in the shifting circumstances of the times. As well as to examine how the people of Surat Thani Province and visitors to Surat Thani Province perceive the Muay Chaiya identity, and to propose guidelines to communicate the Muay Chaiya cultural capital's identity. It is noted the importance of community members to realize the value of cultural capital in the community and jointly conserve and inherit cultural capital in a tangible way. Furthermore, the guidelines for communicating the identity of the Muay Chaiya as cultural capital can influence the local community and aid in developing local products that creates sustainable income for the community and the nation.

Objectives

1. To analyze Muay Chaiya's position and role.
2. To examine how people perceive the Muay Chaiya identity.
3. To propose guidelines to communicate Muay Chaiya as cultural capital identity.

Conceptual framework

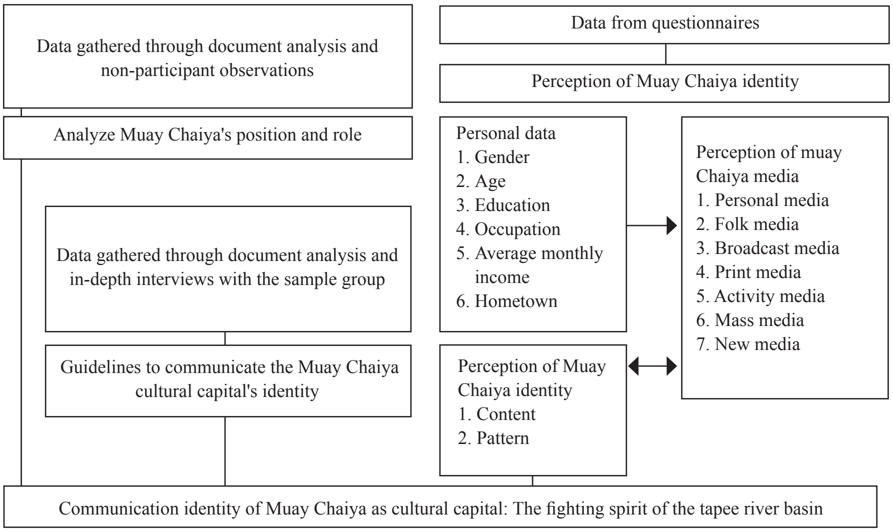

Figure 1 Conceptual framework

Research methodology

The research methods for this study was qualitative and quantitative research methods. In addition the concept, theoretical frameworks, and related research were implemented to provide a context for analyzing and debating the study's findings.

1. Population and samples

As qualitative research methods, the first section, the researcher gathered data from primary sources by conducting an in-depth interview with people who are related to Muay Chaiya, such as a boxing instructor in Chaiya District (Kru Muay Chaiya) and a boxing instructor who created a boxing camp to teach Muay Chaiya, which has spread to other provinces and branches internationally, as well as non-participant observation of various activities related to Muay Chaiya. The secondary section, the researcher examined relevant documents from various of sources, such as Print Media, Broadcast Media, and New Media.

In terms of quantitative research method, the trial size was calculated using the Yamane technique (Yamane, 1973) with a 95 percent confidence level for residents of Surat Thani and visitors of Surat Thani. The sample size was calculated to be 400 persons.

2. Research instrument

Objective 1: To analyze the position and role of Muay Chaiya. The researcher conducted the study with a qualitative research method by reviewing the relevant documents and doing non-participant observation.

Objective 2: To examine how people perceive the Muay Chaiya identity. The researcher conducted the study using a quantitative research method. The questionnaire was used to study the perception of Muay Chaiya identity of the people.

Objective 3: To propose the guidelines to communicate Muay Chaiya as cultural capital identity. The researchers conducted the study with a qualitative research method by using a structured interview form to conduct in-depth interviews and reviewing the related documents.

3. Collection of data

As qualitative research methods, the documents, research papers, academic texts, books, print media, broadcast media, and online media related to Muay Chaiya were analyzed in order to create an interview form that corresponds to the content. The interview form was given to a qualified or relevant expert to verify content validity and was edited according to expert advice before usage.

In terms of quantitative research method, the researcher tested the validity of the questionnaires using index of objective congruence (IOC) method. The researcher consulted with experts to verify the validity of content, variables and the appropriateness of the language used in research, and before the questionnaires was put into use, it was tested with sample population.

The study conducted 30 draft questionnaires to test the relevance of the content and feasibility which was based on the responses provided by the respondents as well as examining the difficulty of the language used and then using the questionnaire to determine reliability by applying Cronbach's Coefficient Alpha formula to the rating scale questionnaire, which gave each item a score of 1, 2, 3, 4, or 5 (Ketusing, 2000). As a result, the value of .800 and after data collection, the researcher used a software tool to process the data set and code it to collect statistical data and evaluate a particular hypothesis.

4. Data analysis

In this study, the data from the questionnaire was analyzed using the statistical application SPSS for Windows. The following statistics were used in the data analysis:

4.1 Data on personal factors of respondents, namely gender, age, education, occupation, average monthly income, and hometown, were analyzed into 6 closed-ended questions. The data were analyzed using frequency and percentage statistics. This questionnaire in this part was a checklist format.

4.2 Data were analyzed on the level of Muay Chaiya media exposure of the respondents, namely personal media, folk media, print media, broadcast media, event media, mass media, and new media using mean and standard deviation.

4.3 Data were analyzed on the level of perception of Muay Chaiya identity of the respondents such as the perception of the Muay Chaiya identity in terms of content and the expression of Muay Chaiya identity using mean and standard deviation.

4.4 Comparative analysis of respondents' Muay Chaiya media exposure classified by personal factors. The T-test was performed to determine the difference between the mean of the two groups, while the F-test was used for One Way ANOVA analysis. In case of a statistically significant difference of 0.05, the mean difference of scores was tested individually by the Scheffé method.

4.5 The relationship between the exposure to Muay Chaiya media and the perception of Muay Chaiya identity of the respondents was analyzed using the Pearson Product Moment Correlation Coefficient method.

Results

1. Positions and roles of Muay Chaiya

In each era, Muay Chaiya has had a different position and role.

1.1 The first era (In the reign of King Rama 3), Muay Chaiya was once regarded a weapon for individuals who have knowledge of boxing and people learn Muay Chaiya, or martial arts and self-defense, in order to battle and protect the country's independence.

1.2 The booming era (In the reign of King Rama 5), it is an honor for individuals who are skilled in boxing, especially when someone wins in the arena, it is viewed as a type of social status enhancement for that person. The presence of a boxing ring encourages people to pursue boxing as a career.

1.3 The era of change (In the reign of King Rama 7), Muay Chaiya was a prominent sport and displaying civilization by requiring all boxers to wear gloves and socks.

1.4 The age of conservation (In the reign of King Rama 9), Muay Chaiya is a cultural capital that can be developed into a commodity and utilized for performing media, activity media, and health media.

This can be summarized as follows in Table 1.

Table 1 The positions and roles of existence in each era

Era	Position	Role	Modification
The first era	Weaponry	Martial arts	Martial arts and self defense
The booming era	Honor	Boost of social position	Career building competition
The era of change	Sport	Civilized	Put on gloves and socks.
The age of conservation	Cultural capital	Cultural goods	Performing media, Activity media Health media

2. Perception of Muay Chaiya identity

The researcher studied the perception of Muay Chaiya identity, and the data analysis results are divided into 5 areas as follows:

2.1 The analysis of the personal factors of the respondents found that most of the respondents were male, the age range was between 36 and 45 years old, with a bachelor's degree. The main occupation of respondents were trading/personal business. The average monthly income ranged between 15,001 and 25,000 baht, and most of the respondents lived in Surat Thani.

2.2 The analysis of the level of Muay Chaiya media exposure of the respondents found that the overall level of Muay Chaiya media exposure was at a moderate level. If considering each type of media, it was found that new media was one type of media that was at a regular level. There were two types of media: activity media and mass media were at the frequent level. At the moderate level, three types of media were folk media, personal media and printed media, and at the infrequently level, two types of media were print media and broadcast media, respectively.

2.3 The data analysis of the level of perception of Muay Chaiya identity of the respondents found that the overall and individual level of perception of Muay Chaiya identity was at a moderate level. The averages were listed as highest to lowest, namely the content and the expression, respectively.

2.4 Respondents' media exposure to Muay Chaiya was compared. Overall, personal factors in terms of gender, age, education, occupation, income, and hometown were found to have significant difference at 0.05. This can be In Table 2 below a summary of personal factors and media exposure is offered.

Table 2 Comparison of respondents' Muay Chaiya media exposure classified by personal factors

personal factors	Muay Chaiya media exposure							
	Personal media	Folk media	Broadcast media	Print media	Activity media	Mass media	New media	Total
1. Gender	-0.54	-2.12*	1.40*	-8.80*	1.98*	3.41*	3.09*	1.29*
2. Age	41.78*	22.60*	24.66*	25.11*	27.60*	53.26*	169.15*	31.89*
3. Education	31.08*	9.01*	19.37*	16.16*	18.51*	33.06*	110.82*	9.07*
4. Occupation	24.78*	21.13*	30.78*	20.71*	86.80*	22.25*	88.12*	14.78*
5. Average monthly income	32.57*	23.40*	22.68*	42.73*	116.67*	27.68*	18.21*	19.85*
6. Hometown	32.66*	22.35*	21.68*	9.36*	8.71*	-32.00*	-12.01*	13.89*

*Sig. < 0.05

2.5 The analysis of the relationship between Muay Chaiya media exposure and respondents' perceptions of Muay Chaiya identity found that Muay Chaiya media exposure and respondents' perceptions of Muay Chaiya identity were moderately significant positive correlation at 0.01. This can be summarized as follows in Table 3.

Table 3 The analysis of the relationship between Muay Chaiya media exposure and perception of Muay Chaiya identity of the respondents

Factor	Muay Chaiya media exposure		
	r	Sig.	Interpretation
Perception of Muay Chaiya identity	0.52**	0.00	Moderate positive correlation

**Sig. < 0.01

3. Guidelines to communicate Muay Chaiya as a cultural capital identity

According to the findings, the communication component of S-M-C-R states that the Muay Chaiya cultural capital identity should be communicated through a sender (Sender: S), both public, private and people sectors to strengthen a Muay Chaiya network. In terms of using participatory communication to encourage community members to work together, the news content of Muay Chaiya identity (Message:M) should be presented in content aspect, for instance, Muay Chaiya is a southern Thai identity that uses hands as a weapon to fight, originated in Chaiya, in the past it was known as a boxing city and the boxer received the royal title of “Muen Muay Mee Chue”, has a long history, used to be the capital of the Srivijaya Empire, located in the Tapee River Basin, and so on. Besides, the news content of Muay Chaiya identity should be presented in terms of expression, such as, Muay Chaiya has “Yang Sam Khum posture” which can be used to attack, defend, or counterattack, besides that another important posture with a legend is “Sue Lak Hang posture”, which is considered the best Muay Thai Chaiya techniques for self-defense such as defending, flicking, closing, opening, and so on. The message may also demonstrate Muay Chaiya's individuality, as Muay Chaiya is a boxing style that focuses strong defense from the toes to the hair, followed by the usage of the "Mae Mai Muay Chaiya" and "Luk Mai Muay Chaiya" to react forcefully and accurately, employing all parts of the body to fight. Furthermore, by linking Muay Chaiya's identity with the location or ancient places in the area, such as Thung Chab Chang Temple, Phum Riang Sub-district, Phum Riang District Surat Thani Province, and the packaging of unique provincial products such as Chaiya salted eggs. The contents can be presented through a communication channel (Channel: C) with a variety of media, primarily using new media, to be able to communicate the identity of Muay Chaiya widely without restrictions on space and time, as well as to communicate to the receiver (Receiver: R) in each group appropriately; both people in a community and people outside the community. In this regard, the focus should be on creating a new group of senders from the same group of receivers to inherit the Muay Chaiya identity and to allow the identity of Muay Chaiya to be transmitted from those who have touched and perceived the identity of Muay Chaiya. In addition marketing communication guidelines should be used to plan the communication to reach and meet the needs of the receiver more, including martial arts, performing media, event media, and health media.

Discussion

According to the conclusion of the study, Muay Chaiya has existed amid change in each era and now is the era of conservation. Muay Chaiya is considered as the community's and nation's cultural capital that serves as a cultural product reflecting both local and Thai national identity, which both Thais and foreigners are interested in. However, in this age of technology, everything is moving at a breakneck pace that allows individuals to remember and learn Muay Chaiya through media exposure, particularly new media, which disseminates information about Muay Chaiya's content as well as the style of Muay Chaiya. Muay Chaiya is a distinct style of local identity, to the general public, which is an important component in the development of guidelines for communicating the cultural capital identity. From a study of Communication Identity of Muay Chaiya Cultural Capital, the results can be discussed as follows:

1. **Positions and roles of Muay Chaiya**

Muay Chaiya has a different position and role of existence in each era, namely Muay Chaiya in the first era: Muay Chaiya is considered a weapon of martial arts and self-defense, Muay Chaiya in the booming era: Muay Chaiya is an honor to boost social position in career building competition, Muay Chaiya in the era of change: Muay Chaiya is considered a sport of civilized people when boxers must wear gloves and socks. Currently, Muay Chaiya is in the conservation era and as suchMuay Chaiya is a cultural capital that has become a cultural goods and a form of media as both performing media, activity media, and health media. The study shows that Muay Chaiya is a traditional media of the community and has existed for a long time as well as the status and roles have been changed differently in each era, as (Kaewthep, 2001 as cited in Nedphokaew, 2018) has mentioned the important characteristics of culture is adaptation when eras change as the culture needs to be adapted to suit the new context. If the modification can be modified, culture will not be destroyed. In addition, the change of position and role of Muay Chaiya also reflects the community context and the social condition that are connected. Nitikasetsoontorn (2017) noted that cultural capital is a collective consciousness of the people in the community, which is context-bound through time and locality as well as dynamic characteristics that are always changing influenced by changes in the environment.

2. **Perception of Muay Chaiya identity**

2.1 The analysis of the level of Muay Chaiya media exposure of the respondents found that the overall level of Muay Chaiya media exposure was at a moderate level. If considering each type of media, it was found that new media was one type of media that was at a regular level. There were two types of media: activity media and mass media were at the frequent level. At the moderate level, three types of media were folk media, personal media and printed media, and at the infrequently level, two types of media were print media and broadcast media, respectively. The results of this study may be examined to show that the sample group was regularly exposed to media about Muay Chaiya from new media, while new media is easily accessible as well as it is a channel that can reach the target audience well in an era where communication technology is advancing rapidly. Meanwhile, activity media is a sort of media that aims to help the target audience understand Muay Chaiya's identity by participating in activities and allowing communication partners to communicate with one another at all times. In terms of mass media, which can communicate Muay Chaiya's identity in a wide area and reach a huge number of people, as well as folk media and other media in community. In this era with the growth of information systems, if the identity of the Muay Chaiya cultural capital is communicated by using all media as a communication channel simultaneously, it may reach the target audience thoroughly, according to Kotler, Kartajaya, & Setiawan, (2010) as cited in Kleechaya, (2018) stating that the trend in technology for disseminate news, resulting in communication channels, there are both visual and audio broadcasting channels through television and radio, known as "On Air", as well as channels for distributing information on the internet network, known as "Online", including channels to access news in the geographic area, commonly known as “On-ground”. However, users of all ages will have different behaviors when using the internet, which is characterized by a combination of back-and-forth links between all media channels and, the important thing is that users create their own experiences based on accessibility, awareness, and experience gained from accessing all channels together.The data analysis of the level of perception of Muay Chaiya identity of the respondents found that the overall and individual level of perception of Muay Chaiya identity was at a moderate level. The averages were listed ashighest to lowest, namely the content and the expression, respectively. The results of this study may be examined to show that the respondents were able to perceive Muay Chaiya identity more easily in terms of content than in terms of expression. In regards to the content, which is information that can be perceived by exposure to the media or seeking the desired information, which can be divided into the Historical Dimension: such as Muay Chaiya is a southern Thai identity that uses hands as a weapon to fight, originated in Chaiya, in the past it was known as a boxing city and the boxer received the royal title of “Muen Muay Mee Chue”, Cultural Dimension: such as Muay Chaiya cultural capital exists in three forms, namely, Objectified Form, as the statue and the stupa containing the ashes of “Por Tan Ma”, Institutionlised Form, as “Wat Thung Chab Chang”, Phum Riang Sub-district, Chaiya District, Surat Thani Province and, Embodied Form, such as boxing teachers, village philosophers, old people, Social Dimension: Muay Chaiya may be defined as a martial and self-defense art, performing arts, sport, leisure and exercise, alternatively can be as a cultural product, and Political Dimension: the identity of Muay Chaiya has been adapted to reflect the changes of politics and governance in each era., Meanwhile, the identity of Muay Chaiya in terms of boxing poses may be more difficult to recognize, because there may be some characteristics that are similar to other boxing. According to Photipunya (2019), who studied the poses of “Tha Wai Kru” of Muay Chaiya, Muay Lop Buri, Muay Korat and Muay Tha Sao. The study found that “Tha Benjank Pradit” is the pose of “Tha Wai Kru” that every boxing will do. In terms of “Yang Sam Khum posture” of Muay Chaiya and Muay Korat, and “Sue Lak Hang posture” of Muay Chaiya and Muay Tha Sao, they have the same name and meaning of poses. However, they are not the same in practice. This may require expertise in order to identify and be able to clearly distinguish each boxing line from each other.

2.2 Respondents' media exposure to Muay Chaiya was compared. Overall, personal factors in terms of gender, age, education, occupation, income, and hometown were found to have significant difference at 0.05. The results of this study may be examined to show that the individual receivers' demographic characteristics influence communication, as (Worakitpokathorn, 2003 as cited in Kongnon, 2015) noted that the age of the receiver influences communication, which presents itself as belief, interest, or behavior in receiving information, while there are differences in attitudes and behaviors between men and women. Education is a critical factor in effective communication, because if the receivers have different educational backgrounds, their communication skills, knowledge, attitudes, and behaviors will change, as well as socio-economic status and hometown, which consist of geographical, economic, political, educational, and cultural that may cause people living in different areas to have different qualifications. In addition, the study of the perception of Muay Chaiya identity, it is necessary to analyze the demographic data of the respondents as a method to design media and information, and to suggest guidelines for communicating for Muay Chaiya identity in the future, as Nitikasetsoontorn (2017) found the demographic dimension of the receiver is a basic feature that can be identified through inquiry. The analytical studies for community media production tend to focus on age, gender, educational level, occupation, income, place of residence and hometown. Hence, the study of demographic characteristics of the receiver can lead to media production planning.

2.3 The analysis of the relationship between Muay Chaiya media exposure and respondents' perceptions of Muay Chaiya identity found that Muay Chaiya media exposure and respondents' perceptions of Muay Chaiya identity had a moderately significant positive correlation at 0.05. The results of this study may be examined to show that if a person is more receptive to Muay Chaiya media, they may also have a greater chance of recognizing Muay Chaiya identity. Nevertheless, how it is perceived will be influenced by the skill and exposure to the media. Klapper (1960, referenced in Kongnon, 2015) found that people are exposed to different types of media which are based on interests and needs, including their own skills, for example, people with reading skills will choose exposure to print media more than other types of media. Furthermore, even though a person is unable to pay attention to their surroundings, the results suggest that just a few were chosen to be recognized. Nitikasetsoontorn (2017) analyzed and described the characteristics of community communication receiver as a specific target receiver group in each period and each type of media. These groups of receivers have demographic characteristics, psychological characteristics, tastes in cultures, and interests that are totally different, including the impact of each type of community media on each receiver group, which may also be different.

3. Guidelines to communicate the Muay Chaiya cultural capital's identity

On the issue of the Sender (S), Muay Chaiya should be passed down through a sender, both in the public and private sectors to strengthen a Muay Chaiya network and implementparticipatory communication to encourage community members to work together. Duangkhanphet & Khantidharo (2021) suggested that a creative cultural heritage management model with participation of the Mekong communities should be driven by local government organizations, the government, including temples and villagers. Wijit (2016) suggested that the government and private sectors use Buriram's identity to promote tourism, such as Khmer Identity, such as Buriram as a Sport City and promote "TeenDang", Thai silk created with volcanic soil to dye cloth, known as "Pha Phu Akkhani", and Buriram United football shirt. Buriram was able to increase the number of tourists by communicating their unique identity. Buriram people are also proud of their identity, consume more products, including choosing to use certain identities for commercial purposes. In addition, a network should be established to foster collaboration and develop Muay Chaiya's potential in the context of wider tourism. Yomdit (2018) proposed that tourism can be expanded by using boxing in the ASEAN region which can develop mechanisms to connect important networks, such as amateur boxing networks, professional boxing networks, interpersonal networks, boxing business networks, and cultural networks.

On the issue of the Message (M), regarding Muay Chaiya, should be communicated by the identity of Muay Chaiya in terms of content. For example, Muay Chaiya is a southern Thai identity that uses hands as a weapon to fight, originated in Chaiya, in the past it was known as a boxing city and the boxer received the royal title of "Muen Muay Mee Chue", has a long history, used to be the capital of the Srivijaya Empire, located in the Tapee River Basin. In addition, the identity of Muay Chaiya in terms of poses should be presented, such as, Muay Chaiya has "Yang Sam Khum posture" which can be used to attack, defend, or counterattack, another important posture with a legend is "Sue Lak Hang posture", known as the best Muay Thai Chaiya techniques for self-defense such as defending, flicking, closing, opening. The message may also demonstrate Muay Chaiya's individuality, as Muay Chaiya is a boxing style that focuses on strong defense from the toes to the hair, followed by the usage of the "Mae Mai Muay Chaiya" and "Luk Mai Muay Chaiya" to react forcefully and accurately, employing all parts of the body to fight. Furthermore, by linking Muay Chaiya's identity with the location or ancient places in the area, such as Thung Chab Chang Temple, Phum Riang Sub-district, Phum Riang District, Surat Thani Province, and the packaging of unique provincial products of Chaiya such as salted eggs. In order to develop concurrently and be consistent with the community context, this is in line with Saenthawee, Teerasawad, & Akrasriworn Nagaoka (2019) findings that the innovative management approach for creative tourism marketing communication using the community as a base should communicate the history and background of the community, because it is an important issue in creating content to communicate with tourists. Furthermore, the news content of Muay Chaiya, as an important ancient boxing of Thailand, should be communicated to foreigners or other cultural groups, it may help to highlight the national identity while also revealing the potential of other areas of Muay Chaiya, such as a tool of cultural diplomacy. This isin agreement with Jones (2021) findings that Muay Thai is a well-known cultural capital in other parts of the world. Muay Thai has been admired and recognized as a Thai martial art as well as Muay Thai is a cultural capital that is used to create awareness of the Thai national identity through cultural diplomacy.

On the issue of the Channel (C), the content of Muay Chaiya can be presented through a communication channel with a variety of media, primarily using new media, to be able to communicate the identity of Muay Chaiya widely without restrictions on space and time. Nedphokaew (2018) stated that new media is characterized by two-way communication with a network that breaks restrictions on space and time as well as with digital technology, a variety of media can be converged to increase work efficiency and communication, including being very helpful to support learning in the new era. Likewise, Chuchai (2020) reported that communication is one of the marketing mix factors affecting the decision to learn Muay Thai in Bangkok, which consists of public relations through the media, communication in Thai and foreign languages as well as having a variety of communication channels.

On the issue of the Receiver (R) Muay Chaiya should be communicated to the receiver in each group appropriately. In this regard, the focus should be on creating a new group of senders from the same group of receivers to inherit the Muay Chaiya identity and to allow the identity of Muay Chaiya to be transmitted from those who have touched and perceived the identity of Muay Chaiya. The analysis of this study shows that Muay Chaiya is a type of Muay Thai that symbolizes Thainess and it is passed down through the generations. In terms of students and teachers, there is a process of nurturing students to become teachers. The learning of Muay Chaiya for both Thais and foreigners, could influence

Muay Chaiya to be delivered through a sender to the receiver in society. This is consistent with (Kaewthep, 2001 as cited in Nedphokaew, 2018) noting that culture is the anchor of people's coexistence in society, which appears as a cultural product and the products become the heritage of that society, which are passed down from generation to generation. The marketing communication method should be applied to communicate the Muay Chaiya identity in order to plan the communication to reach and meet the needs of the target receiver as much as possible, consisting of martial arts, performance media, activity media, and health media.

Yomdit (2016) found visitors' reasons for coming to watch Muay Thai, include Muay Thai as a martial art, an excellent activity for keeping your body fit and healthy as a fun sport to watch, and seeking abilities to battle in other countries. Gonen (2019); Veit & Browning (2021) reported that foreign tourists' attitudes on Muay Thai are: Muay Thai is a martial art, a tool for mind-calming, and also provides an opportunity for those interested in learning to know and understand the changes that occur in their own lives, which is the understanding of the needs of the target receiver. This understanding creates the communication to be more successful.

In this regard, the researcher designed a model for communication of the identity of the Muay Chaiya as a cultural capital as shown in Figure 2.

From the above model, the Muay Chaiya cultural capital identity communication model with SMCR communication components, consisting of the sender (S), the content of the message (M), the communication channel (C) and the receiver (R). The model presents Muay Chaiya as cultural capital and should communicate identity by senders, namely the public sector, the private sector and the people sector to strengthen Muay Chaiya network. The message content should be communicated by building community knowledge , both in the form of lessons for youth Muay Chaiya courses and travel routes for Thai and foreign tourists as well as being linked to ancient places in community areas such as Wat Thung Chab Chang and connect with the distinctive product packaging of the province, such as Chaiya salted egg. The use of new media to enhance experiences, such as virtual reality (AR) media combined with activity media to provide a direct experience for the target receiver through communication channels as well as promoting the concept of a creative communicator so that both people in the community and outsider can become communicators who can freely communicate their Muay Chaiya identity through media.

In each period, Muay Chaiya has a different position and role. There is a form of adaptive (Adaptive) in accordance with the various context that occurs, where Muay Chaiya is both a martial art and a self-defense, a career, a sport, and a cultural capital that has been

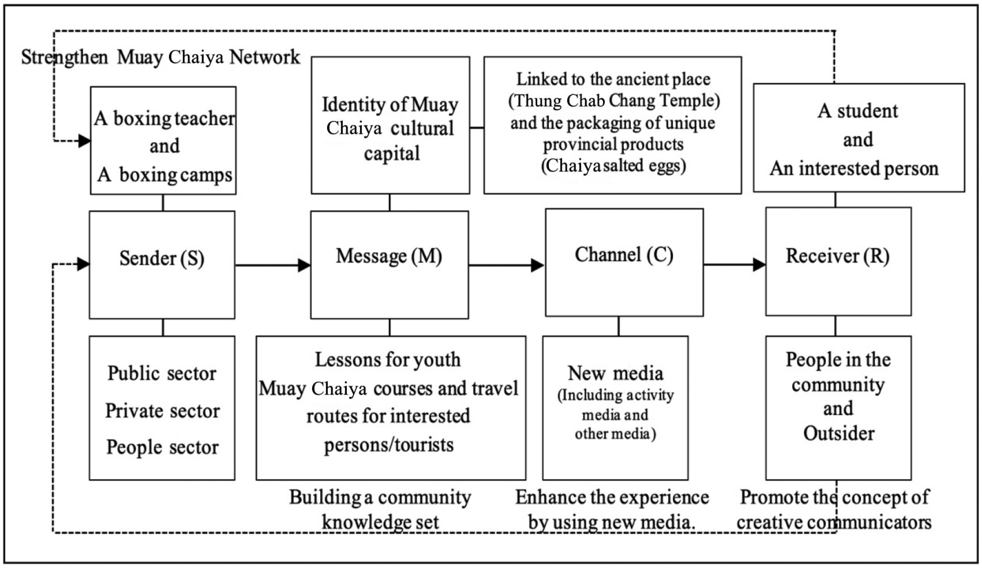

Figure 2 A model for communication of the identity of the Muay Chaiya as acultural capital

developed into a product and media, both performance media, activity media, and health media. All these cultural processes allow Muay Chaiya to be passed down through the generations. Furthermore, the way of communication of the identity of the Muay Chaiya cultural capital from the study outlined by the S-M-C-R communication component are the strengthen the Muay Chaiya network, building a community knowledge set, the use of new media communication improves the experience, and the concept of creative communicators is being promoted. Therefore, the guideline of using the communication as a tool is to enable Muay Chaiya to maintain its standing as the community's cultural capital and as the Tapi Basin's fighting spirit, representing the potential of the southern Thai people in accordance with the community environment during the midst of the dynamism of modern technology and media breakthroughs.

Suggestion

1. The guidelines for communication of Muay Chaiya's cultural capital identity, are recommendations for taking the findings of this research into practice. There is a concept that focuses on Muay Chaiya cultural capital succession which all starts with a community that recognizes the importance of cultural capital in their own community and strengthen collaboration in order to make Muay Chaiya's identity unique and capable of surviving with pride. Furthermore, the policy engagement indicates the support from government bodies, as well as the usage of marketing strategies for Muay Thai businesses as an important factor for communicating the Muay Chaiya identity in order to raise media awareness and increase the cultural capital of Muay Chaiya's long-term sustainability. Thus, the guidelines for communicating Muay Chaiya as a cultural capital identity could be applied as a conceptual framework for organizing various types of cultural capital communication, as adapting to the community's environment and the cultural capital identity.

2. The guidelines for communication of Muay Chaiya's cultural capital identity should be examined in order to create a prototype media for communicating Muay Chaiya identity, as a suggestion for further research, including to test and evaluate media in order to create a more appropriate and comprehensive media design. In addition, the study of Muay Thai communication guidelines may be conducted to suggest solutions to adapt in community cultural capital in varied situations during the coronavirus (COVID-19) pandemic.

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Factors Affecting the Use of Online and Internet Banking in Cambodia

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Online and internet banking, Trust, Intention to use, Actual use

Abstract

Online and internet banking are the services that can be electronically performed at home or organization via a telecommunication network or the web site. Online and internet banking is increasingly adopted by Cambodian people. Therefore, this paper aims to investigate the factors affecting the use of online and internet banking in Cambodia by selecting the top three commercial banks and three microfinance deposit taking institutions as a case study. The study is useful for the banking and financial institutions, and marketing practitioner to understand the customers' usage behavior. Quantitative research method is adopted and applied multi-stage sampling technique of probability and non-probability sampling methods for data collection. A data of 600 samples was collected from target respondents who aged 18 or above and have experience in using online and internet banking services. The data was analyzed by using Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) to ensure the model fitness, consistency and causal relationship between variables. The measurement model from CFA has proven the model fitness and consistency in the variables. The result of structural model from SEM indicates that perceived usefulness and ease of use had significant effect on intention to use while government support did not have an effect. Quality of information, perceived security, and customer service and support significantly affected trust, except for perceived privacy. Finally, intention to use and trust explained actual use. Users' decision on using online and internet banking is based on the information content, customer care services, information protection, advantages, and convenience to use but not relevant to government support and privacy.

Introduction

Online banking and internet banking are the most updated type of delivery channel for retail banking services. Online banking is a type of service permitting customers to request information and carry out services at home or organization (Aladwani, 2001). Similarly,

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internet banking also enables users to electronically conduct many types of transactions through the website operated by bank (Tan & Teo, 2000). The online and internet banking give benefits to both banks and their clients. Internet banking provides opportunities for banks to lower their cost of operations in terms of employing fewer staff and having fewer physical branches and offering their clients a variety of services at low price. In turn, the banks could earn higher profit, while their clients' convenience also increases. (Cheng, Lam, & Yeung, 2006; Nath, Schrick, & Parzinger, 2001).

Traditional commercial banks had always expanded market share by establishing sub-branch outlets surrounding key areas to reach potential customer groups. However, this approach increased the operating costs and subsequently, lowered profitability. In this context, online and internet banking can help traditional banks to actively increase high-quality customers, have fewer physical branches, and increase profit margins. Also, online and internet banking can help the bank develop new ideas and new methods to build customer relationship management and further open new banking services, which can result to an increase in banks' competitive advantage. With the rapid progress of science and technology, non-financial institutions have offered investment and financing services to customers and eroded the existence of traditional commercial banks in the market (Sang, Guo, & Ge, 2017).

Since banking business depended on traditional branch, the banks always sought different approaches to provide services to their customers. Many banks had to find the best way to obtain a prominent place in the market of electronic commerce. The internet banking became a simple delivery channel with low cost, more flexibility, and low security risk. In the current world, the banks dominated corporate and retail banking sector. Due to the rise of internet banking, customers are able to carry out their banking transactions online either through personal software or web access. The well-designed online banking gives customers the perception of an actual visit to the bank, direct interaction with bank clerks, and conducting business deals (SCN Education, 2013). Also, with electronic technology, the customers are able to access banks' services from home or office. The banks use this electronic technology to receive instructions, transmit information, transact and settle business. The range, price, and quality of electronic services contributed to banks' competitiveness in approaching customers (Broderick & Vachirapornpuk, 2002).

During the Cambodian civil war from 1975-1979, the economic infrastructure and banking system were destroyed. Cambodia has made a great effort to transform a planned economy to a free market economy, and gradually reformed the banking system to support the economic growth. Cambodian banking system has remarkably grown recently from the innovations and variations of products and services offered by the banking and other financial institutions. Under competitive environment, all service providers have innovated their products and services into electronic forms, which are increasingly adopted by the customers. The mobile and internet banking services became more popular for Cambodian people, particularly among the young generation and people in the social middle-class living in urban areas. The banks and financial institutions have continuously diversified their financial services, including debit and credit cards, money transfers services, and electronic payments. The deposit mobilized by banking institutions has remarkably raised by 15.1% and the total assets of microfinance institutions increased by 32.8% to USD 8.8 billion which are supported by shareholders' equity rose by 27.8% to USD 1.7 billion compared to 2018. Like the banking sector, microfinance provided variety of financial services such as lending, deposits, remittance, mobile banking, and ATMs (The National Bank of Cambodia, 2019).

At the same time, some challenges have also been found and impeded the expansion of this sector. These challenges include customer's limited confidence, customer's concern on data privacy and security, and intruder risk (Soeng, Cuyvers, & Soeung, 2019). Therefore, the study about factors underlying the acceptance of online and internet banking in Cambodia is essential. Two research theories of Technology Acceptance Model (TAM), Unified Technology Acceptance and Use of Technology (UTAUT) and previous empirical research were adopted for conceptual framework development. The factors studied hence include quality information, perceived security, perceived privacy, customer service and support, perceived usefulness, perceived ease of use, government support, trust, and intention to use as independent variables, and actual use as dependent variable.

Information quality is a measure of information generated by the system (Jennex, Olfman, Panthawi, & Park, 1998; Maes & Poels, 2006). Abdennebi & Debabi (2017); Silic & Ruf (2018) mentioned that information quality is the most significant factor in determining the usage of system and users' satisfaction toward the adoption. Palazuelos, Herrero Crespo, & Montoya del Corte (2020) also found that quality or useful information positively affects the level of trust. The higher quality of information perceived by customers, the greater level of trust earned (Sánchez-Torres, Canada, Sandoval & Alzate, 2018). Customers would widely use online and internet banking when they perceived that the information obtained has quality and credibility (Erkan & Evans, 2016).

Perceived security is the probability which users perceived that the service provider could not store their information securely and unauthorized person could also view, and manipulate during transiting (Flavián & Guinalíu, 2006). According to the empirical studies of Afshan & Sharif (2016); Singh & Srivastava (2018), trust can be positively enhanced by the secure functionality and services provided by the banking. Also, Sánchez-Torres, Canada, Sandoval, & Alzate (2018) affirmed that perceived security is a strong determinant that impacted on building trust in internet banking. Perceived security lowers user's perceived risk and build up users' trust, which in turn reflected to a higher rate of internet banking adoption (Shankar & Kumari, 2016).

Perceived privacy is the perception of users relating to their ability to control and monitor the information about themselves (Goodwin, 1991). It is the guarantee that users' personal information gathered from electronic transactions is well protected from any disclosure without prior permission (Normalini & Ramayah, 2017). Perceived privacy has a significant effect on trust (Brasit, & Nursyamsi, 2017; Kaabachi, Ben Mrad & Petrescu, 2017; Zhang, Lu, & Kizildag, 2018). User's trust on the service providers or the service itself can comfort their privacy concerns (Malaquias & Hwang, 2016).

Customer service and support is the ability of service provider to advise on issues related to purchased goods or services or the purchase process, including the ability to handle concerns or customers complaints (Joseph & Stone, 2003). Hidayat, Saifullah, & Ishak (2016) stated that customer service and support positively influenced online customer trust. The quick response time and resolution provided by the customer service support would tend to enhance the customers' trust on service providers (Quach, Thaichon, & Jebarajakirthy, 2016; Shankar & Jebarajakirthy, 2019) Also, Mohd Thas Thaker, Amin, Mohd Thas Thaker, & Allah Pitchay (2019) affirmed that customer service and support is a key predictor of consumer trust.

Usefulness refers to the subjective probability that users can improve the completion of an assigned task when he or she used the technology (Jahangir & Begum, 2008). Chaouali, Ben Yahia, Lunardo, & Triki (2019); Chawla & Joshi (2019); Sutanonpaiboon & Mastor (2010) stated that, in the context of internet banking and mobile wallet context, perceived usefulness positively impacts on intention to use. Perceived usefulness is a key predictor of the intention to use in internet banking or electronic payment services (Alshurideh, Al Kurdi, Masa'deh, & Salloum, 2021; Shankar & Jebarajakirthy, 2019). When users perceived that online banking is useful or able to fulfill their expectation and needs, he or she is more likely to adopt (Malaquias & Hwang, 2019).

Perceived ease of use is the extent to which interaction with the system is clear, understandable, easily functioned on what is needed and easy to use (Guriting & Ndubisi, 2006). According to Alshurideh, Al Kurdi, Masa'deh, & Salloum, (2021); Suhartanto, Dean, Ismail & Sundari (2020), in the context of online and internet banking, perceived ease of use positively influences the intention to use internet banking service. Also, Raza, Shah and Ali (2019) affirmed that if users found it is easy and efficient to access browser and conduct their transaction online, they are more likely to use online services.

Government support refers to the policies and legislations developed by government authorities to enhance the use of electronic banking. These policies and legislations include less expensive internet service policies, consumer protection, web security policies, etc. (Sánchez-Torres, Canada, Sandoval, & Alzate, 2018). Charag, Fazili & Bashir (2020) mentioned that government support has significant impact on the intention to use online banking transactions. Also, for the context of internet banking, Reni & Hayati (2016) confirmed that government support had a positive effect on internet banking service usage. Government support certainly connected with the intention to use online banking. In addition, government support became a main driving force to use internet banking because it assured that the internet-banking operations would be conducted in orderly and well-managed way (Lajuni, Wing, Yusman, Hiram & Alfera, 2017).

Trust is the extent to which users believe that the online banking system is secured and there are no privacy threats when using online banking (Chong, Ooi, Lin, & Tan, 2010). The users build trust when they perceive that the online banking system are secured, reliable, and able to mitigate risk from uncertainty (Zhang, Chen, Liu, & Zhu, 2018). Tarhini, Alalwan, Shammout, & Al-Badi (2019) who studied the use of mobile commerce, stated that trust has an effect on intention to use. Also, Namahoot & Laohavichien (2018); Omonedo & Bocij (2017) affirmed that trust or confidence strongly and significantly affects the readiness and intention to use internet banking. It implies that users consider trust as an important element in their perceived use (Namahoot & Laohavichien, 2018). The experienced users intended to continue using or have a relationship with last-service provider from whom they transacted based on mutual trust (Sharma & Sharma, 2019). Furthermore, Sánchez-Torres, Canada, Sandoval, & Alzate (2018) mentioned that perceived trustworthiness is a factor which strongly affects the users' actual use of e-banking. Similarly, Zhang, Chen, Liu, & Zhu (2018) mentioned that trust is a significant antecedent on internet banking adoption. Also, Lee & Kim (2020) affirmed that trust has a role in affecting the usage behavior in internet banking. Moreover, Kaabachi, Ben Mrad, & Petrescu, (2017) indicated that trust has a connection with the usage of online service. The higher users' trust, the higher users' commitment in using online service.

Intention to use is an individual's possibility which he or she would perform some behaviors (Chatzoglou, Sarigiannidis, Vraimaki, & Diamantidis, 2009). Sánchez-Torres, Canada, Sandoval, & Alzate (2018) mentioned that the intention to use had a strong effect on actual use in e-banking. Actual use refers to actual usage of e-banking by customers (Sánchez-Torres, Canada, Sandoval, & Alzate, 2018). Also, Farah, Hasni, & Abbas (2018) stated that intention to use positively influence actual use behavior in internet banking. Farzin, Sadeghi, Yahyayi Kharkeshi, Ruholahpur & Fattahi (2021) confirmed that users will intend to use if they believe that mobile banking met their needs such as improving their lifestyle and work performance.

Proposed hypotheses from the literature review are as following:

H1: Quality of information has a significant effect on the perceived trustworthiness of online and internet banking.

H2: Perceived security has a significant effect on the perceived trustworthiness of online and internet banking.

H3: Perceived privacy has a significant effect on the perceived trustworthiness of online and internet banking.

H4: Customer service and support has a significant effect on the perceived trustworthiness of online and internet banking.

H5: Perceived usefulness has a significant effect on the intention to use online and internet banking.

H6: Perceived ease of use has a significant effect on the intention to use online and internet banking.

H7: Government support has a significant effect on the intention to use online and internet banking.

H8: Trustworthiness of online and internet banking has a significant effect on the intention to use online and internet banking.

H9: Trustworthiness of online and internet banking has a significant effect on the actual use of online and internet banking in Cambodia.

H10: Intention to use online and internet banking has a significant effect on the actual use of online and internet banking in Cambodia.

Objectives

1. To investigate the significance of quality of information, perceived security, perceived privacy, and customer service and support on trust in online and internet banking in Cambodia.

2. To investigate the significance of perceived usefulness, perceived ease of use, and government support on intention to use online and internet banking in Cambodia.

3. To investigate the significance of trust and intention to use on actual use of online and internet banking in Cambodia.

Conceptual framework

Conceptual framework in this study as shown in Figure 1 is developed from Technology Acceptance Model (TAM), Unified Technology Acceptance and Use of Technology (UTAUT) and previous empirical researches. TAM is a model which precisely explains how the users can accept and use a technology. TAM emphasizes on two significant independent variables of perceived usefulness and perceived ease of use that influence user's adoption of technology (Venkatesh & Morris, 2000). UTAUT explains how the users intends to adopt technology. UTAUT strongly emphasizes on the social influence, performance expectancy, and effort expectancy that are direct determinants of intention to use and facilitating conditions, and further a direct determinant of usage behavior (Venkatesh, Morris, Davis, & Davis, 2003). The conceptual framework of this study presents all the relevant variables used to explain the users' actual usage of online and internet banking in Cambodia. It consists of one dependent variable which is actual use and nine independent variables which are trust, intention to use, government support, perceived usefulness, perceived ease of use, quality of information, perceived security, perceived privacy, and customer service and support. This conceptual framework aims at investigating ten relationships between these variables.

attitudes, knowledge, buying behavior, or preferences (Armstrong, Adam, Denize, & Kotler, 2014). The researcher selected users who had experienced with online and internet banking application operated by three commercial banks and three microfinance deposit taking institutions in Cambodia. To collect data, the researcher first met the management of these institutions to explain the purpose of the study and the need for information. The researcher also sought their assistance to disseminate the questionnaires to the customers. Then, these institutions distributed the questionnaires and collected the responses from the respondents.

The developed questionnaire included three parts.

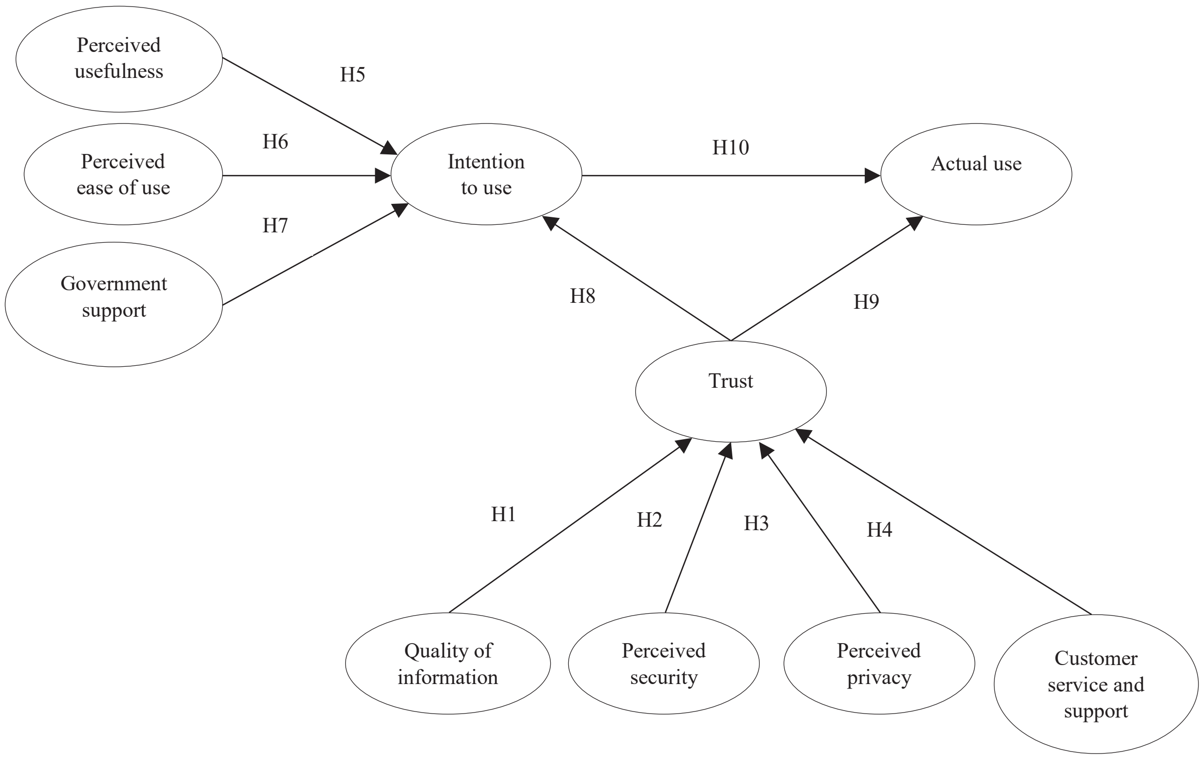

Figure 1 Conceptual framework

Research methodology

This study adopted quantitative method in which the researcher is able to test, summarizes many characteristics, collects formal structured data, and achieves reliability and validity of used measures. The data is gathered from survey technique of questionnaire as it is affirmed to be the best approach to collect descriptive information directly, concerning people's

The first part consisted of screening questions to identify targeted respondents. The second part consisted of questions of individual variables. The five-point Likert scale was applied to measure each variable, ranging from strongly disagree (1) to strongly agree (5). The last part consisted of questions on the demographic factor of the respondents such as gender, age, education level, occupation, and income.

1. Population and sample Size

The population of this study consisted of Cambodian male and female users, aged 18 or above and had experience in using online and internet banking services. Weston & Gore (2006) suggested that the minimum sample size of 403 cases is acceptable for structural equation modeling. Also, Jackson (2001) found that sample size ranging from 400 to 800 is appropriate for model fit. Whereas the minimum sample size recommended by A-priori Sample Size Calculator for Structural Equation Models (SEM) is at least 475 (Soper, 2015). The parameters used for determination were 10 latent variables and 35 observed variables at the probability level of 0.05. Hence, the researcher collected 600 samples to ensure the minimum requirement and representation of population.

2. Sampling technique

The researcher applied multi-stage sampling approach by combining probability and non-probability sampling method of judgmental method, stratified sampling method, and snowball sampling method to reach target respondents. Babbie (2015) mentions that purposive or judgmental sampling is one of nonprobability sampling method in which the researcher selected samples based on their knowledge of a population, its elements, and the objective of the study. It is popularly used by research because it is an inexpensive technique and takes a little time to gather data (Davis & Cosenza, 2005). For stratified sampling, a method that divides the entire population into smaller categories or strata to complete the sampling process. Then, the researcher chose the subjects from each categories or strata (Acharya, Prakash, Saxena, & Nigam, 2013). Gray (2019) states that with the snowball sampling technique, the researcher identifies a small number of the subjects who and then, continue to identify others in the population.

Hence, the researcher firstly used judgmental method to select the users who had experience with online and internet banking application operated by three commercial banks and three microfinance deposit taking institutions. Secondly, the researcher used stratified sampling method to select 600 sample sizes out of population size of 504,154 by proportionately dividing among the selected institutions to ensure that every stratum is sufficiently represented as shown in Table 1. Finally, after the sample size was determined, the researcher used snowball sampling method to ask the assistance of these institutions to distribute the questionnaires and collect the responses from users.

Table 1 Selected sample size from three commercial banks and three microfinance deposit taking institutions

Institutions	Total population	Percentage (%)	Sample size
ACLEDA bank PLC	412,173	68	408
CIMB bank PLC	357	2	12
Foreign trade bank of cambodia	25,962	8	48
AMRET microfinance institution	40,736	10	60
PRASAC microfinance institution	19,204	7	42
LOLC (Cambodia) PLC	5,722	5	30
Total	**504,154**	**100**	**600**

3. Pilot test

Copper & Schindler (2014) stated that a pilot test was important for the researcher to find the error of the research instrument (questionnaire) before distributing the questionnaire to target population. Copper & Schindler (2014) also suggested that size of pilot test should be around 25 to 100 samples. Therefore, this research selected 50 respondents who had close characteristics with the target population to respond to the questionnaires. Also, the researcher tested the reliability of each variable to ensure that questionnaires were suitable for large number of respondents. Cronbach's Alpha analysis was used for this test. The researcher distributed questionnaire to respondents then, calculate the collected data by using IBM SPSS Program version 23. The result indicated that Cronbach's Alpha value of each variable ranged from 0.684 to 0.923, from moderate to excellence which met the standard for reliability testing (Hair, Money, Samouel, & Babin, 2003) as shown in Table 2.

4. Preliminary data analysis

Pre-test of data before conducting an analysis was conducted to identify any outlier or error of the data. Since SEM was utilized to test hypotheses, the data is required to have a normal distribution (Hair, Hult, Ringle, Sarstedt, & Thiele, 2017). The study has applied skewness and kurtosis to test the normality of data. The normality of data was confirmed with the value of skewness and kurtosis between -2 and +2, which are considered acceptable to prove the normal univariate distribution (George & Mallery, 2010).

Result

1. Demographic factors

A total of 600 structured questionnaires were distributed and valid for data analysis in this study. The result of survey revealed that out of 600 responses, 52.2% were female and 47.8% were male. The majority of respondents were 26-33 years old (38.7%) followed by 34-41 years old, 18-25 years old (11.8%), 42-49 years old (9.5%), 50-57 years old (3%), and 58 years old and above (0.3%). In terms of education, the bachelor's degree contributed 74.5% of total responses and the rest were 14.5% for master's degree, 10.7% for high school graduate and below, 0.3% for higher than master's degree. For respondent's occupation, private company employee contributed at 66.7% was a large segment of responses followed by business owner (12.7%), government officer (8%), other (5%), housewife (3.3%), student (3.2%), retired (0.5%). In terms of monthly income, the majority of respondents earned monthly income USD 1,000 or less (73%) followed by USD 1,001-3,000 (16.3%), USD 3,001-5,000 (4.5%), USD 5,001-7,000 (2.5%), 7,001-10,000 (2%), over USD 10,000 (1.2%).

2. Confirmatory factor analysis (CFA)

Confirmatory factor analysis (CFA) is used to test the quality of all constructs of measurement model in this study by evaluating Composite Reliability (CR), Average Variance Extracted (AVE), and discriminant validity. Allen, Titsworth, & Hunt (2008) mentioned that CFA is a procedure to identify a measurement model or indicators or latent variables or factors. In addition, Alkhadim, Gidado, & Painting (2018) suggested that CFA had to be conducted for all latent variables prior to modeling the interrelationship in Structural Equation Modeling. Hair, Hult, Ringle, Sarstedt, & Thiele (2017) proposed that the acceptable value of CR at 0.70 and Fornell & Larcker (1981) recommended the value of AVE at the value above 0.40. The AVE value of each variable in this study ranged from 0.51 to 0.78 as shown in Table 2. It indicates that the measurement model has reliability and convergent validity.

Fornell and Larcker criterion approach is used to evaluate the discriminant validity in this study. This approach suggested to calculate the square root of AVE to evaluate discriminant validity (Fornell & Larcker, 1981). The discriminant validity is created when the AVE is higher than squared correlation (Farrell, 2010). The result of this study indicated that the value of square root of AVE is greater than squared correlation between two variables. Hence, the discriminant validity is created as showed in Table 3.

Table 3 Discriminant validity

	PU	PEOU	GS	IU	QI	PS	PP	CSS	TS	PB
PU	**0.83**									
PEOU	0.52	**0.73**								
GS	0.54	0.52	**0.85**							
IU	0.66	0.60	0.56	**0.77**						
QI	0.54	0.44	0.39	0.40	**0.68**					
PS	0.58	0.54	0.61	0.57	0.60	**0.75**				
PP	-0.23	-0.12	-0.09	-0.27	-0.14	-0.12	**0.86**			
CSS	0.45	0.41	0.39	0.38	0.50	0.54	0.00	**0.71**		
TS	0.52	0.63	0.62	0.72	0.47	0.66	-0.11	0.47	**0.80**	
AU	0.38	0.34	0.39	0.62	0.20	0.37	-0.12	0.00	0.45	**0.88**

Note: The square root of each construct's AVE is on the diagonal.

Moreover, in this study, the researcher also applied Goodness of Fit (GoF) measures to confirm the model fit by evaluating Chi-Square (CMIN), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Comparative Fit Index (CFI), Tucker Lewis Index (TLI), Normed Fit Index (NFI), Root Mean Square Error of Approximation (RMSEA), Root Mean Square Residual (RMR). Results in Table 4 identified that Chi-Square (CMIN) = 2.850, Goodness of Fit Index (GFI) = 0.864, Adjusted Goodness of Fit Index (AGFI) = 0.0832, Comparative Fit Index (CFI) = 0.933, Tucker

Table 2 Confirmatory factor analysis (CFA), Composite reliability (CR), and Average variance Extracted (AVE) Results

Variables	Source of questionnaire (Measurement Indicator)	No. of items	Cronbach's alpha	Factor loading	CR	AVE
Perceived usefulness (PU)	Lee (2009)	4	0.804	0.729-0.904	0.880	0.688
Perceived ease of use (PEOU)	Khalil, Nor, Sutanonpaiboon, & Mastor (2010)	5	0.887	0.563-0.972	0.881	0.537
Government support (GS)	Sánchez-Torres, Canada, Sandoval, & Alzate (2018)	3	0.714	0.795-0.897	0.885	0.720
Intention to use (IU)	Sánchez-Torres, Canada, Sandoval, & Alzate (2018)	3	0.841	0.736-0.802	0.812	0.591
Quality Information (QI)	Sánchez-Torres, Canada, Sandoval, & Alzate (2018)	3	0.684	0.648-0.704	0.721	0.463
Perceived security (PS)	Sánchez-Torres, Canada, Sandoval, & Alzate (2018)	3	0.791	0.696-0.771	0.790	0.557
Perceived privacy (PP)	Sánchez-Torres, Canada, Sandoval, & Alzate (2018)	3	0.900	0.784-0.924	0.895	0.740
Customer service and support (CSS)	Shankar & Jebarajakirthy (2019)	5	0.787	0.631-0.756	0.643	0.503
Trust (TS)	Khalil, Nor, Sutanonpaiboon, & Hamimah Mastor (2010)	4	0.923	0.778-0.820	0.901	0.645
Actual use (AU)	Oertzen & Odekerken-Schröder (2019); Vejacka & Štofa (2017)	3	0.698	0.819-0.936	0.915	0.783

Note: Composite reliability (CR); and Average variance extracted (AVE)

Lewis Index (TLI) = 0.922, Normed Fit Index (NFI) = 0.902, Root Mean Square Error of Approximation (RMSEA) = 0.056, Root Mean Square Residual (RMR) = 0.051. The results reflected a good fit between measurement model and data.

Table 4 Goodness of fit

Goodness-of-Fit Indices	Criterion	Confirmatory Factor Analysis (CFA)	Structural Equation Model (SEM)
Chi-Square (CMIN)	<3 (Hair, Black, BabinAnderson, & Tatham 2006)	2.850	2.879
Goodness of fit index (GFI)	≥0.85 (Kline, 2015; Medsker, Williams& Holahan 1994)	0.864	0.876
Adjusted goodness of fit index (AGFI)	≥0.80 (Filippini, Forza, & Vinelli, 1998)	0.832	0.840
Comparative fit index (CFI)	>0.90 (Byrne, 2013; Hair, Page, & Brunsveld, 2019)	0.933	0.935
Tucker lewis index (TLI)	>0.90 (Vandenberg & Scarpello, 1994)	0.922	0.921
Normed fit index (NFI)	>0.90 (Bentler & Bonett, 1980)	0.902	0.904
Root mean square error of	<0.08 (MacCallum, Browne, & Sugawara, 1996)	0.056	0.056
Approximation (RMSEA)	≤0.09 (Hu & Bentler, 1999)	0.051	0.093

3. Structural equation model (SEM)

Structural equation modeling (SEM) is a general model of statistical models such as variance analysis, covariance analysis, factor analysis (Bowen & Guo, 2011). It was used in the behavioral aspect to investigate the relationships between latent variables and observed. The result of SEM will indicate the fit model (Moshagen, 2012). To identify good fit of model, Jaccard & Wan (1996) suggested to test at least, Chi-Square, GFI, AGFI, TLI, and RMSEA. Hair, Black, Babin, Anderson, & Tatham (2006) suggested that Chi-Square (x2/df) = 2.879 should be lower than 3. For GFI, Kline (2015); Medsker, Williams, & Holahan (1994) recommended that it should be greater than 0.85. As suggested by Filippini, Forza, & Vinelli (1998), AGFI should be greater than 0.80. Byrne (2013); Hair, Page, & Brunsveld (2019) recommended that CFI should be greater than 0.90 and Vandenberg and Scarpello (1994) recommended that TLI should be greater than 0.9. NFI should be greater than 0.90 as recommended Bentler & Bonett (1980). RMSEA should be lower than 0.08 as suggested by MacCallum, Browne, & Sugawara (1996). recommended that the value of RMR should be lower than 0.09.

According to Table 4, the value of indices was greater than these thresholds as suggested by previous researchers. Therefore, the proposed conceptual model of this study was accepted.

4. Research hypothesis testing

The hypothesis testing revealed that H1, H2, H4, H5, H6, H8, H9, H10 are supported, while H3 and H7 are not supported.

H1: The standardized path coefficients between quality of information and trust was 1.035 (t-value = 9.143*). Quality of information had a significant positive effect on trust. Therefore, H1 was supported. The result was consistent with previous studies conducted by Erkan & Evans (2016), Palazuelos, Herrero Crespo, & Montoya del Corte (2020); Sánchez-Torres, Canada, Sandoval, & Alzate (2018). It reflected that user was able to find information containing accuracy, completeness, relevance, currency, and dynamic content from banks and microfinance deposit taking institutions who were the service provider for online and internet banking services. The user perceived service providers provided high quality information they needed for banking transactions.

H2: The standardized path coefficients between perceived security and trust was 1.016 (t-value = 8.183*). Perceived security had a significant effect on trust. Hence, H2 was supported. The result was in line with previous studies conducted by Afshan & Sharif (2016); Shankar & Kumari (2016); Singh & Srivastava (2018). It explained that users would decide to transact with the service providers that he or she perceived the security concerns are well addressed. With trust, the user can gain confidence in the ability and online and internet banking services that the service provider offer.

H3: The standardized path coefficients between perceived privacy and trust was -0.10 (t-value = -0.526). Perceived privacy had no effect on trust Thus, H3 was not supported. Perceived privacy was user's perception of their information or transaction being well controlled and prevented from any unauthorized use. However, online and internet banking users may have concerns that their information was not strictly controlled by service providers and could be hacked or disclosed without prior permission. It was accepted that service provider made their effort to improve system security and make users aware to use their information properly. This result contradicted with previous studies by Kaabachi, Ben Mrad, & Petrescu (2017); Brasit, & Nursyamsi (2017), however consistent with the previous study by Sánchez-Torres, Canada, Sandoval, & Alzate (2018). It can be explained that the users remain distrustful on the handling of information privacy by online and internet banking service providers. A study by Carlos Roca, José García, & José de la Vega (2009) has explained that users may be more familiarized with security technologies than privacy, hence their trust level is more likely to be enhanced from perceived security.

H4: The standardized path coefficients between customer service and support and trust was 0.113 (t-value = 3.411*). Customer service and support significantly affected trust. Thus, H4 was supported. The result supported previous studies conducted by Quach, Thaichon, & Jebarajakirthy (2016); Hidayat, Saifullah, & Ishak (2016); Shankar & Jebarajakirthy (2019). This finding indicated that users perceived that with high service level of customer service team in response time and technical complaint handling, they gained confidence and willing to use online and internet banking service.

H5: The standardized path coefficients between perceived usefulness and intention to use was 0.391 (t-value = 8.597*). Perceived usefulness had a significant effect on intention to use. Thus, H5 was supported. The result was similar with previous studies conducted by Alshurideh, Al Kurdi, Masa'deh, & Salloum (2021); Chawla & Joshi (2019), Phyu & Vongurai (2020); Chaouali, Ben Yahia, Lunardo, & Triki (2019). This finding showed that the perception of users regarding online and internet banking can be increased from the benefits received when they performed banking transactions for different purposes. Subsequently, the positive perception of users would influence their intention to adopt online and internet banking.

H6: The standardized path coefficients between perceived ease of use and intention to use was 0.149 (t-value = 3.344*). Perceived ease of use significantly affect intention to use. Therefore, H7 was supported. This result was consistent with previous studies of Alshurideh, Al Kurdi, Masa'deh, & Salloum (2021); Benjangjaru & Vongurai (2018); Raza, Shah, & Ali (2019). The perceived ease of use was the determinant affecting the intention to use toward the adoption in using online and internet banking. User intended to use online and internet banking services when they were convenient to perform banking transactions through a platform offered by service providers.

H7: The standardized path coefficients between government support and intention was -0.005 (t-value = -0.170). Government support had no effect on intention to use. Thus, H7 was not supported. It revealed that government support was not a determinant that explained intention to use. User had a perception that their intention to use online and internet banking was irrelevant to government support. This result was contrary to a previous study conducted by Charag, Fazili, & Bashir (2020), however consistent with the previous study by Sánchez-Torres, Canada, Sandoval, & Alzate (2018). Although the government has established policies and regulations to reform the Cambodian banking system, it may be perceived by users as ineffective or insufficient to drive their decision to use the online and internet banking services.

H8: The standardized path coefficients between trust and intention to use was 0.302 (t-value = 5.835*). Trust had significant effect on intention to use. Thus, H8 was supported. This result was similar to past studies of Namahoot & Laohavichien (2018); Omonedo & Bocij (2017); Tarhini, Alalwan, Shammout, & Al-Badi (2019). It indicated that users gave importance on features of information quality, security, and customer service and support that built users' confidence in online and internet banking. First, users were able to obtain accurate, complete, relevance, currency, and dynamic information. Second, users had confidence that their personal information were well protected. Users accepted that service providers had quickly responded and addressed their needs and complaints.

H9: The standardized path coefficients between trust and actual use was 0.221 (t-value = 2.427*). Trust had significant effect on actual use. This result was consistent with previous studies conducted by Kaabachi, Ben Mrad, & Petrescu (2017); Lee & Kim (2020). It revealed that trust had a significant role in bolstering the use of online and internet banking. Users decided to use these services after they had self-confidence that these services generated more benefit for them and maintained all their personal and private information in confidentiality.

H10: The standardized path coefficients between intention to use and actual use was 0.843 (t-value = 6.880*). Intention to use significantly affected actual use. Thus, H10 was supported. This result was similar to previous studies conducted by Farah, Hasni, & Abbas (2018); Vejacka & Štofa (2017). It indicated that perceived usefulness, perceived ease of use, and trust increase users' intention to use. Subsequently, it had downstream effect on user's actual use decision. It reflected that both intentions to use and trust were important determinants in decision to use online and internet banking. Therefore, this finding confirmed that banking convenience, benefits, ability to address concern, and provision of good quality of information were the key features that supported users' actual use of online and internet banking in Cambodia.

The result of all hypotheses test is summarized in Table 5 below.

Table 5 Hypotheses result

Hypotheses	Path	Standardized path coefficients	T-value >1.98	Results
H1	QI → TS	1.035	9.143*	Support
H2	PS → TS	1.016	8.183*	Support
H3	PP → TS	-0.100	-0.526	Not Support
H4	CSS → TS	0.113	3.411*	Support
H5	PU → IU	0.391	8.597*	Support
H6	PEOU → IU	0.149	3.344*	Support
H7	GS →IU	-0.005	-0.170	Not Support
H8	TS →IU	0.302	5.835*	Support
H9	TS → AU	0.221	2.427*	Support
H10	IU → AU	0.843	6.880*	Support

Note: *Significant at p-value, p<0.05

5. Direct, indirect and total effect of relationships

5.1 Trust

Out of four variables, there are three variables that have significant effect on trust. First, a significant direct effect of quality of information on trust is 1.035. Quality information also has significant indirect on intention to use and actual use that are 0.313 and 0.493, respectively. Second, a significant direct effect of perceived security on trust is 1.016. Perceived security also has significant indirect on intention to use and actual use that are 0.307 and 0.484, respectively. Lastly, a significant direct effect of customer service and support is 0.113. Customer service and support also has significant indirect effect on intention to use and actual use that are 0.34 and 0.54, respectively. In terms of total effect, quality of information, perceived security, and customer service and support are the important variables that significantly affect trust.

5.2 Intention to use

Out of three variables, there are two variables that significantly affected intention to use. First, a significant direct effect of perceived usefulness on intention to use is 0.391. Perceived usefulness also has significant indirect effect on actual use that is 0.329. Second, a significant direct effect of perceived ease of

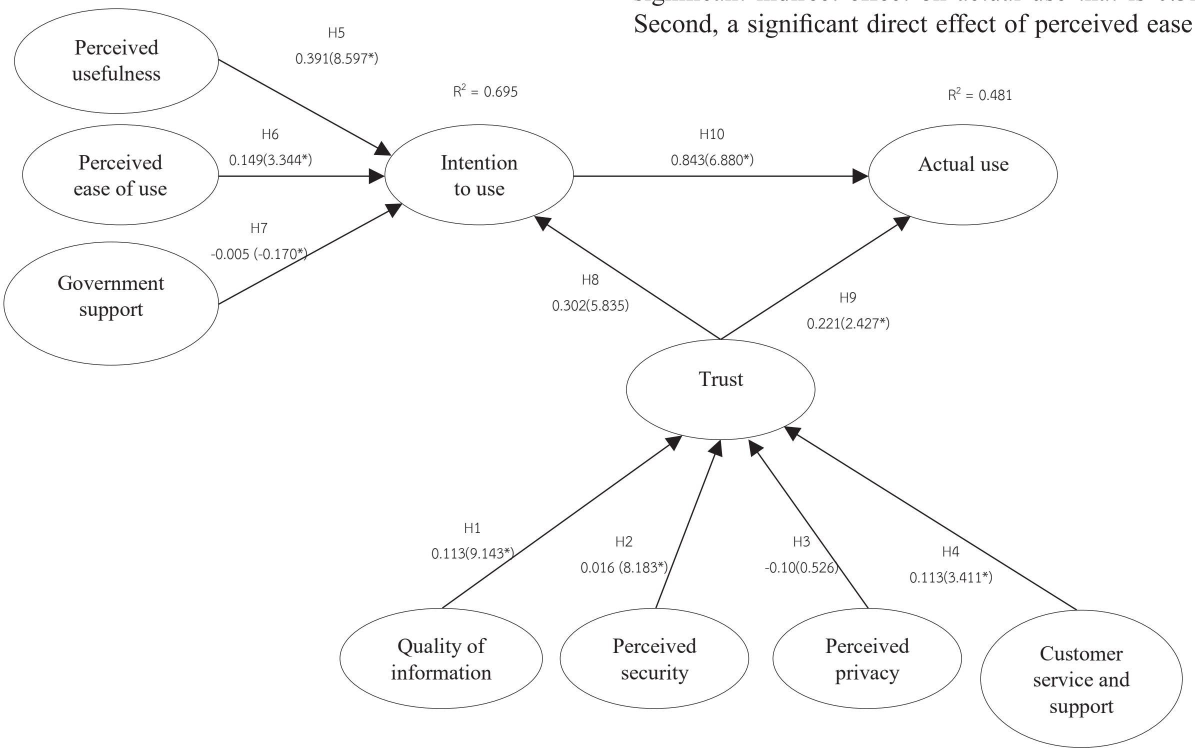

Figure 2 The results of structural model
Note: *Significant at p-value, p<0.05

use on intention to use is 0.149. Perceived ease of use also has a significant indirect effect on actual use that is 0.126. In terms of total effect, both perceived usefulness and perceived ease of use are important variables that significantly affect intention to use.

5.3 Actual use

There are two variables that have significant effect on actual use. First, the significant direct effect of trust on actual use is 0.221. Second, the significant direct effect of intention to use on actual use is 0.843. In terms of total effect, both trust and intention to use are the important variables that significantly affect actual use.

Discussion

This study purpose was to investigate the factors affecting the use of online and internet banking in Cambodia. The conceptual framework was basically developed from accepted research theories and previous empirical studies. The perceived usefulness, perceived ease of use, government support, quality of information, perceived security, perceived privacy, customer service and support, trust, and intention to users were selected to explain users' actual use. All of the variables were combined to draw a conceptual framework and hypotheses. A total of 600 structured questionnaires were distributed to users, aged from 18 years old and above, and had experience in online and internet banking. All measuring variables and proposed model for this study were validated by using Confirmatory Factor Analysis (CFA) and the Structural Equation Model (SEM) based on data collected.

The findings confirmed relationships that are usually applied in the Business to Customer environment which includes online and internet banking service. Athanasopoulou (2009) measured factors of actual usage in retail business context which contains trust, commitment and satisfaction. Trust had a significant effect on actual use. This reflected the good relationship with a customer occurs when the service providers are able build trust among them. Moreover, the findings of this study were relevant to relationship marketing that was developed by Berry (1983). Despite rapid changes in technology and consumer behavior, relationship marketing is still used to enhance the relationship between the firms and its customers and promote customers' adoption. As this study showed the direct relationship of perceived usefulness and perceived ease of use with intention to use towards actual use of technology, the findings will extend the insight of importance of relationship marketing in promoting the use of online and internet banking service.

The result indicates that out of ten hypotheses, eight are supported and two are not supported. It can be described that actual use of online and internet banking are explained by two significant determinants: trust and intention to use. It was recognized that except for perceived privacy, all quality of information, perceived security, customer service and support were the antecedents of trust. That is, users highly valued good quality of information, best customer care service, and good protection of personal information for their decision. It is also noted that privacy protection was a remaining challenge to build users' trust and recognition. Users have concerns on their personal information and want it to be well controlled by service provider from any disclosure without prior permission. However, in this study users may give importance more on perceived security as the termed security may cover privacy. Also, privacy itself is not easily recognized unlike the security of encryption keys and certificates.

Moreover, perceived usefulness and perceived ease of use are antecedents of intention to use when they considered that online and internet banking service are convenient to use and gave them more advantages. Also, this study identified that government support did not affect intention to use. In fact, it was seen that the government had developed and implemented series of legal instruments and policies to promote online and internet banking. But users may consider that it was insufficient or ineffective or they may consider that online and internet banking was part of private sector and their decision to use these services was not relevant with the legal instruments and policies.

Suggestion

According to the above discussion, this study reveals several factors and challenges affecting the actual use of online and internet banking in Cambodia. The increase of users' intention and trust are the key features in boosting the use of online and internet banking in Cambodia. Therefore, this study offers suggestions for banks and microfinance deposit taking institutions as service provider and government as policy maker.

For banks and microfinance deposit taking institutions, security is the significant determinant in building trust and promoting actual use. Users are concerned with the security and safety of their personal and financial information while performing online and internet banking transaction. Banks and microfinance deposit taking institutions should ensure that no third parties or intruders who are able to access users' personal information shared over online and internet banking platforms. Transaction alerts should be timely notified to users on any login or banking transactions via registered contact. Banks and microfinance deposit taking institutions should also raise users' awareness and recognize the enforced security policy to build confidence so that users can protect themselves from any negligence in disclosing information. Trust can also be enhanced from quality of information and customer service and support. Hence, information delivered to users should be up-to-date, accurate and relevant to content with quick response to users. Banks and microfinance deposit taking institutions should make further efforts to keep users informed of the benefits from using online and internet banking through their advertising activities. Banks and microfinance deposit taking institutions should also ensure that users find the online and internet banking easy to use. For instance, they can develop a simple system interface that is easy for users to understand and use.

For government, this study identified the government support had no effect on intention to use. The government support regarding online and internet banking may not be effective or sufficient to enhance users' attention. Therefore, government should make further efforts to review and develop new policies to ensure that online and internet banking service is widely used in the marketing, while policies are strictly enforced. Government should also promote public awareness on laws, regulations, and policies relevant to the use of online and internet banking through other necessary means such as workshops, seminars, and leaflets.

Limitation and further study

This study intended to identify the factors that supported the use of online and internet banking in Cambodia. Based on previous empirical research, there are a number of factors that have an effect on the usage of online and internet banking service such as enjoyment (Suh & Han, 2002), reliability, website design (Shankar & Jebarajakirthy, 2019), and facilitating conditions (Farah, Hasni, & Abbas, 2018). However, this study only concentrated on nine determinants that influences the users' behavior in using online and internet banking, and no mediating factor of control variables such as age, income level, user's residential area. Therefore, future research should expand the number of factors to be studied to explore other determinants or mediators that are relevant and irrelevant to the usage behavior of online and internet banking users.

Moreover, there are more than 24 banks and microfinance institutions in Cambodia providing online and internet banking services to their customers (The National Bank of Cambodia, 2019). However, due to the resource constraints, only six institutions were used in this study. Therefore, there is concern that collected data may not represents the whole banking sector and may affect the result of the study because users from different institutions may have different perceptions. Hence, the number of online and internet banking service providers in the scope of research can be increased for future study.

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Filipino Cultural Heritage and Identity Preservation: The Case of Naga City

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Abstract

The study explored how the local government of Naga City promotes Bicol's unique culture as an integral part of the Filipino Cultural Heritage and Identity. Qualitative research methods involving document analysis, review of literature, and observations were used for this study. The result revealed that colonialism influenced Filipino cultural heritage and identity. This new identity led to the destruction of many historical landmarks, cultural sites, historical structures for economic development. It was further noted that the government doesn't have enough data on the Philippines' ethno cultural groups, and there is very little research conducted on cultural heritage and identity preservation. Besides, the government hasn't well- implemented the formulated strategy that could help restore the Philippines' lost cultural heritage and identity. However, the Naga City Government holds its annual celebration of the "Our Lady of Peñafrancia Festivals" and other cultural promotion activities. The city government fully funds this festival and cultural activities. Therefore, it seems prudent to mention that Naga is one of the few cities in the Philippines that cherishes and promotes its culture and beliefs.

Introduction

It was remarked by Aguda, Tamayo, & Barlan (2013) that culture is the distinct and indispensable mark of people while the government is the key institution that enables people to live in a social and developed state. History began with people living with animals, adapted to the natural environment under the law of the jungle. They survived by embracing challenges and developed culture through the wisdom of unity and communal living. They established order and discipline and set rules for governing. This means that only cultural identity can make people live like humans and guarantee a good living, implying that if culture is removed from our human life, we will return immediately to primitive life (Barthel-Bouchier, 2016).

A mixture of different traditions characterizes Filipino culture because of colonial influences. For instance, according to Castillo, Bansil, Garcia, Castillo, & Peyra (2015), Filipinos are oriental in family, Chinese in business, and American in ambitions. This could somehow explain why most Filipinos feel estranged from their culture. The cultural heritage of the Philippines can be classified into two categories, namely intangible and tangible. The Filipino culture's intangible aspect includes

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oral and written customs and traditions, practices, representations, expressions, knowledge, and skills embraced by the people. The tangible cultural heritage includes built structures with historical, archival, anthropological, archaeological, artistic, and architectural value (Indera & Yahaya, 2016). Presently the Philippine government does not have enough data on the ethnic groups and minorities in the Philippines (Refworld, 2015).

In the Philippines, culture promotion is considered a mandate of the National Government and the Local Government Units (LGUs). It is a constitutionally guaranteed state policy and one among the priorities - "Education shall be prioritized by the state, science and technology, arts, culture, and sports; patriotism and nationalism shall be encouraged, accelerate social progress and promote total human liberation and development” (Sec. 17, Art II, of the Philippine Constitution). The Section 16, Republic Act 7160 of the Philippine Local Government Code of 1991, states that the local government unit shall exercise the powers expressly granted and the authority necessary for its effective and efficient governance and the promotion of good welfare. The Act iterates that the local government units “shall preserve and enrich culture, promote health and safety, augment the people's right to an improved ecology, encourage, support, and develop the appropriate self-reliant scientific and technological competencies. It shall also improve public morals, enhance the economy and social justice, create jobs for residents, maintain peace and order, and ensure the comfort and convenience of the people.”

With the role of governance in preserving and enriching culture, Naga City is a typical model. The Philippine government has elected Naga City as the Pilgrim Capital of the Bicol Region. This is solely for the promotion of culture through the Peñafrancia Festival celebrated annually in the region. The Naga City local government is known for its model governance, practices, and innovations. The city has been adjudged three times by the Philippine Chamber of Commerce and Industry as the most business-friendly in the Philippines (Tejero, 2016). Naga City positions itself as the religious, commercial, educational, financial, and trading center of the Bicol Region. The Peñafrancia Fiesta is celebrated in September. This Fiesta is the Philippines' most famous and largest Marian devotion. Under the “general welfare clause,” Naga City plans and performs several services and exercises its political powers, particularly legislative and executive powers, to ensure and promote its people’s spiritual and material well-being.

Naga City is Bicol's leading city. It is a place where one can find how cultural heritage merges with civilization. Naga is one of the seven original royal cities founded in 1575 by Spaniards. The name “Naga” originated from the Narra tree, locally called "naga". The Narra tree grows along the riverside.

Modernization has led to the destruction of some of the Philippines ' heritage sites and ancestral houses; others have been changed into local warehouses, converted to high-rise condominiums, or just left to deteriorate. Indigenous structures and early

Filipino settlements were usually located near rivers and streams to facilitate easy access to transportation and other economic resources. However, the Spaniards completely turned these settlements into structured community centers surrounded by major Spanish structures like schools, municipal halls, churches, and convents for evangelization purposes and easy supervision of their colony. They also constructed brick-made structures made of mud by transforming primitive structures made from dried cogon grass and bamboo called “bahay kubo” (Juanico, 2013).

American occupation rose with massive constructions, infrastructure, and architectural development with improved engineering. This birthed the use of concrete reinforcements, hollow blocks, and hardwood showcasing art deco architecture. Nevertheless, after America's departure, those established infrastructures were neglected as the Japanese grounded all architectural production for three years. Therefore, much of the structures were heavily damaged if not destroyed by the outrage of the Second World War (Yi, 2009). After the Second World War, the construction of commercial centers and complexes started. Commercial centers like Escolta in Manila were developed into economic business districts instead of a command post of political power.

The Post-colonization era contributed to the reconfiguration of the community landscapes as well. As new demands emerged due to the fast-phased modern lifestyle, changes in the landscape were inevitable. Because of this, most communities were reinvented, displacing old structures for new and innovative ones (Reyes, 2015). According to the United Nations, coercions to culture and heritage have increased significantly globally (United Nations Task Force on Habitat III, 2015). explained that urban development is the undying aspiration of cities-to be international business centers and financial hubs; serious social and environmental problems usually accompany this.

Objectives

1. Explore the Filipino Cultural heritage and identity crisis.

2. Explore how the city government of Naga City preserves Bicol Culture as an integral part of the Filipino identity.

3. Describe the role of the Celebrations of the "Our Lady of Peñafrancia Festivals" in preserving the Bicol cultural heritage and identity.

Conceptual framework

Most Filipino ancient literature reflects the people's beliefs and superstitions as depicted in various legends, folk tales, chants, and religious poetry. The other literary forms were domestic and occupational songs, folk songs, maxims, proverbs, and epigrams handed from generation to generation. However, most of those forms of literature are no longer in use today due to civilization and cultural evolution over many years. For example, the onset of Spaniards colonization in 1521 and sovereignty in 1571 subjected most Philippine literature to a paradigm shift, adding some religious and romantic feeling to literature. Those pieces of literature were mostly oral art; they were not made up only of epics, songs, riddles, stories, and debates engrossed in the triumph of good over evil (Paik, Choe, & Witenstein, 2016; Oreiro, 2014).

Spaniard rule led to the classification of most Filipino literature as heresy and therefore was destroyed. This led to the introduction of Spaniard literature focusing on the spread of Christianity and catechism such as prayer books, Holy Bible, Christian doctrines, and the lives of saints and martyrs. The primary aim of introducing that literature was to let the Filipinos gradually disregard anything non-Hispanic. Nonetheless, some of the finest in Philippine literary history stood out at the propaganda crusade; for instance, the works of Jose Rizal, Graciano, Lopez Jaena, Marcelo H. Del Pilar, and other 'illustrados' (Musa, & Ziatdinov, 2012).

Aside from the Hispanic influence in Philippine historic literature, the American colonization greatly influenced Filipino education and culture. American rule introduced free public education with the use of the English language. This began a complete turnaround for the Filipinos because all Spanish books were replaced with English books, including printed materials, the medium of communication and instructions, and lifestyle. The American rule also led to great developments in press production, like the massive creation of literary materials in English such as the Philippine Free Press and the Philippine Herald (Pangilinan, 2015).

However, Japanese colonization almost ended the literary progress. The Japanese implemented censorship, stopping almost all English newspapers; the freedom of speech and the press were almost absent. This was followed by the replacement of English with the Japanese language as the medium of communication. At this point, Filipino writers were encouraged to write in Filipino and contribute to Filipino literature until the Americans took over again during the liberation war and were granted independence shortly.

Those colonial experiences massively influenced the Philippine literary heritage and made it very provocative and dynamic. Though the Philippine literary heritage is dynamic and provocative, modernization, science, and technology have made fewer Filipinos interested in such cultural treasures, particularly in urban centers; this might not be the case for indigenous communities. Some indigenous communities still hold sacred literary customs and traditions and practice them. The digital world has completely lured the millennials, and they seem busy catching up with the latest trends that distract human interaction and socialization (Indera & Yahaya, 2016)

The influence of colonial masters has completely defined the cultural heritage and identity of the Filipinos. For instance, capitalism which was the prime motive of colonialism, has unconsciously thwarted the attitude of Filipinos in regards to approaches to the conservation of cultural heritage. Consequently, the colonial practices set a pattern that seemed to destroy the ancient practices, ways of life, artifacts, and indigeneity to favor the invention of a new age, thus setting a culture of neglect and disregard for cultural heritage preservation.

The inroad of capitalism has made the cultural heritage the least significant, except it is directly connected to economic activities (Ruoss & Alfarè, 2013). Most communities often do not perceive the value of cultural heritage as awesome if it does not generate income. To buttress this point, Chohan & Wai (2005); Nijkamp (2012) both argue that every stage of urban development does not only affect the structure of the city, but it also destroys the cultural and traditional structures, the built environment, social and cultural values and ancient treasured memory of habitats. With the expansion of cities and the pursuit of urban development, the danger we face is the complete demolition of our rich cultural heritage. This threat goes beyond our cultural heritage to local ecologies and natural resources as well. This means the Philippines faces a persistent threat to the heritage assets, values, and historic urban cities' identity (Hosagrahar, Soule, Girard & Potts, 2016).

Manila's Jai Alai Building, which is considered a historic landmark, was demolished by the local government of Manila in June 2000 because it was considered unsafe. Likewise, the Old Meralco Building and the Army and Navy Club, another cultural heritage landmark in Manila, were demolished in 2013 and 2017. the latter was rehabilitated into the Rizal Park Hotel. These are examples of converting historical buildings into commercial buildings; the list can go on (Lansing, Dharmiasih & Wiwik, 2014).

Ironically, the Republic Act No. 10066 (R.A. 10066) of the Philippines, otherwise known as the National Cultural Heritage Act of 2009, provides guidelines for cultural heritage preservation based on the instruments provided by UNESCO. The legislation defines cultural heritage as the totality of cultural property preserved and developed through time or passed on to posterity (Art II, Section 3). This means that cultural heritage includes traditions passed down from one generation to another (Balco, 2012; Indera & Yahaya, 2016; UNESCO, 2011). However, this Act is not adhered to. Commercialization seems to be the prior concern of our cities than cultural preservation

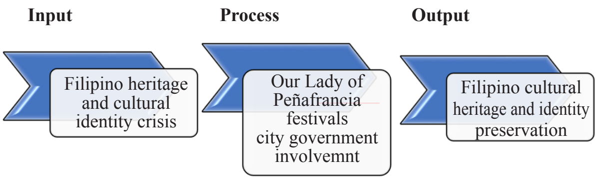

Figure 1 Conceptual framework

Research methodology

A qualitative method was used in this research. It employed both descriptive and explorative techniques through document analysis, review of literature, and observations. Documents and literature used included the Naga City Gazette: The Official Journal of the City Government. The documents analyzed included (1) Mass Culture and Cultural Policy: The Philippine Experience by Doreen Fernandez published by Philippine Studies, Vol. 37, No. 4, Ateneo de Manila University, (2) The Perils of Global Cultural Promotion: (Re-Presenting) "European Culture" in Asia through Spanish Cultural Promotion in the Philippines by José Miguel Díaz Rodríguez, Athens Journal of Humanities & Arts-Volume 2, Issue 3-Pages 163-176, (3) A Review of How Philippine Colonial Experience Influenced the Country's Approaches to Conservation of Cultural Heritage by Geoffrey Rhoel C. Cruz, paper presented at the 12th DLSU Arts Congress, De La Salle University, Manila, Philippines, February 20, 21 and 22, 2019, (4) Music, Dance, and Negotiations of Identity in the Religious Festivals of Bicol, Philippines by Adiova, Marilyne Antonette, 2014, and (5) Safeguarding Lagaylay, an Intangible Cultural Heritage of Canaman, Camarines Sur, Philippines by Jiye A. Margate, Asia Pacific Journal of Multidisciplinary Research, Vol. 3, No. 4, November 2015 Part III.

The prime focus of the study was Naga City. Naga City is considered as a second-class independent city in the Bicol Region of the Philippines. It is the Philippines' third oldest royal city.

The analysis was done using the Scoping Literature Review approach. When doing a scoping review, the goal is to "identify key concepts, types of evidence, and gaps in research relevant to a given region or topic by carefully examining, choosing, and synthesizing existing knowledge".

Results

1. How has colonization influenced the filipino attitude toward cultural heritage preservation and identity?

The colonization of the Philippines has greatly influenced how Filipinos cherish life, culture, and society. As a result of the serial colonization of the Philippines by different countries, most Filipinos do not have a sense of cultural heritage. One predominant effect of colonial influence is the loss of Filipino cultural identity. This cultural identity crisis developed due to a continuous impose of foreign cultures and traditions, values, and norms, which led to historical trauma and cultural alienation (Dalal, 2011). Aside, cultural diversity produced by the succession of colonization by the Spaniards, Americans, and the Japanese created a weak sense of Filipino identity and made the people neglect their cultural heritage in attempts to fit into the new systems of colonial masters. This identity crisis immensely contributed to the commercialization of culture enhanced by urbanization; Filipinos valued benefits more than identity. This has gradually gained roots in the Filipino heart, to do anything for money without thinking about what happens to their identity. Henceforth, cultural heritage preservation has become a financial and material concept (Sembrano, 2015).

As mentioned earlier, the invasion of urban development drastically worsened the issue of cultural heritage preservation in the Philippines. People would always look for economic benefit before thinking of cultural heritage preservation. Seemingly, cultural heritage preservation seems to depend on the value attached to it. Apart from the usual aesthetic and emotional value ascribed to it by cultural advocates, it also includes values seen from an economic perspective. Contrary to how Filipinos perceive cultural heritage, Throsby (2012) explains that cultural heritage is an asset, and any related expenses in its preservation should be considered as an investment. Throsby builds his argument on the principle of capital theory and explains that capital forms one of the factors of production, suggesting that culture could be integrated into the production of goods and services (cultural goods and services), and named it cultural capital.

Cultural capital has two components: direct use value and indirect non-use value of cultural heritage. Use value is the value assigned to cultural heritage properties that generate profits or earnings through cultural activities. Conversely, non-use value has to do with the less tangible benefits of cultural heritage such as the deep affection and appreciation people get from a certain cultural object or historical site; or spiritual and social satisfaction, which cannot be measured in terms of profits, revenues, or the number of jobs and businesses it generates (Pangilinan, 2015; Throsby, 2007).

The World Bank considers the preservation of cultural heritage as part of urban revitalization, i.e. preserving city livability, improving competitiveness, and providing a venue of income-earning opportunities (Ebbe, 2009). Thus, in this perspective, the preservation of cultural heritage is seen as another form of development.

The Americans also introduced new games and leisure activities such as basketball, volleyball, and football. They also introduced new fashion trends by popularizing long gowns, Sunday dresses, tuxedos, and coats. Just like the Americans, the Japanese colony worsened cultural alienation in the Philippines. Their colonial philosophy of "Asia for Asians" attempted to phase out all American influence as they thought it to be oppressive. They then replaced anything related to the Americans with something Japanese; for instance, the use of the "Mickey Mouse Money" as the currency and medium of trade. The Japanese prohibited the Filipinos from using the English language and were mandated to learn the Japanese language of Nihongo. In their efforts to remove American practices, they introduced various Japanese artworks and forms such as "origami, haiku, and tanka" (Sembrano, 2015).

2. How does the city government of naga city promote bicol cultural heritage as an integral part of the filipino identity?

The Philippines is a country with diverse cultures. However, there is no proper documentation of existing cultures. The country has over 130 languages (Philippines Statistical Authority, 2015). spoken by 110 ethnolinguistic groups. Cultures in the Philippines also vary according to age group, gender, spirituality, and socioeconomic class. Nevertheless, complete documentation of the country's diverse tangible and intangible cultures remains a challenge because data are sparse, scattered, and not regularly gathered. Creating a database for culture has been a problem because of a lack of cultural experts and funding for conducting research and gathering data in a culture-sensitive and ethical manner and sustenance of these activities, respectively (LGUs Annual Regular Income-ARI Data by City FYs, 2009-2016).

The Bicolanos dwell in the south of Luzon. The Bicol region consists of Camarines Norte, Camarines Sur, Catanduanes, Masbate, Albay, and Sorsogon. Farming is the chief occupation of the people because of the large tracts of land. They are also engaged in fishing, logging, cattle-raising, and handicrafts. They are conservative, believing that it is safe to stick to the old than take a risk in the new way of life. Nonetheless, the educated Bicolanos hold a different view of this belief. Their way of life resembles the people of Luzon, who love songs and dances. Typically, the Bicolanos express their feelings and sentiments; thus, they spend leisure time in activities like dancing, singing, playing the guitar, and cockfighting (The Philippines Canadian Inquirer, 2013).

Some traditional practices of the Bicolanos are the "pamalay, pantomina and tigsikan". The people strongly hold the beliefs of God, the soul, and life after death. Closely linked to these, the people hold annual rituals like the "Pabasa, Tanggal, Fiestas, and Flores de Dayo". Spiritual beings as the "Tawo sa Lipod, Duwende, Onglo, Tambaluslos, Kalag, Katambay, Aswang and

Mangkukulam" are the main forces behind the beliefs of the Bicolanos. Till today, traces of Spanish and American traditions are embedded in the value system of the Bicolanos. Accordingly, it is a multi-cultural system that evolved through the years of erratic regional climatic conditions in a diverse geographical setting. These traits are revealed in many Bicolanos folk tales and folk songs; the most common is the "Sarung Banggi".

The valiant stories portray such traits as kindness, the determination to conquer evil forces, resourcefulness, and courage. The Bicolano folk songs include "Awit, Sinamlampati, Panayokyok, Panambitan, Hatol, Pag-omaw, Rawit-dawit" and chants songs of children. Bicolanos celebrate the Magayon Festival. The festival is celebrated in Albay - the Mayon Volcano area. They also celebrate an annual festival in honor of the Virgin of Peñafrancia every third Sunday of September. The towns of Naga become super full of life. During the celebration, the mass crowd and all-male volunteers carry the image of the Virgin of Peñafrancia on their shoulders to the cathedral, shouting Viva La Virgin! For seven days, people visit with lit candles and kiss the image of the Virgin. To the Bicolanos, this festival is both religious and cultural. During the seven days, night after night, shows of the year's biggest cockfights are held at the plaza, bicycle races are held at the river, a lively boat race precedes the usual fluvial procession. The volunteers carry the image of the Virgin of Peñafrancia on their shoulders and precede to the packed waterfront on the third Saturday of September. The statue is carried, and the procession commences (Census of Population, 2015; Department of the Interior and Local Government, 2013). Concerning art, Bicolano art is portrayed in their love songs such as "Sarong Bangul, Burac na Magayon" and others. To the Bicolanos, the Ibalon, a story of heroism, is an important epic.

3. Bicol regional cultural promotion plan (2017-2022)

3.1 Values for the common good inculcated The following strategies have been outlined in the 2017-2022 regional development plan of Bicol:

3.1.1 Use various channels of values inculcation to reach all community members.

3.1.2 Increase government efforts for promoting values that foster the common good.

3.1.3 Mainstream cultural and values education in the basic, technical, vocational, and higher education systems.

3.2 Our Diverse Cultures Valued

Noticing the value of cultural diversity demands that we recognize, protect, safeguard, promote, and preserve it. To achieve this, these strategies shall be employed:

3.2.1 Develop, produce, and disseminate information on Filipino culture.

3.2.2 Institutionalize and intensify heritage conservation plans and programs.

3.2.3 Expand inclusive cultural structures as civic spaces for dialogue and cultural exchange.

3.3 Pagkamalikhain" or creative excellence advanced To achieve a globally competitive knowledge economy, the following strategies shall be implemented:

3.3.1 Enhance the development of Filipino creativity as a tool for social cohesion and impetus for a culture-based industry and creative economy.

3.3.2 Build an appreciation of Filipino creativity.

3.4 Culture sensitive governance and development strengthened

3.4.1 Pursue institutional reforms for cultural development.

3.4.2 Protect the rights of the weak and vulnerable in various cultures and cease from discrimination and fear.

3.4.3 Develop cultural assets in the region.

4. The local government support for the tercentenary celebration of the devotion to the lady of peñafrancia in naga city local legislations

Table1 Enacted local legislations

Legislations	Description
E.O. No. 2009-003	Creating of the naga city tercentenary executive council and steering committees to coordinate with the archdiocese of caceres
E.O. No. 2010-006	Rebuilding of the naga city tercentenary executive council and steering committees.
E.O. No. 2010-012	Amending executive order 2010-006 by creating a joint committee on civic parade and float competition and voyadores Festival.
E.O. No. 2010-016	Creating the naga city peñafrancia tercentenary inter-agency task group and unified command emergency operations center and defining its functions and composition.
Resolution No. 2010-280	Resolution declaring naga city as pilgrimage city this september 2010 and every year thereafter.

Teams were formed to cater to all the various activities and programs.The Inter-agency Task Group performed the following roles:

4.1 Supervised operations and pool of vital resources for security, public safety, health and sanitation, emergency response, and disaster preparedness.

4.2 Carried out the principles of emergency preparedness and emergency management, or disaster management functions strategically in an emergency.

4.3 Established a command, control, coordination and collaboration, and communication system for the overall disaster emergency response.

4.4 Implemented plans and programs, provided security and public safety, addressed internal security and safety threats, fire suppression, responded to emergencies, and implemented disaster preparedness mechanisms for all forms of hazards and biohazard threats.

4.5 Created committees necessary to carry out the aims of this Executive Order.

5. Financial support for cultural promotion in naga city

The local government of Naga City passed the City Resolution No. 2010-280 which declared Naga City as Pilgrimage City. The rationale of this enactment was to honor the ‘Lady of Peñafrancia’, the Patroness of Bicolandia. The ‘Lady of Peñafrancia’ has been a part of the history of Naga City for three centuries. In consonance, the City Government of Naga allocated 4-5 million pesos for the Tercentenary (300 years) Celebration of the Devotion to “Our Lady of Peñafrancia”.

The major areas of expenditures or program of work were the following:

5.1 Measures to ensure peace and order in the city, especially of the pilgrims and visitors.

5.2 Replacement of lampposts along with Cathedral-USI Area- Archbishop's Palace.

5.3 Maintenance of streetlights.

5.4 Inspection and beautification of bridges.

5.5 Beautification and maintenance of Plazas, center islands, and garden pockets.

5.6 Cleaning of venues, major streets, and roads.

5.7 Identification and preparation of historic-religious sites.

5.8 Establishment of joint pilgrims and visitors' satellite centers (Tourist Assistance Center) in strategic locations.

5.9 Formation of volunteer groups to man the Tourist Assistance Center.

5.10 Welcoming rites of Ecclesiastical Officials.

5.11 Promotional Activities.

5.12 Mass Media coverage of Tercentenary Celebration activities.

5.13 Implementation of Night Market, Trade Fairs, and Street Vending.

5.14 Face-lifting of major routes of INA, instituting pre-Hispanic atmosphere where street lights were already placed with Hispanic designs.

5.15 Renovations of the market for the convenience of the shoppers and other visitors.

Some of the major highlights for this event is the joint celebration of the “Tinagba: Dolot Ki Ina”, Civic Parade, Float Competition, and Voyadores Festival, where the Catholic church and city government each gives out three hundred thousand pesos (300,000) to the people as awards to the winners in all the various activities of the festival.

6. Support for local culture-related businesses

Naga City is one of the Philippines' most improved and business-friendly cities. This dynamism and sense of pride extend from its rich cultural heritage to its robust economic activities, business, and trade. Being the host of the country's and Asia's biggest and most spectacular Marian event, the City Government of Naga worked hard in coordination with the Department of Trade and Industry (DTI) to adopt regulations for local businesses. In coordination with the DTI, the local government of Naga City adopted a regulation to fast track the issuance of business permits by waiving the requirement for Sale Promo Permits.

With the LGU-Naga as lead agency, the monitoring and enforcement team was composed of DTI, Department of Agriculture (DA), Department of Health-Food and Drug Administration (DH-FDA), Department of Environment and Natural Resources- City Environment and Natural Resources Office (DENR-CENRO) (implementing agencies of the Price Act and Consumer Act), as well as other line agencies and members of the private sector. The Bishop Francisco Gainza Trade Fair is a spectacular event is for entrepreneurs and exhibitors. This trade fair promotes entrepreneurship for the low-class Bicolanos. During the trade fair, processed food, homestyle, furniture, gifts, toys, housewares, and wearables, tourism services, organic and natural products, religious and souvenirs are displayed for the public to buy.

One unique highlight of this festival is the 'One Town One Product (OTOP) assembly. This feature is usually themed “Reaping the Gains of Public-Private

Partnership". This assembly is held at the Naga City Coliseum; it attracts over six thousand people from all over the Philippines. Moreover, about 39 hotels and 88 restaurants receive the support provided by the City Government of Naga. During this celebration, hotels in Naga are fully booked due to the influx of visitors and guests.

7. Utilization of State Properties and Service

The estates of the City Government of Naga could be grouped by use into the estate for public use and estates for patrimonial use. The estates for public use in Naga City include the provincial roads, city streets, squares, fountains, public waters, promenades, and public works. In contrast, all other estates owned by the City of Naga are considered patrimonial. The plazas are cleared of vendors so the pilgrims, tourists, and visitors can use them as a resting place. Churches and schools are also opened to provide free rest places for visitors. Some elementary schools are selected and filled with medication supply to complement City Health Office, Naga City Hospital, and Bicol Medical Center-Health Emergency System (BMC-HEMS) in medical emergencies. Also, about 19 ambulances are used as service vehicles in transporting patients or victims of common injuries needing urgent medical care. Finally, both the local government unit of Naga and the Archdiocese of Caceres create websites to promote the cultural celebration.

8. A National Values Formation Program should be implemented

A national policy on values development should be designed and implemented to assure national action and higher societal influence. To reach everyone in the community, a variety of methods for instilling ideals should be implemented. To promote positive values and the development of cultural literacy, relevant agencies should continue their involvement with mainstream media, local government units, and civil society organizations. Government should stop its efforts to promote ideals that benefit the greater good. In addition, all federal officials should uphold a culture of ethics, public service, and quality. By utilizing the Civil Service Institute, the Civil Service Commission will create more civil employees who reflect these ideals.

In the primary, secondary, tertiary, and post-secondary education systems, as values are learned in the home, they are also reinforced in schools, starting with children. As a result, elementary, secondary, vocational, and post-secondary education systems will incorporate cultural and ethical values throughout their curricula.

The following conclusions could be made from the study: Colonial influence made the Philippines unconsciously follow colonial identity (pursuing economic benefit over preserving identity). Due to this, many landmarks, cultural sites, historical structures were destroyed for economic growth. Presently, the government doesn't have enough data on the ethno cultural groups in the Philippines, and very little research has been conducted on cultural heritage and identity preservation. Therefore, the government hasn't well-implemented the formulated strategy that could help restore the lost cultural heritage and identity. Nonetheless, most Philippine cities celebrate festivals every year, partly sponsored by the local governments. For instance, the local government fully funded the "Our Lady of Peñafrancia Festivals" celebrated by Naga City. Tribal groups like the Igorot, Bugkalot, Lumad, Aeta, Ita, Ati, and Dumagat hold to certain traditional beliefs and practices that creates uniqueness and allows them to stand out among Filipinos.

Discussion

The Philippines' colonial experience bred cultural identity loss. Beginning from Spaniard rule, since capital gain was the prime goal of the taskmasters, though masquerading as Christianity, Filipinos have unconsciously disregarded their traditional practices and instilled a new way of life. It was assumed that the departure of the Spaniard colonial master would bring the Filipinos back to embrace their culture, but this was not the case (Bandarin, Hosagrahar & Albernaz, 2011). American colony further created a more severe cultural alienation leaving the Filipinos in complete despair after one hundred years of Spaniard rule. Just like the Spaniards, the Americans came in for economic gain as well. With the pretense of benevolent assimilation or assisting the Filipinos to gain freedom, they first facilitated the complete neglect of Spanish practices. English language was therefore used as the medium of communication and was institutionalized through free education (Tomlinson, 2011).

The lack of cultural heritage and identity of the Filipino could be attributed to the usual pattern of cultural disregard in the Philippines created by the series of disrupting and replacement of old practices induced by the colonial masters; implying that after the Philippines gained its freedom from colonial rule and dictatorship, it had forgotten its true culture and identity. The sense of identity was still inevitably reflected through the colonial commodification of culture and the dominance of capitalist interest - unless an economic value is attached to culture, little importance is attributed to it. Hence the problem lies in the Filipino attributing economic value to culture or selling the unsellable rich cultural past (Veldpaus, Roders, & Colenbrander, 2013).

While the Filipino identity has been undermined, intrinsic Filipino values could be nurtured to promote the common good. The colonial experience bred feelings of inferiority and undermined the Filipino cultural identity. This influenced the Philippines to become disconnected from its core culture, leading to fragmented identities. Values like "malasakit and bayanihan" manifest "pakikipagkapwa-tao", a way that Filipinos recognize kinship among themselves, are being promoted by the government for inculcation for national unity and social cohesion. The government has created channels of learning about Philippine history, culture, and values; however, they have not been effective. Formal education across all levels seems to highlight developing literacy and skills in other fields over values-education or critical teaching of history. Therefore, learning is not engrained in positive local cultural values, and practices lack important historical processes or information essential for unity and social cohesion. Aside, mainstream media, including popular shows or movies, have failed to promote positive values in its pursuit of profit for the market-driven entertainment industry. As a result, the level of realization among Filipinos about their own culture and values remains low.

Suggestions

It suggested that future studies consider the quantitative attributes of the city government's involvement in cultural preservation. Stakeholders should join forces with the city government to help preserve the cultural heritage of the Philippines.

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The Philosophy of Sufficiency Economy and Ecological Awareness from Literature: A Case Study of "The Good Earth" by Pearl S. Buck and "A Child of the Northeast or Look I-San" by Khamphoon Boonthawee

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Abstract

The research aims (1) to investigate, and analysis the methodology or persuasive writing techniques. (2) to analyze the Philosophy of Sufficiency Economy and Ecological Awareness from two stories and (3) to study the attitude of the reader after reading. The primary sources such as the document, novel, theories and in–depth interview-form are employed as the instrument of this research.

The results reveal that both novels can answer the three research objectives as (1) Point of view, theme, plot, characterization, dramatic conflict and setting are also persuaded in both novels and portray the relationship between humans, nature and believe in the cultural society by the following details. (1.1) The point of view of the Good Earth is the first person and third person, but In A Child of the Northeast, the objective or dramatic point of view is the main point. (1.2) Two novels have similar themes in earth, homeland and environment. (1.3) The open plot appears in the two novels. (1.4) The characterizations are round or dynamic and flat or statistic. (1.5) The dramatic conflict appears in the Good Earth as; the physical, the elemental, the social and the psychological conflict, but is found as the natural conflict in A Child of the Northeast. (1.6) The two novels have the same setting; the culture, the geography or natural and the outdoors. (2) The ecological insight is characterized by a quality of wholeness and the author's ecological awareness and holism suggests a sense of unity such as a farmer in the Asian Region, which depends on the weather, natural resources with hope in their land. Moreover, both novels are concerned with the Philosophy of Sufficiency Economy, especially the teaching of the concept "middle pathway of life". This philosophy transfer from the actions and visions of the main characters as Wang-Lung and Koon's father from the beginning until the end of the story. (3) After reading, the students admired the valuable concept of ecological awareness and the philosophy of sufficiency economy and it can be assumed that both novels are good examples for the new generation, particularly in the modern era.

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Introduction

In the past two decades, much research in the field of English literature has examined the relationships between characteristics of literature and methodology more than other issues. Since 1960's, many critics have studied the famous author Pearl S. Buck from a variety of viewpoints which can be concluded into three major trends. First, both of her work took a Marxist approach and considered her as a grassroots writer of the underdog. Second, critics used a historical approach and life background of Pearl S. Buck to analyze and interpret her novel in a global context, and still delivered in modern time.

The third trend, other critics, such as Huntley (1974); Schiff (2010); Corbett (2013) noted that Pearl S. Buck was truly a pioneer in this appreciation and though her writings and humanitarian activities. She often made attempts to reduce the cultures of China and the United States to their lowest common denominator in order to bridge the two worlds in which she lived and it absolutely relevant and vital nearly 90 years after it was written.

While, Spence (2021) noted in his New York Review of Books article on Pearl Buck: Journey to the Good Earth, claimed that Pearl S. Buck is not writing about a Chinese farmer only, but a universal farmer, one who knows that his riches and his security come from the good earth itself.

Similarly, the well-known Thai novel named "Look I-San" by Khamphoon Boonthawee was translated into English by Susan Fulop Kepner titled "A Child of the Northeast". The story is about Northeastern Thailand real-life styles and was drawn from the real-life experience of the author.

A Child of the Northeast and The Good Earth present the real life of people in an agricultural society. First, the two novels tell the story and represent the low class people in the local community, especially in Asian countries. Second, the two novels focus on the farmers life, that was the main career of Asian people, who lacked knowledge, lacked food, lacked planting and farming utensils and lacked ways to empower their life. Third, the novels emphasize and focus on the relationship between 3 main things, such as nature, earth and humans, that should not be separated for any reason.

Additionally, historically in Asian people's vision, the nature and earth were the main point of life because, the land is the place of birth, the place of spirit, the source of the creatures, the place of hope, and humans must be concerned with nature and keep it for a long time for any reason. Fourth, these two novels are still relevant to the real-life situation in the present-day context, both of the social philosophy and ecological awareness advocated in the two novels allows the reader to adapt and use it for their life.

In the Thai context, the Philosophy of Sufficiency Economy of His Majesty the King Bhumibol Adulyadej, Rama IX appeared in Thai Society more than 30 years ago by the King's vision and it has been delivered to the people of Thailand until now. Nowadays, this philosophy is like a road map for Thai people and it guides the livelihood and the behavior of people at all levels, from the family to the community to the country, it is called a "middle way" or "middle path".

At the present time, the benefit of the Philosophy of Sufficiency Economy has influenced ecological awareness and influences Thai people at every level and every part of Thailand. This philosophy and concept is not only words, but it also can be used in real life situations in any circumstances.

It can be concluded that The Good Earth and A Child of Northeast are directly relevant to this philosophy and can be suitable for the present time. The two novels were written a long time ago, takes place in different countries and yet the conceptual framework aligns with a global teaching and can be adapted in daily life. Furthermore, the benefit of these two novels are not for special readers , but also students studying at the university level can acquire the benefit of the philosophy by reading The Good Earth and A Child of Northeast.

Based on the above, the researcher believes The Philosophy of Sufficiency Economy and the Ecological Awareness are found in the two novels and are beneficial to the reader in the following ways, (1) The two stories explain the social culture, tradition and the way of life of Asian's people and their concern with nature. (2) The culture, traditions and the way of life can be learnt by reading allowing the reader to gain an appreciation of the concepts more than by lecturing. (3) The two novels have implied knowledge and valuable concepts of sufficiency economy and ecological awareness, consequently the reader could have feelings and their own interpretation that will stay in their memory after reading, and finally the reader can adapt it for their own life, and (4) The researcher believes that, if people adjust or change their attitude toward this philosophy, then social problems and environmental disasters may be reduced as, Wan Lung in the Good Earth and Khoon's father in A Child of the Northeast, who never abandoned their homeland.

Objectives

1. To investigate and analyze the methodologies or persuasive writing techniques that the authors used.
2. To analyze the Philosophy of Sufficiency Economy and Ecological Awareness from the two novels.
3. To study the attitude of the reader (participants) after reading these two novels and the adaptation of the philosophy to use in their ownlife time.

Conceptual framework

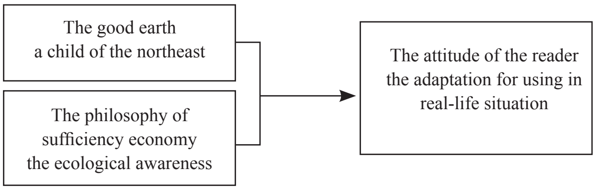

Figure 1 Conceptual framework

The Philosophy of Sufficiency Economy and the Ecological Awareness can be merged in the Good Earth and A Child of the Northeast and the students can gain the attitude and adapt within the real-life situation after reading these two novels.

Research methodology

1. Research setting

The research setting is divided into two steps, step one is the analysis by the researcher of novels of two famous authors such as Pearl S. Buck novel The Good Earth and Khamphoon Boonthawee novelA Child of the Northeast. Step two; study the attitude of readers and adaptation for using in real life after they finished reading both two novels.

2. Research participants

The participants in this study were the fourth year English Major students of the Suan Dusit University in the Faculty of Humanities and Social Sciences. These students were already studying The Good Earth and A Child of the Northeast. All subjects were selected by the researcher in purposive sampling of 5 students, who had finished reading the novels.

3. Research instrumentations

This research instrumentconsisted of ;

3.1 Step one concentrated on document analysis in two objectives; (1) study and analysis the methodology and writing techniques of authors used in their novel such as point of view, plot, theme, characterization, dramatic conflict, setting, and style in narrative explanation. (2) analyze the Philosophy of Sufficiency Economy and Ecological Awareness from the two novels by the qualitative research method in narrative explanations.

3.2 Step two is the studying of the reader's attitude after reading the two novels and the adaptation for use in their ownlife by the qualitative research method in interview form. Explanation of the research instrument setting consisted of the following;

3.2.1 Research Instrument Setting on Step One

The instruments were primary source and secondary source, documentation and the two novels that the researcher selected (The Good Earth by S. Buck and A Child of Northeast by Khamphoon Boonthawee translated by Susan Fulop Kepner).

3.2.2 Research Instrument Setting on Step Two

The instrument used was an interview form that asked about the reader's attitude and the adaptation– designed to collect data and information on the subjects and it was constructed by the researcher, based on the Philosophy of Sufficiency Economy and Ecological Awareness.

Results

1. The methodology or persuasive writing techniques used in the good earth and a child of the northeast

1.1 Point of view

The point of view of the Good Earth differs from A Child of the Northeast. The Good Earth is told as though the author is in it. Pearl S. Buck took herself as an observer of this story and she absolutely knows anything with every character by a mixof two types of point of view such as the first-person point of view and the third person point of view, which catches the reader's attention. The story is told as it happens to one of the character's named Wang Lung.

Although the first-person point of view is mainly used in this story, but the third person point of view is also used for creating and catching the reader's attention such as; Wang Lung suffered because she must not be pretty. His father with an angry face, cried out to him : "And what would we do with a pretty woman? We must have a woman who will look after the house and bear children as she works in the fields, and will a pretty woman do these things?" (p.6) This sentence uses the technique of integrating two types of point of view such as objective point of view, for preparing the reader as the observer of this story. The reader is permitted to see and hear as he or she might with real people, but he or she is not permitted to go into their deep thoughts of the main character or protagonist, like Wang Lung's thought when he heard his father taught him like this. But Pearl S. Buck can tell anything that she wants the reader to know about Wang Lung's father's opinion and can reveal the innermost thoughts of her characters by the conversations that was expressed. This procedure is called the "Omniscient".

Moreover, A Child of the Northeast differs from The Good Earth. Because, the author's duty is just the narrator, he never takes himself in the story in depth as Pearl S. Buck does., e A Child of the Northeast is the author's autobiography. So, the readers must observe the behavior of the characters by their critical eyes and judgement. Many types of point of view are present in this story such as the first-person point of view and the third-person point of view for persuasive the reader's attention. The story is told as it happens to one of the young boy character's named Koon. These two types of point of view were merged in many chapters.

It can be said that the point of view is shifted from the beginning to the end, for example; the author starts in the objective point of view or the dramatic point of view, letting the reader see and hear the character's manner. But the reader is only the observer, Kamphoon is permitted to see and hear as he might with real people, but he is not permitted to go into their thoughts. The thoughts of the characters are included only in dialogue, overheard conversation, etc.

1.2 Plot

Pearl S. Buck begins her story with the action of Wang Lung with her explanation by portraying the sense of the people in a rural area, that everything in their life does not differ from the common day, in spite of the day is a wedding day ; It was Wang Lung's marriage day. "At first, opening his eyes in the blackness of the curtains about his bed, he could not think why the day seemed different from any other. The house was still, except for the faint cough of his old father." (p.1).

This is the first statement that the author calls the reader's attention and took the reader as one part of the build-up of the story. She needed to say something to the reader and this must lead to something, that is called open plot. At that time the event(s) moved from the first sentence to the rising action through climax until the falling actions and finally to the end of the story.

In contrast with the beginning of the story, the author changes her plot from the open plot to close plot at the last paragraph; "And the old man let his tears dry on his face, and they made stains there. He bent down and took up a handful of the soil. He held it and he whispered; If you sell the Land, it is the end. His two sons held him,…They spoke softly to him: Do not worry father, you can be sure of this – the land is not to be sold. But over the old man's head they looked at each other, and smiled."(p.133).

In this case, Pearl S. Buck shows her intelligence embodied the Good Earth and closed her novel by using a flashback technique. The reader can observe the last sentence of Wang Lung's sons who spoke to the father with a soft sound. This sentence is the conclusion of the story for allowing the reader's appreciation and rethinking the whole of the story as the name of the novel as The Good Earth.

In the Child of the Northeast, the plot is planned by the author and constructed, which the researcher calls organic unity. The organic unity starts at the beginning of the story and deals with a single group of characters or protagonists as Koon with his parents and his neighbor through a series of actions or incidents, speeches, thoughts, and observations linked together to make up an entirety.

Kampoon opens his story with the narrative and descriptive methods for persuasive the reader's attention by his explanation as: "Long ago, more than half a century ago, a small wooden house stood on round wooden stilts, baking in the sun." (p.17).

The plot is straightforward from the beginning and then uses scenes in narrative passages to move the story along. It can be analyzed that the plot of this novel is the 'open plot', because the author allows the readers to decide what they think, guess, what events will happen at the closing of the story.

The movement of the plot is very slow at the beginning and then moves by a series of time in the actions of the protagonist as Koon and his father's speech. Koon asks his father, why his family doesn't move to another place, like another family in this village, then his father describes to him and his mother in a soft and friendly sound as; "If the rain falls, and the rice crop is good, we will, his father replied. But if we go with a fishing caravan this year, we will have to borrow a cart and a team. May be next year, then, Koon said. Perhaps, his father replied. If you are a good student, that will help. Koon frowned. How can that help? Good things happen to people who work hard." (p.24).

It can be said that the speech of Koon's father is the inciting force or the tool of Khamphoon used for calling the reader's attention, to continue and follow his novel. The reader can guess from the speech that the author tries to tell something and this must lead to something and leads up to climax or its peak-most intense, or most dramatic such as; after Koon's father decides to go to Chi River.

1.3 Theme

In The Good Earth, the theme is stated directly as the explicit theme, by two obvious points, firstly, by its own name. It may be clear and seem to suggest certain kinds of solution about the earth. The solution of this work also describes the manner and the ideas of human or the protagonist as Wang Lung and his wife O- Lan in a clear viewpoint. This novel tries to explain some career, especially the farmer, who was concerned with the nature and the environment around them. The truth of nature is also the nature, the environment is still maintained, they never made the troublesome to the universe, but everything was changed by human's hand.

The second, the solution of the earth in a human sense is the place of birth, a place of hope, a place of happiness. So, in The Good Earth, Pearl S. Buck pointed out from her critical eyes and took herself as the observer of this situation. The second, the whole story seems to point out the theme, such as at the beginning Wang Lung, and O-Lan worked together in the field as the author narrated ; He had no clear thought about anything; there was only a deep pleasure in sharing the work, as they turned this earth of theirs over and over to the sun – this earth, which formed their home and fed their bodies and made their gods. (p.19)

For A Child of the Northeast, Khamphoon devotes the first part of this novel, which includes everything up to the long episode involving the narrator and the character conversation. And then defines the different concept between the villager who runs away from their homeland and another villager who needs to stay on their mother's land. So, the author points out it has many human difficulties can be treated with humor like I-San people, as Are your wives as big as you are? Jundi asked the youngest Gula. 'He has no wife, said the man who had first spoken to them. Oh, what do you eat with your rice, that makes you get big like that? Pork, Fish,….Strong enough to grab a thief by his ankles, and bash his head on the ground as if he were a toad." (p.204).

This narration shows the imply thought of the author, who is taking place in I-San peoples' opinion. They lack of food, lack of water, and starvation, but they can adapt themselves very smoothly in their difficult environment and very funny in that oblivious situation.

At first, if we are just looking only the surface structure of this novel, it can be concluded that the explicit theme, is the main point of this story by its own name, as The Child of the Northeast. But if we continue to deeply consider, the theme is an implicit theme, because the reader must image themselves in a character's place, situation or time in the story and follow the character's action or conversation when they want to concern their lives in their homeland.

1.4 Characterization

At the beginning of the story "Wang Lung" as a quiet person as a flat character, his manners and actions continue as a normal farmer. Until the middle of the story, his manner changes, such as when he was a very poor farmer. He is content to eat no more than some garlic wrapped around some unleavened and strong bread, but by the end when he has established his family as one of the great families, he prefers more "dainty foods" and is able to pick and choose among his foods.

In contrast, O-Lan is sold by her parents during a famine and food shortage to the Great House of Hwang. Pearl S. Buck used two methods for building O-Lan's character based on the researcher's analyzes, such as (1) by another character's telling, like the old mistress to explain the behavior of O-Lan. And then, (2) the author used the conversation and narrative method to describe O-Lan manner, as Wang Lung said to her; "Here is this box and this basket, he said roughly. Without a word she bent, and picking up one end of the box she placed it upon her shoulder." (p.11). So, O-Lan can be calculated as the flat character or static character, who did not change her manner from the beginning until the end of the story.

For A Child of the Northeast is an imitation of the author's life, using the device of I-San people and subjects are the autobiography of the author. So, the characters may be defined as a verbal representation of I-San people ; for example, Koon is a young boy of eight years old. He is a significant person that the author replica himself as Koon. Koon is a main character that the author wants to transfer his way of life , especially, the way of thinking, the way of concern with another person or the way of the survivor at that time. He is the questioner and always asks his father and mother for daily life concerns in I-San, studying and learning how to practice to be good member of I-San society, and finally he can do it well.

Moreover, Koon's father is a real model of I-san people that the new society needed, he is very nice, gentle, and has an optimistic vision with his homeland. He believes in ancestor' teaching and respects the place of his birth rather than moving to another place. It shows his strong heart that is hidden inside his mind as he speaks with his wife and his son. Koon's father is usually the main figure in the novel. It must be himself, an individual that is fitting to the role and reflecting the environment or the circumstances.

1.5 Dramatic conflict

The physical or the elemental conflict is based on the principle character of O-Lan, which we can see by the author's narration at the beginning of the story like; "Her feet were not bound…..she had a square, honest face, a short, broad nose and her mouth was wide. Her eyes were small and of a dull clearly expressed." (p.10-11).

From the weak point of her physical feature, it makes trouble for her life and starts from the beginning until she passed away. When she stays at Hwang House, she looks like an inferior person for many reasons; such as she comes from a poor family, lack of food, starvation and even begs money like a beggar girl, it means that she is a low-class person of Chinese society and treated as a slave. Second, her family did not love O-Lan and sold her to be the slave at Hwang House, in spite only being ten years old. The main point that is always printed in her mind is her "physical features." Her physical features are different from other young ladies in Chinese society, her feet are not bound and her face is not beautiful. Her physical features influence O-Lan to be a silent person. She never talks to other people, has no friends, and nobody takes care of her, so her boss told O-Lan to only stay inside the kitchen.

From the weak point of O-Lan's is a physical conflict, the conflict is rapidly changing and transferred to the psychological conflict or the inner conflict of the principle character. This conflict appears when O-Lan has a pretty daughter, she tries to do many things for her daughter that she never received such as, bond her daughter's feet.

O-Lan's conflict seems to be only about physical feature conflict , but when the story arrives at the middle until the end; her conflict changes to social conflict and psychological conflict. This is the clever method of Pear S. Buck in presenting her characterization by using the silence sound of O-Lan's heart that it is running out in fluently actions and narration in simple language.

Not only O-Lan, but also Wang Lung suffers many types of conflict, such as at the beginning of the novel, Wang Lung is not happy when he must marry an ugly girl, like O-Lan. Because it is common rule of any human, especially, the man who needs the beautiful girl as his wife rather than the ugly one. But finally, he obeys his father who teaches him in withreason. (His psychological conflict is diminished by his father suggestions, but his subconscious emerges and and he thinks his wife should be a young lady with beauty such as lotus flower). It is the reality of people that Pearl S. Buck tries to express to her reader. It does not mean that Wang Lung has bad manners , but when we are thinking in opposite side, the lesson of human should learn it.

Wang Lung is a main character, who concentrates about his land so much, so he gets some natural and geographical conflict at the beginning of the novel. Even if, Wang Lung is a silent person, nice, claim, and gentle but sometimes he is very nervous and concentrate to do something without reason. Sometimes he is creating trouble for his family, like making the emotional tragedy for his lover as the pity O-Lan and his child.

When Wang Lung hears the word of O-Lan, his old feeling of guilt strikes him again, he absolutely absorbs O-Lan's inner pain. Now, he thinks of himself as a Killer or Satan or Destroyer of her fate, she is a faithful servant beside him that never goes away from him even when he is a very poor farmer. And then he extremely admires his awful manner with his pity wife and hides it in his deepest minds until he dies. It can be concluded that Wang Lung is also suffering from the psychological conflict not only O-Lan.

In A Child of the Northeast, conflict is a fundamental technique that the author uses to present his story and it can motivate the reader's emotion. In this story the natural and geographical conflicts are the dominant conflicts that the author uses for creating his novel.

In I-San, these two conflicts still maintain as the I-San people's problem from the past until now, but nowadays it is better than the former day. Khampoon tries to present I-San people, who are suffering from disaster during the depths of his depression, lack of food, lack of water,etc. But the I-San people tolerate and survive their life, even in the worst situation and crisis of natural shortage. At the beginning of the story, the conflict emerges in the main character as Koon, he is very serious about the nature problem and needs to run away from his homeland, but it can be solved finally by the teaching of his father and his real-life experiences.

1.6 Setting

The setting of The Good Earth was based on real events at that time. It presentsthe cultural condition and assumption of one Chinese family; whose name is Wang Lung. They are living on their land and fighting with the disaster that it is creeping into China.

At the beginning of this novel, the political and social conflicts push the Chinese people to be the slave. There are big gaps between the rich and the poor people of the society and many "Land Lords" around the country. The rich own big houses, but the poor stay in small traditional houses located in upcountry, such as, on the first page of this novel, the author opens her novel by using the objects manufactured by humans as the setting (the house of Wang Lung).

This technical technique in setting presentation is very glowing and it persuades the reader's attention to follow the story as well. Moreover, it is not only the objects of humans manufactured as a setting, but also the geographical and temporal environment becomes the main setting of this novel. The clever author uses the geography as her main setting as relevance with the name and the theme of the story. So, geography or nature and the outdoors are also the obvious location for the action of The Good Earth. In this novel, more than 80 % of the story has this type of setting.

Furthermore, in The Child of the Northeast, a novel about a year in the life of a village in Northeast Thailand during the 1930's. It is also a tale about a world scarcely known in the West: the world of 'I-San,' which is what the natives call their corner of Thailand (Kepner, 1987). The setting of this novel was imitated from the real events at that time (nearly eight three years ago). It presents the cultural condition and assumption of one family in the Northeast of Thailand, or commonly known as I-San, they are living in their homeland and fighting with shortage and starvation that it is creeping into I-San for three years continuously. The geography, history, identity, I-San dialect, Buddhism, poverty and prayer are also introduced into the setting of this story.

On the first page of this novel, Khampoon presents the setting of I-San very well; he uses the narrative and descriptive methods for catching the reader's attention and opens the story very smoothly in the clearing scene of the reader, who doesn't know or never been to I-San before.

1.7 Style

In the Good Earth, Pearl S. Buck has her own style and always adapts word or some words to fix the situation, with takes herself as an "observer" but obviously knows everything about the story as; "Wang Lung was very hungry all at once. He took up the bowl of cold rice and began to eat. When he had eaten all he wished, he went to the door again. She called to him to come and he went in. She was lying neatly covered on the bed. Beside her, wrapped in his old clothes, lay his son. He went up and for the moment there were no words in his mouth." (p.24).

From the stressed sentence, the author uses some words to the situation and transfers Wang Lung's feeling when he sees his first child at that moment. This sentence makes the reader understand the emotion of father, who never had a child before, may be so excited but very happy.

In another method, Pearl S. Buck presets the methodology of her own writing the Good Earth by language usage. It can be assumed that the language used is depending on the author's vision in knitting her story together and it is depending on the diction or choice of words, that is divided into three types of diction; (1) formal, (2) neutral and (3) informal.

Furthermore, Pearl S. Buck has her own style in language usage selected and used the narrative method and descriptive method for the reader's making imagination very excellent. The figurative language as "simile" is presented very well in this narration, especially, "cold as a knife of steel". This phrase is presented about the feeling and emotion of the actor or actress that the author needs to present at that moment, "it differs from other cool that we can suffer, but it can make human die as, a knife of steel hurts them."

In the Child of the Northeast, the author has his individual style, because he puts words together uniquely to fit the specific conditions in his work, especially the distinct style of narrative and descriptive passage and always adapts word or some words to express the situation. Some critics defined Khamphoon's writing style, as putting the right words in the right place at the right time and in the right circumstances.

The researcher finds that the author always describes his general style in direct, clear, forceful and powerful as can be seen from the following detail; "Koon had never gone to hunt in the forest, or, at Nong Yai Knoll beyond the village, because his mother loved him. That was what she said, that she loved him and was afraid of what might happen to him out there, she said that there was plenty of time for such things. But Koon wanted more than anything in the world to go hunting with his father. He was not afraid at all." (p.29).

This narrative passage shows the normal language that the author uses for describing the emotion and feeling of Koon's mother, how much she loves him, and then the author explains of Koon's trust, safety with his father by not being afraid. It can analyze that the selection of words or diction in this novel is accurate and explicit, so that all actions, scenes, and ideas are clear, such as the reader can notice by the name of this novel as The Child of the Northeast or Look I-San or in every chapter's name. (Food in a Dry Season, The Vietnamese Invade the Chinese, A Village Courtship, etc.). It gives a powerful imagine for his reader and the explicit theme that the author needs to narrate for his reader to know beforehand and if the reader wants to know more.

2. Analysis of the philosophy of sufficiency economy and ecological awareness from the two novels.

2.1 The fundamental concept of human life and living in the local area

Both of two novels are concerned with the fundamental concept of human life and living in the local area. The Chinese and Thai culture doesn't differ from each other, because the principle career of people is the farmer, who is considered a lower-class person of society. But they are so proud to be the farmer from their ancestors until their generation. So, the fundamental concepts of human life and living with the ecological awareness of these two novels are concerned with many subjects.

2.2 The Relevance of the Ecological Awareness with Human

The relationship between human and environmental as well as among individuals in society through the learning process of the protagonist whose life is closely interwoven with nature around them. In the Good Earth, there is an existing intelligence that earth is the provider of all basic things needed to sustain life. There is also the sense that the earth is the place where a man rises from and ultimately returns to at the end of life.

The two authors, Pearl S. Buck and Khamphoon Boontawee try to express their attitude of earth and homeland toward the conversation and narrative methods of the protagonist and other characters, in various situations. Even it differs in time and country but the same attitude in preserving the land or the earth is also the same.

This attitude and concept give universality to the novel as the Traditional Ecological Knowledge. The two novels allows the reader a vision and attitude of China and I-San – a knowledge as excessive as that which the stranger can acquire. Readers can glimpse the natural life of the countryside of northern China o and I-San or the northeast of Thailand. A deep insight is given of the Chinese peasant in the Good Earth and I-San farmer in A Child of the Northeast.

In conclusion, both novels suggest that the farmer lost their homeland which leads to the loss of their power and identity. The traditional agrarian life that is emotionally involved in their earth and homeland encourages the farmers to identify themselves with their land, which cannot be separate for many reasons. When the farmers are forced leave their homeland, it always means that their sense of self is completely wrecked. From the point of view of the farmer, they regard their homeland as their cultural roots and source of life which have an impulsive power to bring them back to their cultural ancestry again. Pearl S. Buck and Khampoon illustrate that the farmers' journey to the south of China as Wang Lung's family and I-San people in A Child of the Northeast have absolutely destroyed their traditional agrarian lives in the local area. The authors sympathetically depict the effect of the migration on the farmers' way of life as Wang Lung's destiny in the southof China and the I-San people in t Northeastern Thailand.

2.3 The way of practicum and develop their knowledge and practicing themselves by the 'Middle path' of Sufficiency Economy's conceptual.

In the two novels, the author portrays the antagonist as normal person in the flat characterization, who is taking themselves in the middle pathway of life. Especially, the author makes it very clear that the philosophy of sufficiency economy is one of the major factors that growing up the relationship among people in society. Pearl S. Buck portrays the manner of Wang Lung which represents moderation by his ideas and actions, as being in his land who is the owner. The author criticizes the protagonist's thinking with his land in moderation because Wang Lung seems to be happy when he becomes the owner of this land, even it is very less in the eyes of the millionaire, but he is so proud himself. The moderation in Wang Lung's concept is like a lesson of life that he has created by himself and it is depended on the interpretation of individual vision in many aspects such as in positive thinking or in negative thinking. If some person has a vision as Wang Lung's thinking in a positive way, he can also stay in the society with joyful life than another person, who is avoiding the moderation.

Consequently, in this novel, the author Pearl S. Buck tries to put this conceptual frame work from the beginning until the end such as, at the beginning the author explains the protagonist's vision between the young men and his old father about wife in contrast; but in fully and completely reasonableness. Wang Lung's father teaching the topic of wife, it can be assumed that the reasonableness could not emerge in all people from their birth time, but it is depended on the teaching of their ancestor as Wang Lung's father teaches him in reality concept.

The reasonableness can take the people in the right way and can help them see themselves , then to see another person and acting as they did. The protagonist's father tries to teach his son softly and with reason and points out the fundamental concept of thinking that its relevant with their actions or manners. This teaching finally makes Wang Lung to be a reasonable person.

Moreover, In A Child of the Northeast, the author portrays the character as the normal person in the poorest society of Thailand, who are the indigenous people and they always call themselves as "I-san people" but the characters are taking themselves in the middle pathway of life. The author makes the obviously senses that the philosophy of sufficiency economy is one of the grass-root of the Thai people.

The moderation or enough to live on is the key word or the main theme of this novel that the author tries to relocate and build up the spiritual foundation of all people in the nation, especially for everyone not only the older but also the younger ones. After reading this novel, some readers think that the sufficiency economy is related only to farmers in the remote areas of Thailand. In fact, people of other occupations such as the state officials, teachers, scholars, and businessman at all levels can apply this concept to their work as well.

In addition, there are some beneficial concepts hidden in the two novels. They also have some knowledge both of implicit and explicit knowledge in physical, social, environmental and cultural changes from the outside world. Moreover, the consciousness of moral integrity and honesty and they strive for the appropriate wisdom to live life with forbearance, diligence, self-awareness, intelligence, and attentiveness is also present in the novel. It is a lifelong process attempting to moderate oneself and there is no specific aspiration nor guide one can use creativity it an internal process as well as unending.

3. To study the vision of the reader (participants) after reading the two novels and the adaptation for using in their real-life by group discussion.

The relevance of Pearl S. Buck and Khampoon's novel to Thai society and Sufficiency Economy and Ecological Awareness analysis of this literary work has prompted me to discuss with 5 students, who are the reader of the two novels about their vision.

The ecological awareness and responsibility are sometimes beyond the farmers' competence and teaching background. Due to their economic shortage, it is needed for them to primarily focus on their everyday survival rather than on the significance of land conservation. But is not true, because in the Good Earth and A Child of the Northeast can imply, and gives some benefit of this concept, especially the teaching of Luang Paw Ken that "the sky never hurt anybody, only people can really hurt people". The students think that the authors illustrate that Wang-Lung and Koon's family's Journey in south China in the Good Earth and to the village of black and fertile soil and good water in A Child of the Northeast has destroyed their traditional agrarian lives. Both authors sympathetically illustrate the effect of the migration on the farmers' way of life, they serious concern about their journey draws their lives and minds away from the homeland. They are dispossessed of their identity as farmers whose lives are closely tied to homeland.

This action indicates that the farmers who have once lived in harmony with the natural and good environment become separated from their old way of lives; their relationship with nature is absolutely destroyed, such as my family is living in the Northeastern of Thailand and finally moved to the big city as Bangkok for finding a good job.

Not only the ecological awareness appeared in the ideas of my 5 students, but the local wisdom also persuaded as the main point of their explanations as the following ideas. The students also reveal that the knowledge and local wisdom are the main point of ecological awareness because; humans can be one part of the environment, even if they concern in nature and the environment around them.

Moreover, the local wisdom is the main point of people, who are living in Asian country, especially, in the Good Earth; Wang-Lung always goes to worship the God of Earth in his village before doing anything. This action and belief are not different from Thailand, especially, in the local area, the people always maintain their local wisdom strongly in every village for good luck and happiness.

So, the local wisdom that concerns Buddhism also emerges in the sense of I-San people or in the sense of Wang-Lung. One day the villagers may consider the Buddhist monastery or "Wat" or to the "Village shrine" on the impermanence or insecure of all things that it was happening, the worthlessness of the "self," and wisdom of detachment from what one would rather love; they always go to worship and beg for good luck.

According to the discussion of 5 students, it seems not easy for farmers to be aware of the importance of property protection (land, forest, water) since environmental conscientiousness is far from their everyday effort. Finally, the students also agree that this concept can be used and adapted in daily life by giving the education for all people in the country. Because, the education is the fundamental of life and can help them to empower themselves, and avoid from the nonsense.

Discussions

There is no question that, why the Philosophy of Sufficiency is taking place in the Good Earth and A Child of the Northeast in harmony, because of every scene are duplicated in the real-life situation. The homogeneity of I-San society and Chinese society at that time has been an important factor shaping this altruism, or the individual's responsibility to help those who are less fortunate.

In the Good Earth and A Child of the Northeast, virtue is synonymous with harmony, kindness, cheerfulness, industry, generosity, courage that protection from internal and external shocks. The courage is the last mentioned, but hardly the least of these, often has been needed in plenty, given the gloomy facts of life. If a person is to develop and display with other five virtues in the Philosophy of Sufficiency as moderation, reasonableness, immune system, knowledge and moral integrity. Can anyone facing starvation exhibit joyfulness? What sense does it make?

The readers were puzzled to see Wang-Lung and Koon's father's action, and so frequently depicted smiling and laughing. It is shown that this was a man who was supposed to be distressed concerned about the survival of his life and family in famine time.Uncertain as to whether they could last through another year of shortage without leaving their homeland, scratching a bare living from the land of birth and all fields almost infertile of wildlife for more than three years, bringing home crickets and lizards for children to eat. Why was the father laughing?

In both novels of suggest that the loss of the farmer's homeland leads to the damage of their power and identity. The traditional agrarian life that is emotionally involved in their earth and homeland encourages the farmers to identify themselves with their land, which cannot be separatex for many reasons. This concept merged with the ideas of Lowder (2014), that the Asian and the Pacific region have the largest number of family farms in the world. It is home to 60 per cent of the world's population and to 74 per cent of the world's family farmers, with China alone representing 35 per cent and India 24 per cent of the estimated 570 million farms worldwide.

Moreover, they hold the key to achieving food security not only for themselves, but also, for the increasingly large number of families that have left the farm sector for employment in other occupations. (FAO, 2013). When the farmers have to leave their homeland, it always means that their sense of self is completely wrecked. From the point of view of the farmer, they regard their homeland as their cultural roots and source of life which have an impulsive power to bring them back to their cultural ancestry again, even a small-scale farming. The small-scale farming family in both novels are relevant to the ideas of Zhang (2011), who noted that small-scale farming family came about, in the region, as an adaptation to the high population density and relatively scarce agricultural land resources.

Not only Zhang (2011), but Soda (2003) also implied that small-scale farming family developed a specific productive feature, such as high labor input, intensive cultivation and subsistence economy. The advantages of a family-based organization of agricultural production as compared to production of inorganic substances have been expanded on by many reasons. The concept of the small-scale family farm absolutely merged with the philosophy of the Sufficiency Economy, with the point of "enough and sustain".

The enough and sustain still remains the point of the Asian's farmer that can be seen from the past until now. Buck and Khampoon illustrate that the farmers' journey to the south of China as Wang Lung's family and I-San people in A Child of the Northeast have absolutely destroyed their traditional agrarian lives in the local area. And the authors sympathetically depict the effect of the migration on the farmers' way of life as Wang Lung's destiny in the southern city of China and the I-San people in Northeastern Thailand, but finally they came back to their homeland.

From this point, the cultural implication of the household as an agricultural unit also resides in its relationship with the countryside community. As Shanin (1971) claimed that the understanding of peasantry needs to relate to the lifestyle of rural communities, because that is the context in which peasants realize self-sufficiency, which would have been impossible for the single family. In this sense, family farming constitutes the cornerstone of rural societies in Asian countries. Its socio-economic sustainability throughout history is greatly indebted to the grassroots networks, village rationality and community organizations in which it is embedded.

Additionally, Buck and Khampoon point out the notion of "ecological holism", it helps develop people's attitude toward all believing, culture, tradition and religion with the Gods, influence a change from viewing believing as different, dissimilar and imbalanced to regarding them as harmoniously synchronized. Since the two authors' notions of "ecological holism" encompass not only the natural world, but also human beings, it is interesting to notice that these two novels demonstrate the oneness of all things and simultaneously suggests nondiscrimination in term of believing. As Buck examines social issues between the farmer and the owner of Hwang house that is directly connected to the co- survival of people of different social class that cannot be separated. The novel functions as a frame for what the author sees, thinks and analyze as an ultimate relationship between human and their social environment around them.

This idea is relevant to the study of Ye & Pan (2016) claiming that the agricultural production in the vulnerable environments of Asian countries brought about intimate cooperation among primary and secondary social groups such as families and village communities. Thus, family farming became an essential part of folk custom and the rural culture of Asian societies from the very start.

Moreover, Khampoon Boontawee, has a similar idea with Pearl S. Buck of wholeness to suggest a solution to environmental and social problems concerns. The result of the practices of differentiation between the human and the non-human world, as well as among the human being and community's believing transfers and draws by the protagonist's inside vision about their homeland, and of the consequent utilization.

This cultural aspect of family farming in the two novels can be explained by Soda (2003) commenting on why the research into Asian rural societies (e.g. Thailand, Japan and China) devotes so much attention to the 'family' aspect. Family farming is seen as the comprehensive outcome of land legacy, ancestral rules, household rights to common agricultural resources and strong social bonds interwoven by individual families.

From the explanation of Soda. (2003), it can be easily assumed that the success of family farming lies not in 'specialization' or profit maximization, but in practicing farming to meet diverse household needs, rather than responding to market opportunities alone such as the Koon's family practice. That it absolutely linked with the Philosophy of the Sufficiency Economy in a direct way.

Besides, Ye & Pan (2016) advised that to satisfy a family's various livelihood needs (sufficient and balanced diet, clothing, cash income, etc.), small family farms usually adopt a scope economy, rather than a scale economy used in large industrial farms. Instead of highlighting an environmental crisis, natural shortage, social conflicts, the two authors focus and point out into a God or the invisible objects on the natural world as a teacher of the protagonist's education and chooses to deal with the root of all conflicts. That is a discriminatory and exploitative attitude towards nature and the environment as well as those who are different from oneself in terms of beliefs, culture, and tradition in this world.

As a Thai reader, the researcher thinks the issues of the ecological awareness, environment, social, community and the philosophy of sufficiency exploitation, that Buck and Khampoon raise in their novel are relevant to social and ecological problems in Thailand. Their themes are universal and some can be related to Thai culture and situations. Similar to the Good Earth by Pearl S. Buck, Wang-Lung family moved to the south of China, the immigrant workers from Northeastern Thailand or I –San people have to abandon their agricultural life and try to get far away from starvation with natural resources shortage. The I-San people search for jobs in a big city such as Bangkok, which they think is a civilized city, but it is not true because they always suffer from various forms of social exploitation. Similar problems are shared by Pearl S. Buck and invite me to consider her purpose solutions for this problem in Thailand. But Khampoon already has answered those questions in his novel. The suggestion of Khampoon about the sustainable agriculture, which corresponds with that of His Majesty the King Bhumibol should be seriously considered by Thai people in order to successfully solve the natural and social problems in every part of the country.

In conclusion, this perceived Wang-Lung and Koon's father as definite or resolutely courageous, and a man so brave that he could laugh in the face of famine time. In the sense of the foreigner, Thailand is the "Land of Smiles", but there are many kinds of smiles, signifying or telling many states of mind. A Child of the Northeast abounds with examples of behaviors, actions, thinking, moral, honesty and motivation, which may well amaze the reader, one who is encountering this culture for the first time. In the same way, The Good Earth is also teaching the reader in many aspects of living in "middle pathways of life" as the well-known "Philosophy of Sufficiency Economy" of the King Rama XI. The researcher believes that the two novels have been appreciated for its universal appeal. It is the simplest of tales, but fullest in quality, celebrating the most essential aspects of human life; survival, hope, diligence, self-awareness, forbearance, appropriate wisdom to live life with immune system by the moderation with reasonableness and the loyalty of the land of birth. And practicing themselves in a middle pathway of life, as the teaching of the be-loved King Bhumibol of Thailand, who taught and practiced as asufficiency person more than 60 years ago.

Suggestions

The real condition of the Asian farmers, especially the Chinese and Thai farmers may make Pearl S. Buck and Khampoon Boontawee same to be ideal people, who perceive social and natural problems from their optimistic vision. Nevertheless, the two novels also focus on the philosophy of sufficiency economy and the ecological awareness suggests to the reader or students to be in touch with a reality and responsibility for both community and nature.

It should be noted that the two authors suggest the relationship between humans and their environment with the relevance of the philosophy of sufficiency economy, not only in The Good Earth and A Child of the Northeast, but in another literally works as well. Moreover, it also has two suggestions from this research, as (1) the implementations of this research in the literature classroom context and (2) the research for the future.

1. The implementations of this research in the literature classroom context; (1.1)Teachers should participate with the students to select the material of learning, suitable, relevant or concerns about the social or community and can give a benefit for gaining or creating wisdom. Then explain the purpose of the study beforehand. (1.2) After selecting the valuable masterpiece of literature, the teacher makes a plan for searching the concepts, theories or the related literatures that are relevant to the selected novels or the short stories. (1.3) Then, the teacher permits the first part of this research, especially in the analysis of the methodologies and persuasive writing techniques come into the classroom context. At that time allow the students to practice by themselves in analysis the selected novels or short stories by the examples from the research paper. (1.4) From 2, let the students practice in the analysis as the research paper. (1.5) This research can be the example for people who are interested in literature and need to find a new idea for creating their integrated research between the content of the novels or short stories and a new issue in the social environment.

2. The research for the future. (2.1) It should have new research in many areas of literature genre, such as, the lyrics, the poems or etc., that it relates to the philosophy of sufficiency economy in any aspects. (2.2) It should have new research to study about the influences of the philosophy of sufficiency economy from some selected literature through the reader in real life situation or the benefit of this philosophy in the sense of teenagers. (2.3) It should merge the concept of the ecological awareness, as the global warning into the new novels or short stories, because it is a hot issue at the present time.

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Market Structure and Its Relationship to Tourism Revenue: Industrial Organization Perspectives from ASEAN Member Countries

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Abstract

This article examines the ASEAN tourism market structure and investigates the connection between industry structure and tourism revenue using the structure-conduct-performance paradigm. Using the 2012-2019 intranational panel dataset collected from 10 ASEAN member countries, the results reveal that the ASEAN tourism market structure is concentrated during the sample period but tends to be competitive in the future, with an average Herfindahl-Hirschman Index of 1,725.242. The empirical evidence from the panel regression analysis theoretically confirms the positive relationship between the market structure variable and tourism revenue. In particular, an increase in a market share ratio causes a rise in tourism revenue approximately 590.6 million USD. A policy recommendation for formulating tourism policies and strategies derived from this analysis is presented.

Introduction

Prior to the COVID-19 pandemic, Southeast Asia, home to the 10 ASEAN member countries-Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam-was one of the fastest growing travel areas and contributed more than 390 billion USD to the GDP in the region in 2019 through travel and tourism, collecting 34% of global travel and tourism GDP (World Travel & Tourism Council, 2020). The steady growth in the region has been increasing since 2010 due to visa facilitation, growth in low-cost carriers, tourism information flow from technological advancement, and tourism policy cooperation (UNWTO, 2014). Hence, ASEAN countries have made attempts to mutually formulate tourism policy and development plans to enhance tourism revenue in order to achieve competitiveness as a single tourism destination (ASEAN Secretariat, 2015).

Although ASEAN provides collaborative tourism regimes for member countries (Wong, Mistilis, & Dwyer, 2010; Wong, Mistilis, & Dwyer, 2011), similar tourist destinations and comparable tourism patterns, such as cultural heritage tourism; sun, sand, and beach attractions; gastronomy tourism; health and wellness tourism; and other common patterns allow for competition between member countries as those attractions are deemed substitutable tourism products (Liu, Li, & Parkpian, 2018). To attract tourists and increase tourism revenue, ASEAN member countries strive to implement their own tourism development strategies. For example, Viet Nam's prime

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minister recently approved the Viet Nam Tourism Development Strategy to 2030, while the Philippines have been following their National Tourism Development Plan (2016-2022) since 2015. Thailand also implemented the Second Thailand Tourism Development Plan (2017-2021), while Malaysia employed the Tourism Malaysia Integrated Promotion Plan (2018-2020). Similarly, the remaining ASEAN member countries, Brunei, Cambodia, Indonesia, Laos, Myanmar, and Singapore also activate their own tourism development master plans.

Despite an endeavor to achieve industry performance by formulating tourism development initiatives, several strategies mentioned in such plans lack academic support due to a paucity of knowledge about the structure–conduct–performance (SCP) paradigm and its use for engaging policy planning and strategic directions. It is remarkable that studies relating to tourism market structure have received little scholarly attention due to limitations on tourism market definitions and data accessibility (Candela & Figini, 2010; Davies, 1999; Ma, Weng, & Yu, 2015; Yang, 2014). Most works apply the concepts of market structure studies to other tourism-related businesses such as the hotel and resort industry (Davies, 1999; Davies & Downward, 1996; Göçen, Albeni, Yirik, Yildiz, & Akdere, 2016; Lin & Chen, 2014; Pan, 2005; Papatheodorou, 2004; Tung, Lin, & Wang, 2010), the restaurant businesses (Gao, Tang, Wang, & Yin, 2018; Toivanen & Waterson, 2005), and the tour operator and travel servicing sector (Aguiló, Alegre, & Sard, 2003; Alegre & Sard, 2017; Davies & Downward, 2007; Higgins, 1996; Papatheodorou, 2003; Sheldon, 1986; Snepenger & Snepenger, 1994; Tveteraas, Asche, & Lien, 2014).

To fill the void in the literature, this article expects to enrich the market structure studies in the tourism industry especially in Southeast Asia context. Given the significant growth of tourism flow in the region. Firstly, this article shed light on bridging an academic gap in the industrial organization literature by investigating the tourism market structure using the unique intranational dataset from ASEAN member countries. Secondly, it theoretically examines the relationship between market structure and tourism revenue among member countries. Lastly, empirical evidence deriving from the study provides policy implications on how to increase tourism revenue based on the relationships between structure, conduct, and performance.

1. Overview of the ASEAN tourism situation

While ASEAN takes about a 10% share of international tourist arrivals and international tourism receipts, it still cannot compete with the mainstream developed countries of Europe, which account for 48% of tourists and revenue, but the number of tourists are increasing steadily every year (Figure 1) (UNWTO, 2019; World Travel & Tourism Council, 2020). In Southeast

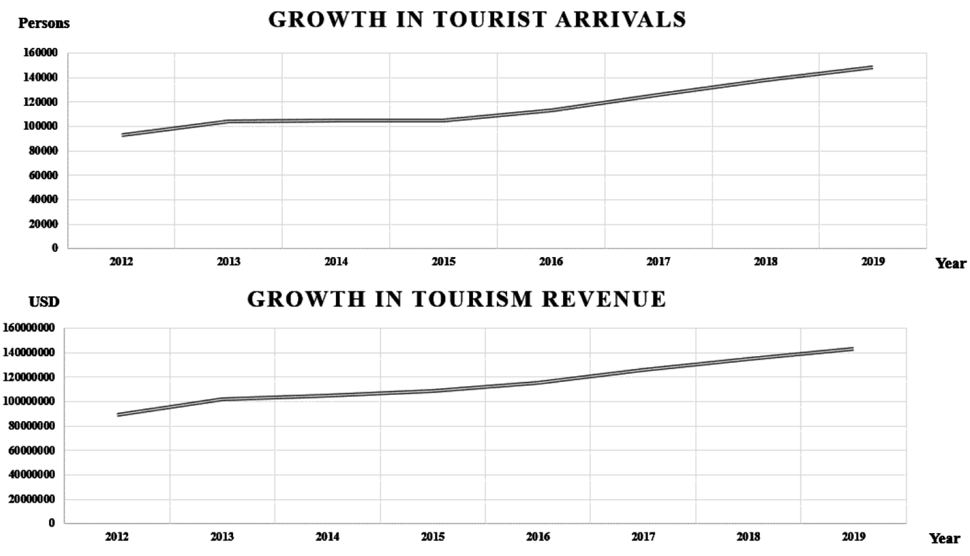

Figure 1 Growth in tourist arrivals and tourism revenue in ASEAN member countries, 2012–2019
Source: UNWTO (2019)

Asia, the number of tourists was increasing in most countries except for Malaysia and Myanmar, which had a bit of a decrease in 2015 and 2016 before recovering in 2019, while tourists in Viet Nam have been increasing dramatically since 2015. From 2007, Malaysia ranked number one in international tourist arrivals in the region until 2012. After that, Thailand outpaced it and reached number one from 2013 until the present.

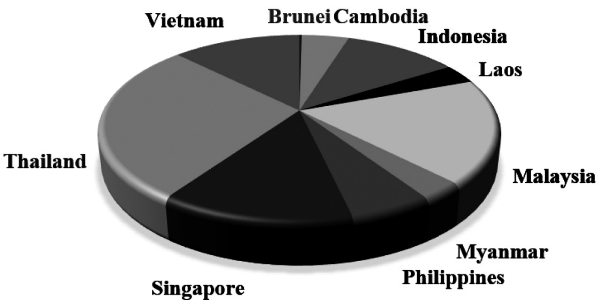

Figure 2 Market concentration (tourist arrivals) among ASEAN member countries during 2019
Source: UNWTO (2019)

Table 1 Information on international tourist arrivals and annual tourism revenue

ASEAN Member Country	Year 2014 Tourist Arrivals[a]	2014 Annual Revenue[b]	2015 Tourist Arrivals[a]	2015 Annual Revenue[b]	2016 Tourist Arrivals[a]	2016 Annual Revenue[b]	2017 Tourist Arrivals[a]	2017 Annual Revenue[b]	2018 Tourist Arrivals[a]	2018 Annual Revenue[b]	2019 Tourist Arrivals[a]	2019 Annual Revenue[b]
Brunei	201	79	218	140	219	144	259	177	278	190	333	217
Cambodia	4,503	2,953	4,775	3,130	5,012	3,208	5,602	3,636	6,201	4,352	6,610	4,773
Indonesia	9,435	10,261	9,963	10,761	11,072	11,206	12,948	13,139	13,396	14,110	16,106	16,912
Laos	3,164	642	3,543	581	3,315	712	3,257	761	3,770	734	4,791	935
Malaysia	27,437	22,595	25,721	17,584	26,757	18,075	25,948	18,323	25,832	19,143	26,100	20,804
Myanmar	3,081	1,613	4,681	2,101	2,907	2,197	3,443	1,969	3,551	1,652	4,364	2,483
Philippines	4,833	5,030	5,361	5,272	5,967	5,143	6,621	6,988	7,129	7,461	8,260	9,806
Singapore	11,864	19,134	12,052	16,563	12,914	18,945	13,909	19,738	14,673	20,528	19,113	20,052
Thailand	24,810	38,418	29,923	44,922	32,588	48,792	35,483	56,938	38,277	63,042	39,797	60,521
Viet Nam	7,960	7,410	7,944	7,350	10,013	8,250	12,922	8,890	15,498	10,080	18,008	11,830
ASEAN	**97,036**	**108,169**	**104,242**	**108,457**	**110,830**	**116,730**	**120,466**	**130,632**	**128,680**	**142,314**	**143,487**	**148,333**

Source: UNWTO (2019)
Note: a is in thousand tourist arrivals, and b is in billion USD annual tourism expenditure

In recent years, the annual tourism revenue of Thailand has been far ahead of other countries in ASEAN. The data from UNWTO and ASEANstats in 2019 reported that Thailand, Malaysia, and Singapore are the top three ASEAN member countries open to international tourist arrivals. Tourism revenue for these countries was recorded as 60,521 USD billion, 20,804 USD billion, and 20,052 USD billion, respectively (Table 1 and Figure 2). China sent the most visitors to ASEAN countries from 2007 to 2016 due to ASEAN strategies and policies largely supporting the travel of Chinese people in the region. For example, the simplifications to the application procedure for e-visas and visas on arrival, the waiver of visa fees, and so on (ASEAN, 2012).

2. Theoretical framework on tourism market structure

The concept of an industrial organization (IO) and the interaction between market characteristics and performance must be used to frame such examinations of the relationship between market structure and tourism revenue as a measure of the performance of an industry. The development of the SCP paradigm (Figure 3) provides a systematic analysis of the relationship between market structure or the relative size of firms that comprise an industry, firm conduct or how a firm react to competitors, and market performance or the result deriving from conduct (Carlton & Perloff, 2015). Understanding the relationship between market structure and performance leads to effective economic policy formulation (Ellickson, 2015). As seen in Figure 3, knowledge bodies of market structure studies will assist policymakers with how to formulate tourism strategies in order to achieve greater industry performance. In particular, information on the market structure of the ASEAN tourism market allows tourism-related agencies to formulate appropriate tourism strategic plans in order to increase international tourist flows and tourism revenue in a country.

However, studies of tourism market structure are sparse, and this affects the amount of related literature in industrial organization (Ma, Weng, & Yu, 2015;

Provenzano, 2014). Therefore, to study the tourism market structure, it is required to clarify the definition of the market. As advised by Pindyck & Rubinfeld (2001); Gan & Frederick (2011), a market is the activity of exchanging goods and service between firms and consumers. To define and study a market, it is key to obtain specifications of the market extent, the geographic boundaries wherein competition occurs and, thus, sets the price for a given product or range of products. Consequently, market structure in this study considers the area of ASEAN member countries as an international tourism market.

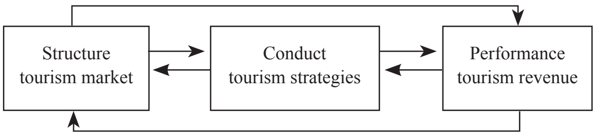

Figure 3 Relationship between market structure, conduct and performance

To measure the market structure with consideration of industry concentration, there are several approaches that can be employed. One of the most common indexes according to Miller (1982); Maudos (1998); Pan (2005); Martin (2010); Matsumoto, Merlone, & Szidarovszky (2012); Liu, Li, & Parkpian (2018) is the Herfindahl-Hirschman Index (HHI). This index measures the concentration level in a given industry and is a well-known indicator of market competition (Brezina, Pekár, Čičková, & Reiff, 2016). A high HHI value, where the maximum value is 10,000, suggests high industry concentration or less market competition (Carlton & Perloff, 2015; Laksmana & Yang, 2015). To compute the HHI, the summation of the squared market shares calculated from the inbound tourists of all ASEAN member countries is presented as follows:

$$HHI_t = \sum_{i=1}^{n} s_{i,t}^2$$

where $s_{i,t}$ is the market shares of i^{th} ASEAN member countries calculated from international tourist arrivals in year *t*.

Therefore, this study adopts the HHI as a measure index of tourism market structure. Since the HHI computation for this intranational panel dataset is unavailable, the i-firm market share ratio (MKT), calculated as a percentage, is used as a market structure variable (Belleflamme & Peitz, 2015) to test the relationship among market structure and tourism revenue. This market structure variable can be computed as follows:

$$MKT_{i,t} = \propto_{i,t}$$

where $\propto_{i,t} = \dfrac{s_{i,t}}{Total\ s_{i,t}}$ is the i^{th} ASEAN member country's market share in year *t*.

If $MKT_{i,t}$ is close to 100, this suggests that the market is concentrated and tends to be less competitive. Conversely, if the percentage is close to 0, it reflects less concentration, and the market structure is likely to be competitive (Martin, 2010).

3. Factors affecting tourism revenue

Apart from market structure, there are other factors that have an impact on tourism revenue, such as macroeconomic factors (Jayaraman, Lin, Haron, & Ong, 2011). According to the literature review, price, income, and exchange rate are the determinant and dominant economic variables affecting tourism demand. A sample of studies that include price, such as Durbarry (2008), points out that price is very sensitive to tourism demand; in particular, it significantly has a negative relationship to tourism demand in the UK. Wang & Davidson (2010); Rodríguez, Sánchez, Félix, & Estrada (2018) conclude that price, specifically, is the important determinant of tourism expenditure. Other past works that yield the same results include Uysal & Crompton (1984); Choong-Ki, Var, & Blaine (1996); Turner & Witt (2001); Patsouratis, Frangouli, & Anastasopoulos (2005); Saayman & Saayman (2008); Garín-Muñoz (2009); Goh (2012); Surugiu, Leitão & Surugiu (2011).

Some works adopt an inflation rate as a proxy of price, such as in Jayaraman, Lin, Haron, & Ong, (2011). But income and GDP are other variables that have a strong impact on tourist arrivals. The studies that used an income variable include Choong-Ki, Var, & Blaine (1996); Uysal & Crompton (1984); Var, Mohammad & Icoz (1990); Payne & Mervar (2002); Saayman, & Saayman (2008); Garín-Muñoz (2009); Akay, Cifter &Teke (2017); Rodríguez, Sánchez, Félix, & Estrada (2018); Turner & Witt (2001), Payne & Mervar (2002); Surugiu, Leitão, & Surugiu (2011) reported that GDP had an impact on tourism demand. The exchange rate is another determinant having an impact on tourism demand (Akay, Cifter, & Teke, 2017; Choong-Ki, Var, & Blaine, 1996; Jayaraman, Lin, Haron, & Ong, 2011;

Patsouratis, Frangouli, & Anastasopoulos, 2005; Payne & Mervar, 2002; Thompson, & Thompson, 2010; Uysal & Crompton, 1984; Var, Mohammad, & Icoz, 1990). There are also non-economic factors that affect tourism revenue (Cho, 2010). Such variables include socio-demographics, environmental conditions, travel distance, and climate change.

Objective

This article aims at investigating the characteristics of the ASEAN tourism market structure and the relationship between the market structure and tourism revenue. The structure of this research paper is organised as follows. The next section provides a conceptual framework which written in the mathematical expression. The following section describes the research methodology, including data collection, data analysis, and source of secondary data used for specifying the econometric model. The next section shows the results and presents a discussion deriving from the empirical evidence. And the final section gives the suggestion and implication for tourism policy makers.

Conceptual framework

To specify the conceptual framework for illustrating the relationship between ASEAN market structure and tourism revenue, the mathematical expression is presented as follows:

$$REV_{i,t} = f\,(MKT_{i,t}, INR_{i,t})$$
$$(REV_{i,t}, MKT_{i,t}, INR_{i,t});\ t = 1,\ldots,T$$

where $REV_{i,t}$ is the tourism revenue of i^{th} ASEAN member countries in year *t*. $MKT_{i,t}$ is the i-firm market share ratio of i^{th} ASEAN member countries in year *t,* while $INR_{i,t}$ is the annual inflation rate of *i* ASEAN member countries in year *t.*

Research methodology

1. Data and variables

In selecting a variable in a model, the crucial criterion is the completeness of the dataset. Referring to the availability of macroeconomic indicators from ASEANStats, this study employs the inflation rate as a proxy for a price level as advised by Wang and Davidson (2010) and Jayaraman et al. (2011). If the price of tourism product increases, tourists tend to buy fewer tourism products, and this affects the purchasing power of tourists and, thus, decreases tourism revenue.

To examine the ASEAN tourism market structure and test the relationship between the market structure and tourism revenue according to the SCP paradigm, tourism revenue (REV), the i-firm market share ratio (MKT), and the inflation rate (INR) were included in the model (Table 2). The intranational panel dataset was collected from the Basic Tourism Statistics database prepared by UNWTO and ASEANstats DataPortal, managed by ASEANstats. The data were collected during 2012–2019 since such a period provides the most comprehensive set of variables from the given database.

Table 2 Variables used in the econometric model

Variables	Definition	Unit	Source
REV	Tourism revenue	USD millions	UNWTO
MKT	Market shares	%	ASEANStats
INR	Inflation rate	%	ASEANStats

2. Econometric model

Regression analysis is used to perform a test involving a causal relationship (Hair, Black, Anderson, & Barbin, 2019). Several studies related to market structure consequently employed this method as an analytical tool, such as Davies & Downward (1996); Davies (1999); Papatheodorou (2004); Pan (2005); Tung, Lin, & Wang (2010); Göçen, Albeni, Yirik, Yildiz, & Akdere (2016); Gao, Tang, Wang, & Yin (2018). Given the appropriate approach to answer the research question, this article also used the panel regression method as a data analysis.

To specify the econometric model for estimating the relationship between ASEAN market structure and tourism revenue, the linear-relationship equation is presented as follows:

$$REV_{i,t} = \alpha_{i,t} + \beta_{i,t} \cdot MKT_{i,t} + \gamma_{i,t} \cdot INR_{i,t} + \varepsilon_{i,t}$$

where $REV_{i,t}$ is the tourism revenue of i^{th} ASEAN member countries in year *t*. $MKT_{i,t}$ is the i-firm market share ratio of i^{th} ASEAN member countries in year *t,* while $INR_{i,t}$ is the annual inflation rate of *i* ASEAN member countries in year *t.*

Before specifying the econometric model, data cleaning with the classical assumptions of the ordinary least square method was performed. The normal distribution of an error term —$\varepsilon_t \sim N(0,\sigma^2)$— was checked by the residual normality test (Figure 4). The study also tested the error term computed from the dataset, and it reported no heteroscedasticity or $Var(\varepsilon_t) = \sigma^2$. The multicollinearity problem was surveyed by the correlation matrix, and we found it absent or $Corr\ (x_i, x_j) \neq 1$ (Table

3). Since the panel data was employed in this study, the autoregressive problem was detected by the Durbin-Watson statistic (D.W. stat = 0.148) in the first stage analysis. To correct this problem and retain the efficiency of the estimator, the iterative Cochrane–Orcutt method command in EViews was used; hence, the estimator met the autocorrelation-free assumption, $Cov\ (\varepsilon_i,\varepsilon_j) = E\ (\varepsilon_i,\varepsilon_j) = 0; i \neq j$ (Figure 5).

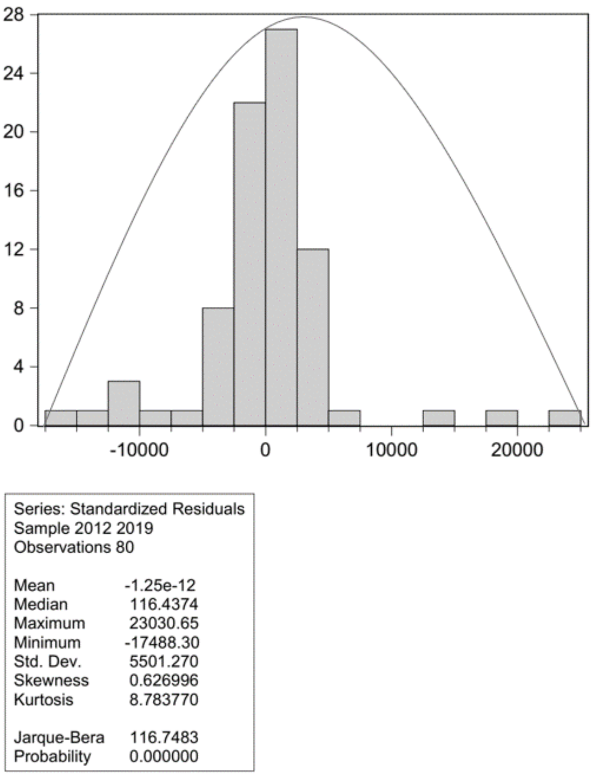

Figure 4 Residual normality test

Table 3 Correlation matrix

Variable	REV	MKT	INR
REV	1.000	0.911	-0.288
MKT	0.911	1.000	-0.241
INR	-0.288	-0.241	1.000

Results

1. ASEAN tourism market structure

Table 3 presents the variables used in the model and descriptive statistics of the included variables. According to Wang & Davidson (2010), REV was an independent variable calculated from travel expenditures in ASEAN member countries, while MKT, as a measure of the market structure variable (Belleflamme & Peitz, 2015; Maudos, 1998; Miller, 1982; Steven, Dong, & Dresner, 2012), was computed in a percentage from tourists' arrivals in ASEAN member countries during the sample period. INR was obtained from year-on-year changes of the consumer price index.

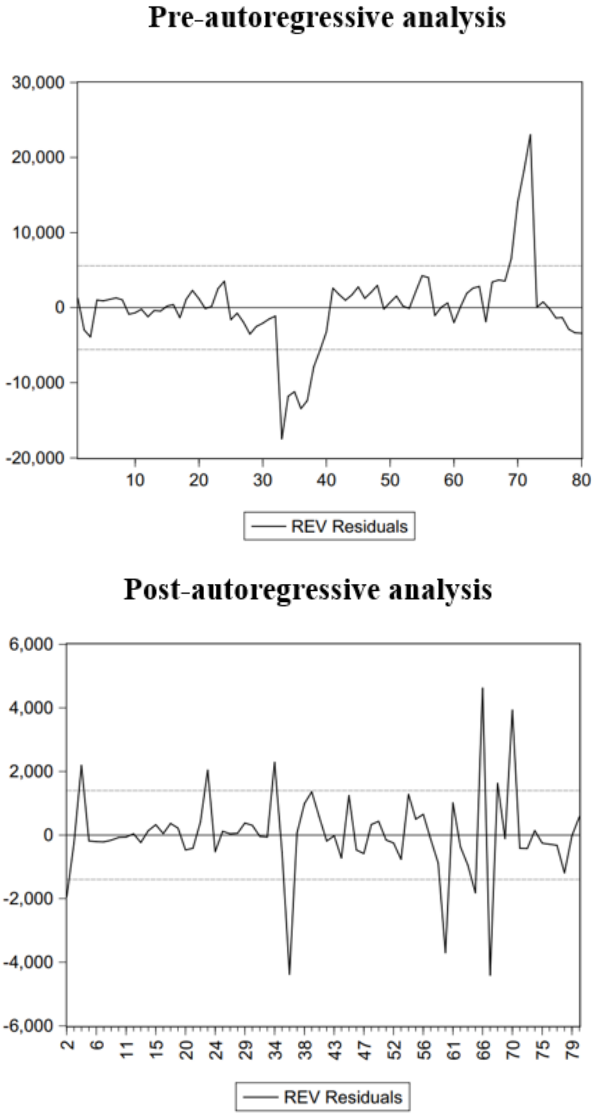

Figure 5 Autoregressive treatment using the iterative Cochrane–Orcutt method

During 2012-2019, ASEAN member countries gained 11,643 million USD in tourism revenue from international tourists. The best performer was Thailand where it gained approximately 60,521 million USD in 2019 while Brunei earned minimum tourism revenue around 79 million USD in 2014. For tourism market share ratio comparing to ASEAN member countries, Thailand attracted most of international tourists in 2017 with maximum market share around 28.31% while Brunei drew international tourists about 0.19% in 2016. The average inflation rate in the region during the study period was 2.85%. Myanmar had the highest inflation rate in 2015 while the minimum rate belonged to Brunei in 2014 and 2017.

Table 4 Descriptive statistics of included variables

Variable	Descriptive statistics			
	Mean	**Standard deviation**	**Max**	**Min**
REV	11,643.03	13,515.63	60,521	79
MKT	10	8.569	28.31	0.189
INR	2.845	2.434	10.8	-0.2

The computation of the HHI during the 2012–2019 period is presented in Table 4. The mean of the HHI during the sample period is 1,725.242. This number reflects a concentrated tourism market in the views of Stigler & Sherwin (1985); Carlton & Perloff (2015). However, the maximum value of market concentration, 1,873.212, in 2012 and the minimum value in 2019, 1,635.959, indicates a negative trend in the concentration of the market structure among ASEAN member countries (Figure 6). Also, the trend of the HHI calculation during the sample period implies that tourism products and tourism patterns among ASEAN member countries are likely substitutable since the ASEAN tourism market structure tends to be competitive.

Table 5 Mean of Herfindahl–Hirschman Index calculated for 2012–2019 and descriptive analysis

Year	HHI
2012	1,873.212
2013	1,734.908
2014	1,658.362
2015	1,731.281
2016	1,769.559
2017	1,714.524
2018	1,684.13
2019	1,635.959
Mean	1,725.242
Standard deviation	73.909
Max	1,873.212
Min	1,635.959

an increase in a market share ratio causes a rise in tourism revenue approximately 590.6 million USD. In other words, ASEAN member countries that have high market shares, which causes high market concentration, have significantly stronger industry performance, reflecting in a growth in international tourists. While this study found that the inflation rate has statistically insignificant impacts on the tourism revenue of ASEAN member countries.

As presented in Table 5, the regression accounts for 99 percent of the variance in the dependent variable, and the estimated standard deviation of the error term is 1,399.844. The estimated regression coefficients are statistically significant at the 1 percent level. The F-statistic of the model is significant at the 1 percent level. It suggests a 99 percent confidence level

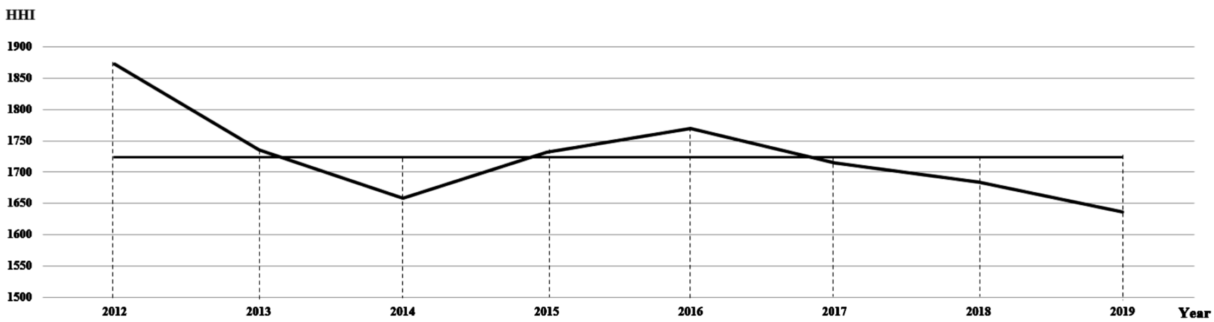

Figure 6 Means of Herfindahl–Hirschman Index calculated from tourists' arrivals in ASEAN member countries

2. ASEAN tourism market structure and relationship with revenue

The empirical evidence from the panel regression analysis reports a positive relationship between the i-firm market share ratio as a market structure variable and tourism revenue (Table 5). The positive MKT exhibits that the included variables are significant predictors in explaining the tourism revenue for ASEAN member countries.

Table 6 Relationship between market structure and tourism revenue

Variable	Coefficient	Standard error	t-statistic	P-value
Constant	-1676.962	1,921.549	-0.873	0.386
MKT	590.599	113.035	5.225	0.000
INR	51.605	93.169	0.554	0.582
R-squared	0.99		Durbin-Watson stat	2.445
Adjusted R-squared	0.989		F-statistic	2,253.762
Sum error of regression	1,399.844		Prob (F-statistic)	0.000

Discussion

This article examined the structure of the ASEAN tourism market and investigated the association between industry structure and tourism revenue based on the SCP paradigm. Using the intranational dataset during the 2012–2019 period collected from 10 ASEAN member countries, the results report that the ASEAN tourism market structure is concentrated but tends to be more competitive over time due to the comparable tourism patterns and destinations among ASEAN member countries. What we found in this study is similar to Liu, Li & Parkpian (2018) who revealed that there were strong tourism developments among some ASEAN member countries which have homogeneous tourism products.

The empirical evidence describes the positive relationship between market share ratio and tourism revenue based on the theory of industrial organization. Such effects impact how international tourists spend, according to Wang & Davidson (2010), and increase tourism revenue accordingly. The result theoretically confirms the relationship between the market structure and tourism revenue as a measure of the performance of ASEAN tourism industry within the framework of industrial organization.

For the inflation rate computed from consumer price index, the results show that this variable has statistically insignificant impacts on the tourism revenue of ASEAN member countries. This finding is the opposite of that in Dwyer, Forsyth & Rao (2002); Schiff & Becken (2011); Jayaraman, Lin, Haron, & Ong (2011); Chen, Lin & Chen (2015), Chao, Lu, Lai, Hu & Wang (2013); Tribe (2020), which found that the inflation rate is the main determinant of tourism demand. This result implies that international tourists visiting ASEAN member countries comprise a market segment that is not sensitive to changes in the price levels of tourism products. Referring to Martin (2010), it is possible that international tourists tend to face the challenge of comparing substitute tourism patterns and destinations among ASEAN member countries since similar attractions are sometimes difficult to assess due to a variety of tourism performance dimensions, such as the authenticity or uniqueness of destinations.

Suggestion

The policy recommendation for formulating tourism policy and strategies deriving from the analysis is as follows. Since the ASEAN tourism market structure is concentrated but still competitive and since international tourists visiting ASEAN member countries are not sensitive to price, policymakers and tourism entrepreneurs should formulate strategies to draw the attention of this market segment by implementing destination branding or attempting to differentiate attractions in the eyes of international tourists. When tourists see the differences between tourism destinations, it is possible to implement price strategies that increase tourism revenue, since price inelasticity of international tourists visiting ASEAN member countries suggests that an increase in the price of tourism products will not decrease the number of international tourists but increase tourism revenue instead. Moreover, in terms of the ASEAN community, the cooperation of tourism linkage strategies among ASEAN member countries will also allow member countries to mutually gain higher tourism revenues since these tourism products are substitutable.

This study had limitations regarding data accessibility and availability, which are the crucial limitations for international or regional market structure studies, especially as data from Brunei during the 2010–2011 period is missing. Thus, systematic dataset creation and coverage will be beneficial for future research in industrial organization. Moreover, since the concentrated tourism market may attimes not guarantee the exercise of market power among ASEAN member countries. This is because exercising market power depends on the market conditions. Therefore, future studies relevant to market power assessment will be useful for confirming the relationship between the elements of the SCP paradigm.

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Social Role Communication of the Religious Sites: Public Relations Media Using for Social Role Promotion in Suan Kaew Temple, Nonthaburi Province

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Abstract

At present, Suan Kaew Temple has limitation in their media usage. The aims of this research were (1) to study history and social contribution activities of Suan Kaew Temple, Nonthaburi Province, (2) to study the existing public relations media used in promoting social activities of the temple, (3) to study the temple's need for new media design for promoting its social contribution activities, and (4) to develop new media prototypes for disseminating the temple's social activities. A productive goal of this research was the digital files of media prototype designed by the researcher for new media production according to the temple's need. The methods consisted of (1) documentary research, (2) participatory observation, and (3) in-depth interviews. The result included: (1) Suan Kaew Temple, formerly known as Wat Kaew, was an abandoned temple for 80 years. The temple organized 19 social projects for helping the people in need, (2) major problems of using the existing media consisted of unattractiveness and limited types of media which led the target audience to pay less attention to the temple's message, (3) the temple's need for new media design focused on the temple's image as the knowledge donor and moral practice initiator in a manner of simplicity, and (4) the new media prototype, developed by the researcher, emphasized on the temple's image and delivered to the temple in the form of digital template files for long-run production of various media types according to the temple's needs.

Introduction

Buddhist temples have been a religious place for people to find a peace of mind. The monks carry out activities in various fields according to the Buddhist teaching and tradition. In the past, the temple was a place for Buddhists to study various fields of knowledge such as vocational training, Thai traditional medicine treatment, and various types of artistic creation. At present, the temple continues to be the center of teaching Buddhist philosophy as well as activities of the Thai community (Lopez, 2021).

Currently, there are many temples performing missions or playing a role in line with social change in order to give assistance to people in community and society. The famous temple known for its outstanding contribution to society is Suan Kaew Temple, Nonthaburi Province (personal communication, Yodyanyong, 2020, May 20). Suan Kaew Temple, formerly known as Wat

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Kaew, was an abandoned temple for 80 years. Phra Ratchathammanithet (Phra Phayom Kalayano) fully restored Wat Kaew by bringing personal property to develop the temple consistent with the nearby environment, as well as simulating the area as Mokkhaplaram Park in the city. Later, the temple's name was changed to "Wat Suan Kaew or Suan Kaew Temple" with a focus on spreading Buddhism teachings. Phra Ratchathammanithet (Phra Phayom Kalayano) has been involved with many types of monk activities and became aware of social problems caused by factors such as unequal social status, lack of knowledge and job opportunities that occurred among the middle class and underprivileged groups. Therefore, Suan Kaew Foundation was established to spread moral teachings of the Lord Buddha, especially the Dharma principles to help humans solve problems by themselves. At present, the temple organizes 19 social projects for helping people in need, such as a vocational training project for the unemployed and homeless people in order to help generate their own income and reduce social problems.

At present, Suan Kaew Temple has used public relations media for promotion of their social role, but the PR media efforts are implemented in a limited condition. The current use of the temple's media consists of small hanging banners, large signs (billboard), and websites, with designs that are not interesting (personal communication, Saksom, 2020, May 20).When considering the issue of therole of media in society, it is clear that media has become a part of everyone's life and a major role in today's society (Siva Sivani Institute of Management, 2019). When considering the concept of communication (Keyton, 2017), it is important that effective media for successful communication should be launched through multiple channels and used through varying types of media to attract more attention of the target audience. Therefore, the existing media communication of Suan Kaew Temple should be improved.

Objectives

The objectives of this study are as follows.

1. To study history and social contribution activities of Suan Kaew Temple, Nonthaburi Province.
2. To study the existing public relations media used in promoting social activities of the temple.
3. To study the temple's need for new media design for promoting its social contribution activities.
4. To develop new media prototype for disseminating the temple's social activities.

Conceptual framework

This research was carried out according to the conceptual framework shown in the following diagram.

Input	Process	Output	Outcome
Important data to study: 1. History and social contributions of Wat Suan Kaew, Nonthaburi Province 2. Use of the existing media of the temple 3. Temple's needs in new media design **Methods** 1. Document research 2. Participatory observation 3. In-depth interview	**Application of theories and concepts for the design of new media prototypes:** 1. Communication theory 2. Marketing concepts and strategies 3. Knowledge of message assessment 4. Principles of media design in communication arts	**Newly designed media prototype worked by the researcher:** The temple can use the new media prototype to be adapted to produce various type of media according to the needs of the temple.	1. Image and social contributions role of Wat Suan Kaew, Nonthaburi Province, will be greatly promoted as a result of using the new media designed by the researcher 2. The research results will reflect an example of how communication arts are involved in the process of enhancing life quality of the disadvantaged groups together with other sectors

Figure 1 Conceptual framework

Research methodology

1. Major principles

Media Role. Media, especially social media, gives organizations a voice and a way to communicate with peers, potential consumers, and target audiences. The role of public relations media in marketing is to use it as a communication tool, it offers organizations accessibility to those interested in their product or service and creates visibility of the organizations v to those that do not know them yet. The factors affecting the use of media includes product, market, channel, message, media, and budget. Additionally, 5 effective media criteria includes aesthetic appearance, easy perception to message, appropriate message volume, useful message, and persuasive capacity.

Message design. Message design is an interdisciplinary area of knowledge. Good message design is simple, bold, and direct. It provides rational, functional aesthetics, as well as effective and efficient layouts for all media. A group of design disciplines all deal with the design of messages. The main components in message design are words, visuals and forms. These main components may be used in many different ways to design, produce, transmit and interpret messages.

Concept of communication. Communication has been the process of sending and receiving messages through verbal or nonverbal means. Effective media for successful communication should be launched through multiple channels with varied types and attractive aspects to attract more attention of the target audience.

2. Sampling technique

A purposive sampling technique was conducted by defining the key informants' characteristics. To represent Suan Kaew Temple, they should: (1) directly relate to temple's media preparation and use, (2) conveniently provide needed information in order to meet research objectives, and (3) cordially assess the quality of the new media prototype files designed by the researcher.

The chosen key informants included:

2.1 Prarajathamnitet (Phra Phayom Kalyano), the Abbot of Suan Kaew Temple

2.2 Mr. Pornsin Saksom, Head of Human Resources Department who was assigned by the Abbot to oversee the media preparation and use for publicizing the temple's activities.

2.3 Mr. Anucha Yodyanyong, temple facilitator, who was assigned by the Abbot to do overall tasks and help oversee the media preparation and use for publicizing the temple's activities.

3. Data collection methods

3.1 Documentary research was conducted to synthesize information from concept papers, theories and related research. The synthesized data were used together with the analysis of the results from participatory observation and in-depth interviews.

3.2 Participatory observation (as an outside observer) was conducted to collect basic information of the temple on the following issues: (1) history and social contribution activities, and (2) characteristics of the existing media and problems of media use.

3.3 In-depth interviews were conducted to: (1) explore the characteristics of the existing media, problems of media use, Suan Kaew Temple's need for new media design, and (2) to survey opinions of the temple's representatives concerning the new media prototype designed by the researcher. The survey was made through media quality assessment form which had been verified by 4 qualified experts in visual communication art in a process of "Index of Item Objective Congruence (IOC) qualification."

4. Research tools

4.1 Participatory observation recording forms

4.2 In-depth interview recording forms

4.3 New media prototype quality assessment forms

Results

1. History and social contribution activities of Suan Kaew Temple, Nonthaburi Province

Suan Kaew Temple, formerly known as Wat Kaew, was an abandoned temple for 80 years located on a garden area in Nonthaburi Province. Later, Luang Por Thian, Jittasupho and 3 to4 other monks traveled to stay amidst an unorganized environment. Afterwards, Phra Rajathamnitet, well-known as Phra Phayom Kalayano, came to stay and conducted the Buddhist activities. Also, Phra Rajathamnitet (Phra Phayom Kalayano) fully restored Wat Kaew by bringing his personal property to develop the temple amidst the pleasant and natural garden consistent with the characteristics of MOKKHAPLARAM Religion Practice Garden Temple (an ideal temple establishment concept for reflecting the Buddhism mission as the forestry plantations for aiding people from their grief), following the concept of the great monk, Buddhadasa Bhikkhu Indapanno. In this regard, "Wat Kaew" subsequently was renamed to "Wat Suan Kaew ("Suan means Garden") or Suan Kaew Temple " with a focus on spreading Buddhism teachings based on a concept of forestry plantations for restoring people's mind and body and releasing grief. Phra Ratchathammanithet (Phra Phayom Kalayano) was involved with many Buddhist activities in various communities and became aware of social problems caused by various factors. Therefore, the temple established the Suan Kaew Foundation to help people and pets in need with the appropriate and constructive activities, as well as to help spread moral teachings of the Lord Buddha, especially of the Dharma principles for people to engage with solving their own problems (personal communication, Yodyanyong, 2020, May 20).

The successful activities included 19 social projects for helping people in need and abandoned pets to meet safer living conditions. The projects were as follows: (1) summer novice ordination program, (2) ethics training camp, (3) Rom Pho Kaew Project, (4) service platform project, (5) molting project, (6) passion regurgitation project, (7) children hunger assistance project, (8) project for illiteracy, (9) asphyxiation revival project, (10) elderly housing project, (11) goodness bridge project, 12) super-poor market project, (13) Suan Kaew nursery project, (14) agriculture and environment support projects, 15) sewage fermentation tank project according to the royal initiative, (16) life skills house project, (17) plant conservation project, (18) dog condo project, and (19) funding card project for job creation and nation development in 2020 (personal communication, Prarajathamnitet, 2020, May 20).

2. The existing public relations media used in promoting social activities of the temple

The major problems of the existing media were unattractiveness and limited type of media which led the target audience to pay less attention to the temple's message. The type of public relations media used by the temple, consisted of hanging banners in various sizes installed in scattered areas within the temple grounds and on the temple's website. Each small banners contained content of events. The media, made by the temple staff, was designed by a general form of letters without any special decorations. Additionally, most of the media materials, vinyl and wood planks, were easily breakable. At present, Suan Kaew Temple has used public relations media that is artless and contains uninteresting design for their role in social promotion (personal communication, Saksom, 2020, May 20).

When considering the concept of communication (Keyton, 2017), the effective media for successful communication should be launched through multiple channels and used through varying types of media to attract more attention of the target audience, therefore, in order to gain greater attention and contribution from the target audience and the general public, the existing media of Suan Kaew Temple should be improved.

The above example of an existing banner, as shown in in Figure 1, appears on the temple's ground is artless because it was designed by composing letters in scattered position without an approach of harmonious or beauty.

Figure 2 An example of the existing banner publicized in Suan Kaew Temple
Source: Photo by the researcher

3. The temple's need for new media design for promoting its social contribution activities

Prarajathamnitet (personal communication, 2020, May 20) stated that the new media design should emphasize the temple's characteristics, philosophy, and image of knowledge and moral practice with a simplicity manner. The details of the temple's need for new media design were as follows: (1) media format should be simple in both form of text and illustration, (2) the digital file of master media, designed by the researcher, should be adaptive for text and illustrations in order to produce various types of media following the temple's needs, and (3) key messages presented in the new media should include: (3.1) messages giving directions to various places in the temple (3.2) messages reminding people of living and pursuing a career in moral ways, (3.3) texts on the history of the temple; (3.4) messages disseminating the temple's role in helping society, and (3.5) messages inviting visitors to support the products and works made by vocational trainees specifically trained by the Suan Kaew Foundation (personal communication, Saksom, 2020, May 20).

4. Development of new media prototype for disseminating the temple's social activities

The development of new media prototype consisted of 3 steps: the first draft of media prototype design process, the first media prototype improvement, and the completion of final media prototype.

The first media prototype improvement: the temple's representatives were satisfied with the sets of new media design which were created to meet 5 effective media criteria, namely, aesthetic appearance, easy perception to message, appropriate message volume, useful message, and persuasive capacity. However, the comments from key informants for media improvement included: (1) carefully correct word spelling of some specific terms, and (2) edit the "Suan Tham Waterfall" picture to be clearer.

The main process to complete final media prototype files:

1. Conceptualize the media theme: the image of knowledge donor and moral practice initiator in a manner of simplicity.

2. Specify the format of media prototype file:

2.1 File version: 2 sets of master digital file were made with the same graphical elements, font patterns, illustrations and information) but with different colors in each file set. The chosen colors, suitable for use in religious places according to the occasion and appropriateness, were orange tones for master file set 1 and green tones for master file set 2.

2.2 File elements: true information and real pictures of person, product, and things within the temple were used as "main elements" in media design, with an emphasis on simplicity style and clear message communication.

2.3 File utility: both sets of master file were made and delivered to the temple in form of digital template file for long-run production of various media types according to the temple's needs.

2.4 File specification: (1) JPEG files, useful for the arrangement of relevant presentation or reports, (2) PSD (Photoshop) files for operating in Photoshop program in order to modify texts and illustrations according to production needs, and (3) Font file to be installed on computer before using PSD file (Photoshop).

5. Recommend the new media use guideline: The researcher proposed a guideline for a new media application by offering 2 sets of prototype files to be modified in further media production process. The guidelines are shown in the Table 1 below:

Table 1 New media usage guidelines

Media type that can be produced from media master files	Media using guidelines	
	Venue for media presentation	Media presentation period
Pamphlet for publicizing the temple history and its activities.	At least 200 pamphlets placed at government agencies, educational institutions, and public relations organizations for distribution to Buddhists and general public	Present pamphlets continuously throughout the year
Direction Sign and Billboard for publicizing the temple social activities.	At least 1 Direction Sign and 1 Billboard should be installed in the entrance and exit areas of government agencies and nearby educational institutions	Present along with the pamphlets; continuously throughout the year
Images and text in the temple's main page on Website and Facebook for publicizing the temple's history and its social activities.	At least 1-2 designed pattern(s) presented in media prototype files should be applied and presented on the main page of the temple's Website and Facebook page. This approach can promote the "unity" of appearance in all media of the temple to create recognition, and create interest in receiving the temple's news and participate in more temple activities.	Present along with the pamphlets, direction sign, and billboard; continuously throughout the year

Source: recommended by the researcher

6. New media pieces presented in the 2 sets of complete master file:

The new media pieces presented in the 2 sets of complete master file, orange tone in master file set 1 and green tone in master file set 2, are shown in figures 2 to 19 below.

New media piece 1: Presenting a brief history of Suan Kaew Temple, Nonthaburi Province, with simple and colorful design. However, to add more information, the temple can also modify the text and images as needed.

Figure 3 A new media piece 1 presented in orange tone in master file set 1
Source: designed by the researcher

Figure 4 A new media piece 1 presented in green tone in master file set 2
Source: designed by the researcher

New media piece 2: Presenting activities and important places within Suan Kaew Temple, Nonthaburi Province, with simple and colorful design. However, to add more information, the temple can also modify the text and images as needed.

Figure 5 A new media piece 2 presented in orange tone in master file set 1
Source: designed by the researcher

Figure 6 A new media piece 2 presented in green tone in master file set 2
Source: designed by the researcher

New media piece 3: Presenting activities and appropriate practices within Suan Kaew Temple, Nonthaburi Province, with simple and colorful design. However, to add more information such as cooperation to maintain cleanliness, etc., the temple can also modify the text and images as needed.

Figure 7 A new media piece 3 presented in orange tone in master file set 1
Source: designed by the researcher

Figure 8 A new media piece 3 presented in green tone in master file set 2
Source: designed by the researcher

New media piece 4: Presenting important places and direction within Suan Kaew Temple, Nonthaburi Province, with simple and colorful design. However, to add more information such as other internal places, etc., the temple can also modify the text and images as needed.

Figure 9 A new media piece 4 presented in green tone in master file set 1
Source: designed by the researcher

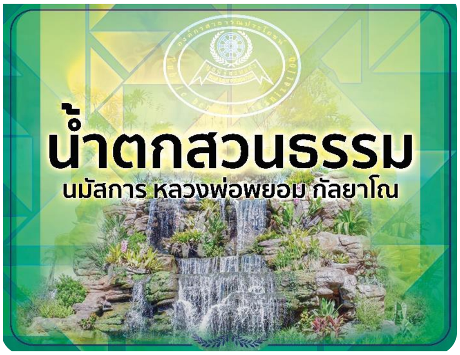

Figure 10 A new media piece 4 presented in green tone in master file set 2
Source: designed by the researcher

New media piece 5: Presenting important places and direction for keeping the peaceful atmosphere within Suan Kaew Temple, Nonthaburi Province, with simple and colorful design. However, to add more information such as calling for additional cooperation, etc., the temple can also modify the text and images as needed.

Figure 11 A new media piece 5 presented in orange tone in master file set 1
Source: designed by the researcher

Figure 12 A new media piece 5 presented in green tone in master file set 2
Source: designed by the researcher

New media piece 6: Presenting messages to invite the visitors to make merit by buying a second-hand television which was assembled from the skill of vocational trainers of Suan Kaew Foundation, within Suan Kaew Temple, Nonthaburi Province, with simple and colorful design. However, to add more information such as calling for cooperation in supporting other temple's activities, the temple can also modify the text and images as needed.

Figure 13 A new media piece 6 presented in orange tone in master file set 1
Source: designed by the researcher

Figure 14 A new media piece 6 presented in green tone in master file set 2
Source: designed by the researcher

New media piece 7: Presenting messages for reminding the way of living and working on moral basis, delivered to the visitors within Suan Kaew Temple, Nonthaburi Province, with simple and colorful design. However, to add other reminders, the temple can also modify the text and images as needed.

Figure 15 A new media piece 7 presented in orange tone in master file set 1
Source: designed by the researcher

Figure 16 A new media piece 7 presented in green tone in master file set 2
Source: designed by the researcher

New media piece 8: Presenting important places within Suan Kaew Temple, Nonthaburi Province, with simple and colorful design. The temple can also modify the text and images to add other messages or pictures as needed.

Figure 17 A new media piece 8 presented in orange tone in master file set 1
Source: designed by the researcher

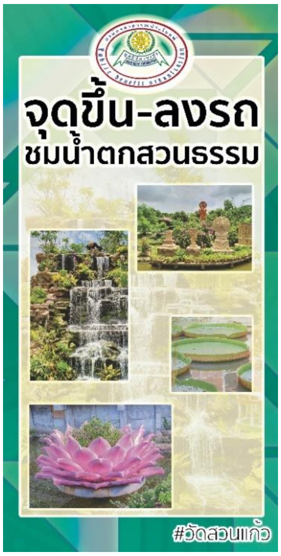

Figure 18 A new media piece 8 presented in green tone in master file set 2
Source: designed by the researcher

New media piece 9: Presenting text that shows the important role of the Abbott in helping society, within Suan Kaew Temple, Nonthaburi Province, with simple and colorful design. The temple can also modify the text and images to add other messages or pictures as needed.

Figure 19 A new media piece 9 presented in orange tone in master file set 1
Source: designed by the researcher

Figure 20 A new media piece 9 presented in green tone in master file set 2
Source: designed by the researcher

Discussion

1. According to the concept of communication (Nordquist, 2019), "communication" is the process of sending and receiving messages through verbal or nonverbal means, and the effective media for successful communication should be launched through multiple channels with varied types and attractive aspects in order to attract the attention of the target audience. The mentioned concept was the approach for analyzing the problem of existing public relations media used by Suan Kaew Temple. This was because Suan Kaew Temple faced the limitations of the temple's media designing skill which was artless and had a dull design without offering a special design concept.

2. According to Van Ruler (2018), communication sare strategic and the relevant media for public relations should be consistent with the organization mission, vision, and values. The mentioned statement supported this research finding which identified that the new media design, made for Suan Kaew temple, were designed with an emphasis on the temple's characteristics, philosophy, and image of knowledge donor and moral practice initiator with a manner of simplicity.

3. The findings of this research revealed that the key informants proposed to have different sets of master digital file for use in Suan Kaew Temple according to the occasion and appropriateness, as well as for long-run production of various media types following the temple's varied needs, this key informants' proposal was in accordance with the concept of public relations and media (Comit, 2019), which stated that there were many different types of public relations activities and relevant media to use according to the occasion and appropriateness of the events. The marketers and media designers should recognize the mentioned concept.

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The Effects of an Instructional Model Integrating Total Physical Response Method and Code-Switching Technique on English Ability of Kindergarteners

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Abstract

The research studied the effectiveness of an instructional model integrating total physical response (TPR) method and code-switching technique on English ability of kindergarteners, aged 5-6 years old, at public schools in the central region, Thailand, under the Department of Local Administration. The sample consisted of 38 kindergarteners in Thesaban 1 Baan-Sampran school (the experiment group) and Thesaban 1 Wat Teandud school (the control group) in Nakorn Pathom Province. Research instruments were the test of English ability of kindergarteners, and the self-report of the satisfaction of learning English in the experimental group. Arithmetic means, standard deviation, and t-test were applied to analyze the results of the study. The research found that after the experiment, the score on English ability of the experiment group were higher than the control group with statistically significant differences at .01 level and the average satisfaction of learning English was 94.74%

Introduction

Nowadays, English is considered an extremely essential tool for global communication. Moreover, English has become an essential part of academic assignments almost everywhere (CTN News, 2020). In many countries, the English language may not be used as a mother-tongue language, however it has been acknowledged as an official language in the nation. Being able to use the English language proficiently can increase the chance for a person to achieve many more benefits such as the ability to expand one's knowledge to information and content in the book and other media published in English. Moreover, people who are capable to communicate well in English will have a good chance to be employed in a higher position with a higher salary and they can progress their job better than those who cannot use English well. As a result, today's educational institutions and parents agree on the importance of learning English at all levels. Providing English learning for young children is seen as an important foundation that can promote children's learning and ability to use English in their future life. According to relevant pieces of literature, several researchers revealed that learning English as the second language or foreign language in preschool-age shows positive effects in their studies. This

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is because children at this age are open minded and are able to mimic the sound and voice close to the native speakers. Children at the preschool age should be offered the language learning experience suited for their age-appropriateness and backgrounds. Learning and developing a foreign language or a second language should be focused on the development of listening, speaking, reading, and writing, respectively as the mother tongue language. Nevertheless, teaching and learning English in Thailand is mainly taught in the traditional methods which focuses on reading-writing and memorization. As can be seen, several studies have shown the conditions and problems of teaching and learning English in kindergarten classrooms in Thailand. The main issue was traditional teaching methods that most of the English learning process in Thailand is based such as following the book, doing worksheets and home exercises is a good practice, but this is not enough for a particular English level (CTN News, 2020). Also, some teachers may use an incorrect method that does not correspond to the linguistic principles and developmental theories; or they may focus only on the grammatical matters, reading, and writing, or content rather than the development of English skills of the learners. It also has been found that some activities provided by teachers did not attract the attention of children; as there was a lack of encouragement for the development of children at this age (Sumrankij, 2008). Also, there were some controls and forces in learning by rote learning rather than to provide activities to fit with learner's interests, which is contrary to the principles and theories of language learning (Kaenchan, 2002). Along with the society, the environment in Thailand makes it difficult for learners to speak English outside the classroom (Angwatanakul, 1996). This issue has a big impact on the majority of children as they may have a lack of English communication and experience; especially in listening and speaking. The student may obtain English knowledge however they may not be able to communicate in everyday life. The lack of motivation to learn and to improve their English skills can make the learner feel that learning English is difficult and far away from their life (Sumrankij, 2008). The issues mentioned above can cause children to be less assertive, be embarrassed to use their English skills or they may not cooperate in doing activities, may become bored, and may not accept to learn since they have a negative attitude in learning English. This can adversely affect the child's learning of English over time.

Acknowledging the problems stated above, it is necessary to provide the age-appropriate teaching and learning methods that correspond to the child's developmental stages as an effective way to develop English proficiency in children. Several studies have shown different methods of teaching English that are suitable for preschool children. One of the most effective and widely used teaching method is the Total Physical Response (TPR) method (Asher, 1979). However, teaching English to kindergarteners using only English can confuse young learners with the language they are being taught in and can result in making children afraid, stressed, not confident and they may have a bad attitude towards learning English. This can become a major obstacle to hinder children to reach their English skills and achievements in the future. Therefore, adopting Code-Switching techniques (Lin, 2012), which focused on language switching techniques, can allow the teacher to use their mother-tongue language to explain the meaning of the words. This method can help the learner to clarify the unclear meanings and can build up good teaching and learning atmosphere to support the learners with a positive attitude towards learning English. This can be another platform of English language experience as a foreign language learning to completely and effectively master the English competence for kindergarten children.

According to the research mentioned above, the researchers are, therefore, intended to develop an Instructional Model Integrating Total Physical Response Method and Code-Switching Technique to promote English proficiency of kindergarten. In addition, to present the results and findings of this model in the analysis part of the article.

Objectives

The objectives for this research were

1. To compare the English language proficiency of the experimental group before and after the experiment.

2. To compare the English language proficiency of the experimental group and control group after the experiment.

3. To study the satisfaction of learning English in the experimental group after the experiment.

Conceptual framework

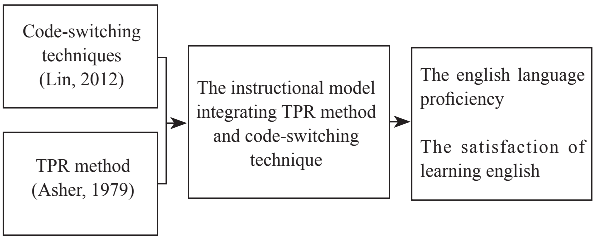

Fig. 1 Conceptual framework

Research methodology

1. Population and samples

The population was kindergarteners age 5-6 years old who studied in 148 schools as a part of the Department of Local Administration, Ministry of Interior, from twenty-one provinces in the central region of Thailand, where the school provided English language teaching at the kindergarten level by Thai teachers. Multi-stage sampling was used to gather data. We also used systematic random sampling to collect data from Nakhon Pathom Province. The total number of the samples was 38 kindergarten children aged 5-6 years in two municipal schools; Thesaban 1, Ban Samphran (Nakhon Saraphadungwit) Kindergarten Room 2/4, as the experiment group; and Thesaban 1, Wat Teandud (Nakhon Phon Phithayakhan), Kindergarten Room 2/1, as a control group, in Sam Phran District, Nakhon Pathom Province.

2. Research instrument

2.1 An English Language Proficiency Test for kindergarten children.

2.2 A self-report of the satisfaction of learning English in the experimental group who received the treatment in this study.

3. Collection of data

Researchers set a period of the experiment for 12 weeks. The instructional model Integrating Total Physical Response Method and Code-Switching Technique were used for 30 minutes a day during homeroom time (8.30-9.00). One learning unit was delivered from Monday to Thursday. The researchers have done pre-test and post-test to measure and evaluate the English language proficiency of kindergarten children as well as the retention by using the English language proficiency test as a parallel tool.

4. Data analysis

Arithmetic means, standard deviation, and t-test were applied to analyze the results of the study.

Results

After the experiment of the Instructional Model Integrating Total Physical Response Method and Code-Switching Techniques on the English language proficiency and the satisfaction of learning the English language in the experimental group, the results indicated that the data supports the hypothesis. The average post-test score of English language proficiency of the experimental group was higher than the pre-test score. The statistical significance was at α=.01 level. Considering a behavioral indicator, each indicator had a higher average post-test score than pre-test. It indicates the statistical significance at α=.01 level. It can be inferred that kindergarten children who received the experience based on the developed model had a higher average score of English proficiency. They also had a higher score on the assessment of learning English satisfaction at 94.74 percent.

Table 1 A comparison of the post-test and pre-test score of overall English proficiency of the experimental group

English language proficiency	Behavioral indicator	Experimental group						
		Pre-test		Post-test		t	df	*p*
		$\bar{x}$	S.D.	$\bar{x}$	S.D.			
The comprehension of an english vocabulary/ sentence	Listening to English vocabulary and identifing the objects, items, or pictures which contain the same meaning.	5.89	2.38	11.32	0.67	-9.56	36	.00
	Listening to the instructions in English and being able to perform or gesture the physical movements.	5.32	2.50	11.00	0.94	-9.29	36	.00
	Total	**11.21**	**4.59**	**22.32**	**1.25**	**-10.18**	**36**	**.00**

Table 1 (Continude)

English language proficiency	Behavioral indicator	Experimental group						
		Pre-test		Post-test		t	df	*p*
		$\bar{x}$	S.D.	$\bar{x}$	S.D.			
The information transferring skills from what they have listened	Listening to a sentence in English and draw the pictures that represent the same/relevant word/meaning	4.26	2.02	11.42	0.69	-14.59	36	.00
	Listening to the questions in English and making a relevant answer	6.63	1.89	10.89	1.05	-8.59	36	.00
	Total	**10.89**	**3.03**	**22.32**	**1.38**	**-14.94**	**36**	**.00**
	Total	**22.11**	**7.07**	**44.63**	**2.27**	**-13.23**	**36**	**.00**

P<.01

From Table 1, the results indicated that after the experiment, the experimental group showed a statistically significant difference in the post-test scores of the overall English proficiency score ($\bar{x} = 44.63$) which was higher than the mean value of the pre-test score ($\bar{x} = 22.11$) at $\alpha = .01$ level. Considering a particular indicator, the results indicated that the experimental group had the same mean value on the comprehension of an English vocabulary/sentence and the information transferring skills from what they had listened to ($\bar{x} = 22.32$). Besides, the results displayed the highest English proficiency score were listening to a sentence in English and drawing the pictures that represent the same/relevant word/meaning ($\bar{x} = 11.42$) and the lowest average score was listening to the questions in English and making a relevant answer ($\bar{x} = 10.89$).

From Table 2, the results indicated that the experimental group showed a statistically significant in the post-test scores of the overall English proficiency ($\bar{x} = 44.63$) which was higher than the mean score of the control group ($\bar{x} = 27.11$) at $\alpha = .01$ level. When considering the details, the results indicated that the experimental group had the mean value on the comprehension of English vocabulary/sentences ($\bar{x} = 22.32$) and the information transferring skills from what they had listened to ($\bar{x} = 22.32$) which are higher than the score of the control group ($\bar{x} = 16.15$; $\bar{x} = 10.95$). Besides, it was found that after the experiment, the experimental group had the mean scores of English proficiency in all behavioral indicators including; listening to English vocabulary and identifying the objects, items, or pictures that have the same meaning

Table 2 A comparison of the mean value of the post-test score of English proficiency of the sample.

English language proficiency	Behavioral indicator	Experimental group						
		Experimental group		Control group		t	df	*p*
		$\bar{x}$	S.D.	$\bar{x}$	S.D.			
The comprehension of an English vocabulary/sentence	Listening to English vocabulary and identifying the objects, items, or pictures which contain the same meaning.	11.32	0.67	8.89	2.38	36	4.27	.00
	Listening to the instructions in English and being able to perform or gesture the physical movements.	11.00	0.94	7.26	2.94	36	5.27	.00
	Total	**22.32**	**1.12**	**16.15**	**4.83**	**36**	**5.37**	**.00**
The information transferring skills from what they have listened	Listening to a sentence in English and drawing the pictures that represent the same/relevant word/meaning	11.42	0.69	4.68	2.67	36	10.65	.01
	Listening to the questions in English and making a relevant answer	10.89	1.05	6.26	2.13	36	8.50	.00
	Total	**22.32**	**1.38**	**10.95**	**3.75**	**36**	**12.40**	**.00**
	Total	**44.63**	**2.26**	**27.11**	**7.29**	**36**	**10.00**	**.00**

P<.01

($\bar{x}$ = 11.32), listening to the instructions in English and be able to perform or gesture the physical movements ($\bar{x}$ = 11.00), listening to a sentence and draw the pictures that represent the same/relevant word/meaning ($\bar{x}$ = 11.42) the average score of listening to the questions in English and make a relevant answer was ($\bar{x}$ = 10.89) which is higher than the mean score of the control group ($\bar{x}$ = 8.89, $\bar{x}$ = 7.26, $\bar{x}$ = 4.68 and $\bar{x}$ = 6.26).

The satisfaction in learning English of the experimental group was captured as a self-report made by the children in the experimental group. The data was analyzed by using percentages and presented in Table 3.

Table 3 Results of satisfaction in learning English of kindergarten children (A self-report)

Time	Satisfied		Dissatisfied		Total
	n	Percentage	n	Percentage	n
1	17	89.47	2	10.53	19
2	18	94.74	1	5.26	19
3	18	94.74	1	5.26	19
4	19	100.00	0	0.00	19
Total	72	94.74	4	5.26	76

The data from Table 3 displays that the average satisfaction of learning English in the experimental group who received the model of experience. The average satisfaction data is 94.74% and the average dissatisfaction is 5.26%.

Discussion

The research findings revealed that the experimental group had a higher average post-test score ($\bar{x}$ = 44.63) than the pre-test score of the overall English proficiency. It shows the statistical significance at α = .01 level. When considering the behavioural indicator, the results indicated a statistically significant higher post-test score than pre-test of the overall English proficiency at α = .01 level. This is in accordance with several studies, Chen (2010); Patimah (2012); Yu (2012); Lin (2012), who emphasised that gesture-based learning and code-switching in kindergarten classroom enabled children to improve higher listening skills and vocabulary proficiency. In addition, this teaching model also offers a relaxing learning environment so that children can learn and explore the language activities with no stress.

Considering the development of English language ability of preschool children, it was found that the important key factors are:

1. Changing roles and responsibilities of English language teachers.

Teachers play an important role in helping to promote the English proficiency of kindergarteners. In the context of teaching English by Thai teachers, who are not native speakers, teachers use methods for children to memorize vocabulary by repeating after the teacher and focusing on writing the vocabulary. This seems to be the main obstacle to learning English for Thai children. This is in accordance with Sumrankij (2008); Kaenchan (2002) who addressed the problem of teaching English by Thai teachers was due to activities organized by teachers did not attract children's interests, there was a lack of encouragement and activities were not suitable for the development of children at this age. Besides, the teacher focused on rote-learning instead of hands-on learning, which is opposed to the principles and theories of language learning. As a result of the study, it was found that kindergarten children who received the experience model of the code-switching and the total physical response showed a higher English language proficiency than the ability before the experiment. It can be said that teachers must be aware of their roles and responsibilities to support young children to develop the second language learning experience.

1.1 Responding to children's feelings can make children feel familiar, warm, trusting, encouraging, and reduces stress. This is accorded with who said that when teachers give positive reinforcement and build a positive relationship during English language learning, it can help children to be more confident and able to extend their abilities. It is also consistent with Krashen & Terrell's (2000) who noted the natural language teaching principles and pointed out that teachers play an important role in easing the tension of children to lower a level of attitude estimator. This can support children to raise their self-confidence and receive better language information. This was evident from the behavior of the children during the experiment that in the first period of the experiment, children showed signs of stress, nervousness, and use of language expression uncomfortably. Nonetheless, when the researcher built the familiarity with children; by talking to them with a soft voice along with giving them a friendly action and gentle behaviour, and did not force them to speak English or perform language while they were not ready, this helped children to become more confident and willing to use new language in a fun learning atmosphere.

1.2 Observation is the key to understanding children when they need help; getting confused or showing uncomfortable or unconfident expressions. Being a good observer will enable the teacher to assist the learner promptly and meet the actual needs of the child. For instance, in the first part of the experiment, when the child was not yet familiar with the researcher and the researcher asked the children to draw the pictures, one child had not received a paper, but the child remained sitting still and did not ask the researcher for a paper. In this situation, the researcher observed the participants' behaviour and detected the problem and was able resolve the problem immediately. In other cases, children may show their actions such as scratching their head, frowning their eyebrows when they do not understand what was said. The researcher needs to provide immediate help by giving the clues to help children explore the new language by themselves; such as using gestures, guiding questions, or giving the child options to choose an answer. However, when children do not understand, it is recommended to use mother-tongue language to assist the conversation. This is asserted by who stressed that one of the most effective strategies for helping children is the role of teacher or the adult to observe the child on their facial expressions, behavioural action, and eyesight to understand learners and to assist them to progress their competence.

2. Teaching methods that suit the developmental level and nature of kindergarten children.

Choosing a suitable teaching method for the developmental level and nature of young learners is essential in teaching English as a foreign language to children in preschool age. As children learn differently from adults. Young children love to learn by doing new things rather than staying still and they have a short span of attention. Children learning a foreign language should be taught in the same way as mother tongue language. As Krashen (1981) noted that teaching English to young children should not focus on a form and grammatical structure but should focus on meaning in communication, using body language and context to help the child to understand the meaning of the conversation. Overall, teaching a foreign language should not cause stress to children as stressed that the English teaching method should be easy to understand and offer the opportunity for young children to interact with others to develop fluency in the new language.

3. Mother tongue is an important tool for learning English as a foreign language.

Using only targeted language in the provision of teaching and learning of English as a foreign language to children in kindergarten who have just started learning a new language, may make learners feel stressed as they may not understand it. Switching to the mother tongue when necessary can create a good link to the previous knowledge and experience that the child has learned to a meaningful language learning. Linking familiar language skills to the prior language can help children to develop communication skills and develop abstract thinking which is more complex in a foreign language. It also helps children to feel good and relaxed to communicate freely with teachers and peers. This is asserted by who said that switching languages in the classroom allows learners to learn by communicating with others and help them not to feel neglected by the inability to communicate in a foreign language.

Suggestion

The researchers have recommendations for using the research results and suggestions for further research as follows.

1. Suggestions for applying the research results

1.1 Teachers need to understand the developmental level of foreign language learning and the principles of teaching foreign languages for young children to be able to organize teaching and learning activities that are appropriate to the abilities of children at this age. As well as, the teacher must place importance on providing learning support (Scaffolding) for a child who may obtain the different language abilities to interact with both teachers and peers.

1.2 Teachers should gradually shift their teaching role to become a facilitator and allow children to play a role in helping their peers.

1.3 Teachers should focus on creating a warm and friendly learning environment and avoid making a stressful environment to provide opportunities for young children to demonstrate their competence and feel successful at work. Also, the teacher should support children by asking simple questions that are suited for every child and using a specific question for a child who may not be ready to talk yet. Along with giving positive reinforcement and motivation, this can encourage children to feel secure and trust their teachers during their learning.

1.4 This teaching method should be used for other levels of kindergarten ; especially in the beginners who are just starting to learn English.

2. Suggestions for the future research

2.1 It is recommended to study and develop a model of experience by integrating code-switching and total physical responses teaching methods to promote the English proficiency of preschoolers by applying a minimal pair of teaching to help children to learn the difference between sounds in English. This includes the initial consonant sound and the ending consonant sound which is different from the Thai language, for example, bag - black, hair - hand, ten - hen and some English consonant sounds that do not exist in the Thai language.

2.2 It is recommended to study a model of experience by integrating code-switching and total physical responses teaching methods to promote English proficiency in kindergarten in different regions of Thailand such as North, Northeast, and Southern areas.

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STEM Education for Developing Undergraduates' 21st Century Skills

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Abstract

STEM education is a learning approach that integrates science, technology, engineering, and mathematics with a focus on students' application of knowledge and technology for solving problem. Engineering design process is included in STEM education with a purpose that students can develop innovation during their collaborative work. STEM education helps students develop skills in critical thinking, communicating, creative thinking, and teamworking. These skills are relevant to those necessary for living in the 21st century. Currently, STEM education is implemented in kindergarten, primary, and secondary levels. In addition, vocational and undergraduate levels start implementing STEM education with a purpose to develop students' knowledge, skills, and abilities. Teacher plays an important role to transfer knowledge and encourage students to learn. Also, teacher has to motivate students to apply knowledge to solve real-life problems which will be effective for their future career.

Introduction

Education and learning reform are important for human development. They develop Thais to learn, work, and live with appropriate knowledge and skills. In order to prepare human for agriculture, manufacture, and business areas; integration of science, technology, research and development, and innovation is important. It is important to promote teaching and learning strategy that connect science, technology, engineering, and mathematics. This type of teaching and learning strategy, which is currently promoted in many countries, is called STEM education (The National Legislative Assembly, 2015).

STEM education is currently promoted in Thailand with many reasons (Chulawattanatol, 2013).

1. Knowledge and abilities in science and technology of Thai students are lower than those of international level. Thai students still have low abilities in science and technology, comparing with those of other countries such as Korea, Singapore, and China. Even though there are Thai students who win Science and Mathematics Olympaid Competition, these students are only a small number. Considering other international assessments such as PISA and TIMSS, Thai students have knowledge and skills in reading, science, and mathematics that are lower than other countries. The main reason is that Thai students learn by memorizing without critical and synthesized thinking.

2. Thailand would like to improve citizens' income. Thus, in 2012, Office of the National Economic and Social Development Board launched a country strategy to improve citizens' income. The strategy

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emphasizes on improving abilities in science, technology, and innovation.

3. Human workforce in science and technology in Thailand is insufficient for future competition. National Science, Technology, and Innovation Policy Office reports that, in 2011, Thailand had only three million people who were the workforce in science and technology. Moreover, 89% of this group had educational background that was lower than undergraduate level.

From these reasons, changing of Thai education is important. Thailand needs citizens with appropriate knowledge and abilities for living in the future.

Content

STEM is an abbreviation for four educational areas: science, technology, engineering, and mathematics. It means the integration of four disciplines which are connected in real-life. An idea of STEM was started by the U.S. National Science Foundation (NSF). It was firstly used to explain projects that were related to science, mathematics, technology, and engineering. However, STEM was not clearly defined. Thus, there are several meaning and usage of STEM such as those used STEM to define a group of professions related to science, mathematics, technology, and engineering (The National Legislative Assembly, 2015).

In Thailand, STEM education and STEM curriculum refer to teaching and learning approach that integrates knowledge and skills of four disciplines: science, mathematics, technology, and engineering. This teaching and learning approach emphasizes on application of knowledge and skills in solving real-life problems. In addition, it focuses on development of procedure and product that are effective for living and working. STEM education does not emphasize on learning from memorizing. In contrast, it focuses on working to build understanding of theories and to develop skills in thinking, problem posing, problem solving, information searching, information analyzing, and implementing knowledge to real-life (The Institute for the Promotion of Teaching Science and Technology, 2014).

STEM education can be implemented in kindergarten, primary, secondary, vocational, and undergraduate levels. Advantages of integrating four disciplines in teaching and learning based on STEM education are to promote:

1. Deep understanding in these four disciplines,
2. Meaningful learning in science and mathematics by implementing of engineering design process and technology within real-life context,
3. Understanding and skills for applying knowledge,
4. Skills in learning and application across four disciplines, and
5. Realization of engineering importance.

Teaching and learning based on STEM education

Teaching and learning based on STEM education is an integration of engineering design process to the learning of science, mathematics, and technology by doing activities. This integration has a purpose to develop knowledge, understanding, and skills. Teaching and learning based on STEM education opens students opportunity to apply knowledge for solving real-life problems. There are some ideas, proposed internationally and nationally, about teaching and learning based on STEM education.

Education Week Teacher (2014) explains about teaching and learning based on STEM education with six stages as the followings.

Stage 1: Focusing on understanding problems

Stage 2: Having flexible teaching and learning strategy

Stage 3: Allowing students to exchange learning

Stage 4: Teamworking

Stage 5: Integrating science, mathematics, technology, and engineering

Stage 6: Enhancing various ways of problem solving, including learning from previous failure

In Thailand, the Institute for the Promotion of Teaching Science and Technology or IPST (2014) proposes teaching and learning based on STEM education with six stages as the followings.

Stage 1: Problem identification. This stage focuses on understanding problem and analyzing conditions of the problems so that students are able to find strategy to solve the problem.

Stage 2: Related information search. This stage focuses on gathering information including science, mathematics, and technology knowledge which are related to ways, possibilities, advantages, and disadvantages to problem solving.

Stage 3: Solution design. This stage focuses on applying information and thoughts to design tasks or ways to solve problems with the consideration of limitation based on the given problem.

Stage 4: Planning and development. This stage focuses on setting sequences of developing task or ways to solve problems and working on developing task.

Stage 5: Testing, evaluation, and design improvement. This stage focuses on testing and evaluating the task or ways to solve problems. Results of the testing or evaluating are taken to improve the effectiveness of problem solving.

Stage 6: Presentation. This stage focuses on presenting thoughts and strategies used to solve problems.

The stages of teaching and learning based on STEM education proposed by The Institute for the Promotion of Teaching Science and Technology (IPST) are summarized in Figure 1.

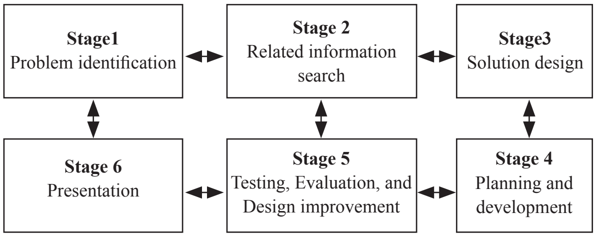

Figure 1 IPST's stages of teaching and learning based on STEM education
Source: (Stem Education Thailand, 2014)

Teaching and learning based on STEM education advantages to students. First, it enhances students to think systematically. Second, the teaching and learning based on STEM education provides students opportunities to effectively solve problem. In the instruction, students learn to analyze the problems, to find solutions of the problems, to improve quality of the solution, and to present the best solution. Third, students have opportunities to work-in-team. Forth, within the teaching and learning based on STEM education, students can self-learn and self-work to solve the problems. Finally, students learn within multi-disciplinary context. To conduct teaching and learning based on STEM education, it is important for teachers to support, facilitate, and motivate students to do activities in the instruction.

Teaching and learning based on STEM education in undergraduate level

The U.S. Department of Education (2018) defines systematic procedures to develop students by teaching and learning based on STEM education. This procedures consist of the following emphases.

1. It is necessary to implement teaching and learning based on STEM education from kindergarten to Grade 12.

2. It is important to improve knowledge and sustainable of STEM learning for everyone.

3. Teaching and learning based on STEM education has to be improved to be appropriate for undergraduate level.

4. Implementation of teaching and learning based on STEM education must be able to support STEM learning in the future.

5. Design of teaching and learning based on STEM education is needed for graduate level.

Teaching and learning based on STEM education can be implemented in undergraduate level in Thailand. Emphasis of the instruction should be appropriate to context of the universities. In addition, it should focus on developing students' potential. Within the STEM education context, undergraduate students can develop understanding and skills those are necessary for solving problems, developing new innovation, living in real world, and working in the future.

Besides the U.S., there are other countries which are interested in teaching and learning based on STEM education, especially in China. In 2015, China had 3.5 million graduates with STEM degrees. This number of graduates is more than a half of graduates from other countries (Siripattrachai, 2013).

In Thailand, teaching and learning based on STEM education in vocational and undergraduate levels has been started. Implementation of STEM education in these levels helps develop human workforce and support students to connect learning to working. Currently, there are some projects to integrate school with workplace in form of Work-Integrated Learning (WIL) in both vocational and undergraduate levels. This integration allows students to learn from real work and supports students to develop critical thinking, problem solving, creative thinking, and innovation developing. (The National Legislative Assembly, 2015)

Teacher preparation program plays an important role in preparing pre-service teachers to be ready for teaching in STEM Education. The preparation should be clear and effective for pre-service teachers. For example, the teacher preparation program should prepare pre-service teachers in important subject areas, assign appropriate workload for program instructors, and have effective coaching and mentoring system (Siripattrachai, 2013).

In addition, higher education has to promote pre-service teachers' skills in the 21st century. The 21st century skills consist of 3Rs and 7Cs. The 3Rs include reading, writing, and arithmetic. The 7Cs include critical thinking and problem solving; creativity and innovation; collaboration, teamwork, and leadership; cross-cultural understanding; communication, information, and media literacy; computing and ICT literacy; and career and learning self-reliance). The 21st century skills are relevant to Thai Qualifications Framework for higher education which specifies 5 expected characteristics of graduates (Office of Higher Education, 2015). These characteristics are:

1. Ethics and moral: This area means development of behavior with virtue, morality, and responsibility.

2. Knowledge: This area means understanding, thinking, presenting, analyzing, and justifying principles, theories, and processes.

3. Cognitive skills: This area means abilities in analyzing situations and applying knowledge in ideas, principles, theories, and skills for critical thinking and problem solving.

4. Interpersonal skills and responsibility: This area means ability in team-working, presenting of leadership, self- and social-responsibility, and planning.

5. Numerical analysis, communication, and information technology skills: This area means ability in numerical analysis, mathematically and statistically communication, and use of information technology.

In order for developing these characteristics in pre-service teachers, teacher preparation program has to provide content and activities which are relevant to the characteristics. STEM education is one of the pedagogical approaches that enhances the expected characteristics and the 21st century skills.

In Thailand, there is a Master's Degree program in STEM and Digital Education, Thammasart University. This program collaborates with Trinity College, University of Dublin. Students take courses in both Thammasart University and University of Dublin. The program graduates will receive Master's Degree in Education from Thammasart University and Postgraduate Certificate in 21st Century Teaching and Learning from University of Dublin (Faculty of learning Science and Education, Thammasart University, 2014). Objectives of the program are as the followings:

1. Students specialize in mathematics, science, technology, and STEM instruction.

2. Students are able to develop STEM instruction through research methodology.

3. Students realize the importance of teacher-being, virtue, morality, and ethics of teaching profession. They understand role, duty, and importance of being a leader in the 21st century. They understand the importance of working with others, working with society, and changing of science and mathematics education.

IPST defines five characteristics of teaching and learning based on STEM education in undergraduate levels as the followings (The Institute for the Promotion of Teaching Science and Technology (IPST), 2014).

1. Focusing on integration STEM to all disciplines.

2. Allowing students to connect science, mathematics, technology, and engineering to real life and working.

3. Emphasizing on developing the 21st century skills.

4. Challenging students' thinking.

5. Opening students' opportunities to give opinion and understanding that are related to science, mathematics, technology, and engineering.

Thus, conventional education, which lets students learn each topic from theory to practice, may block students' understanding. Students difficultly learn the content and realize the important of the content. In contrast, within the setting that real-life situation is implemented, students will be motivated to gather information and to solve problems so that they better understand the content.

Working careers related to STEM

STEM working careers are internationally needed. The U.S. Ministry of Labor specified five STEM working careers for 2018 (Education for Life, 2014). These careers are: (1) computer programmer, (2) engineer, (3) physicist, (4) biological scientist, and (5) mathematician.

In Thailand, National Science Museum (NSM) works with Chevron Thailand Exploration and Production (2016). to launce Enjoy Science Careers Project in order for educating, motivating, and encouraging Thai students to study science, mathematics, technology, and engineering by learning from STEM careers. In 2016, the project introduced 10 STEM careers which are the followings.

1. Petroleum geologist
2. Pharmaceutical scientist
3. Food scientist
4. Biomedical engineer
5. Cosmetics scientist
6. Forensic scientist
7. Plant bleeder

8. Product designer
9. Software developer
10. Animation designer and developer

In addition, in 2017, the project introduced 10 STEM careers which are the followings (Digital Age, 2017).

1. Satellite engineer
2. Data scientist
3. Investment analyst
4. Robotic engineering
5. Modern agriculturalist
6. Athletes Performance
7. Nano-material scientist
8. Railway system engineer
9. Sound engineering
10. Specialist in health, environment, and safety

These working careers and others need not only individual disciplines, but they also need the integration of mathematics, science, and technology. In addition, working in the future needs human with necessary skills. Developing students to have these skills requires the developing of knowledge and understanding to create new innovation. Teaching and learning based on STEM education is one of the ways to prepare students to be ready to work in the 21st century.

Advantages from teaching and learning based on STEM education

Teaching and learning based on STEM education focuses on allowing students to solve problem. This strategy helps students develop skills necessary for improving the country in many sectors as the followings (Chulawattanatol, 2013; Kotawong, 2016).

1. In economic sector, teaching and learning based on STEM education supports the development of new innovations which increase more opportunities in economic and product value.
2. In human resource sector, teaching and learning based on STEM education increases the number of people in STEM careers. This increasing would rise citizens' income in the future.
3. In security sector, teaching and learning based on STEM education increases security of the country, especially in cyber security.
4. In health sector, teaching and learning based on STEM education promotes citizens' knowledge and understanding about health. The citizens would have better health and longer life since there is improvement of medical technology.
5. In education sector, teaching and learning based on STEM education helps:
   5.1 develop critical thinking skills and create new innovations which need science and mathematics,
   5.2 improve achievement in science and mathematics, and
   5.3 decrease problems in lacking of science and mathematics teachers,

Besides the advantage of teaching and learning based on STEM education in motivating students, it enhances students to connect knowledge to real-life situation. Students can apply the knowledge to solve problems. Within this setting, students develop their systematic thinking. Thus, teaching and learning based on STEM education aims not only for students' graduation, but it also aims for students' application of knowledge for living and working in the future.

Conclusion

Teaching and learning based on STEM education helps develop students with skills which are important and necessary for living in the 21st century. Thus, this teaching and learning approach is effective to teacher and students. However, it is important that teacher has to make students understand STEM disciplines from kindergarten, primary, secondary, vocational, to undergraduate levels. In kindergarten and primary levels, it is necessary to change students' learning style. Teacher has to motivate students to pose problem, find solution, and work in team. In secondary level, STEM has to be implemented in teaching and learning. Teacher has to realize that learning STEM disciplines is not the learning of theories. In contrast, it has to be the learning from doing. In vocational and undergraduate levels, teaching and learning based on STEM education has to allow students to apply knowledge and skills in science, mathematics, technology, and engineering to create new knowledge, innovations, and methods to solve real-life problems. Importantly, teaching based on STEM education has to help students develop skills in critical thinking, creative thinking, teamworking. These skills would support students to live in the real world and to have appropriate careers in the future.

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Book Review

Sirinart Paetyangkul

Book Title: 8 Things Super-Performers have in Common

Author: Parin Songpracha

Publisher: 1168 Co., Ltd. Bangkok, Thailand

Following someone's page on Facebook has become one of the common things we do, and this author is one several I have been following; Mr.Parin Songpracha. He has been sharing his experiences and updating his fans with new trends and custom in business practice. The 8 Things Super-Performers have in Common is composed for several year from his success and failure experience from the beginning of his career . Over 400 of his writing and share on his fan page, only 64 topics which each has over 100 shares, are selected to be in this book. Personal impression of this book is a mixture of tips and tricks, storytelling of someone who has been through tough times until succeeded and would like to share do's and don'ts. The book is easy to digest and practical. Anyone who works in organization or when individuals deal with people, this could be useful to reference as guidelines. There is no need to start reading chapter by chapter, it can be read from topic interested. The first jobbers, as well, could benefit from reading several chapters since the junior has fewer years of service. The book is like personal mentor!

However, the book is not only his personal career path to success, but what make this book interesting is that the author allowed his fans to co-create some of the content by sharing their experiences, especially in the highlight chapter; chapter one "8 Devha Doors", meaning as the book title: 8 Things Super-Performers have in Common. The following is a chart summarizing 8 tips of the super-performers shares with the readers stemming from the author himself and from the fans together share. The tips portray in quadrants:

Not to spoil the excitement of the readers too much, the chart presents 8 key points at a glance. The author organizes the 8 tips into 4 quadrants: on the horizon, the left explains about entities of self while on the right is what we should react or respond to others. On the vertical top row defines inner world or thought of ourselves and the bottom row shows the outer world or situation we might come across with.

The first quadrant shows"self"/inner thoughts suggest that one should have (1) passion, drive, and grit (2) self-awareness, while the 3rd quadrant of self/outer world or situation suggests (4) time machine vision, (5) adapt to people and adapt to situation, and (6) high outcome deliver. The 2nd quadrant guides how one react to others/inner thoughts (3) great listener and be able to understand others, and the last quadrant, recommends that (7) make it simple, and (8) give/push people.

The super-performers need to know themselves quite a lot and what they are crazy about and consistency in doing things. After some time, they will be able to see the direction or the path of it until be able to see the trend of how things should go. And absolutely that the top-performers work for their best outcomes. When involve with other, they spend time listening to find out what unsaid to deliver the precise outcome and understood. Giving opportunities to others and team building are one of the key performance indicators that great performers are not the best working on their own, but they can work in team and push team members to explore their hidden gems.

The rest of the book is also valuable experience and insightful both in marketing and sales, tips, and techniques at work and with people at different times, for example when you are juniors what you should expect and what need to pick up at the first 5 years in career. In some chapters, probably for some who have been working for years, it is like a review of our past that we can connect with while reading. Even some part, might light up your fire and lightening up your ambition again, who knows? A lot more about what we had been taught but in practice we need to hear from the Super-Performers.

Guidelines for Writing and Submitting Original Manuscripts for Publication in Journal of Multidisciplinary in Social Sciences

Journal of Multidisciplinary in Social Sciences is an academic publication that aims to publish manuscripts such as original articles, review articles, and book reviews concerning multidisciplinary knowledge related to the field of humanity and Social Science and other related fields. The journal is published thrice annually. All manuscripts accepted for publication are copyrighted by Suan Dusit University; reproduction, in whole or in part, requires written approval from Suan Dusit Unversity. Excluding errors incurred during the printing process, all content contained within articles is the author's responsibility.

Publication Process

1. The journal accepts original manuscripts for consideration, from January to December.
2. The editorial board adjourns to consider the merits or submitted manuscripts and the scope of the journal. During this phase the integrity and accuracy of the manuscripts content is assessed.
3. An editorial letter is issued to the author for manuscripts that the editorial board deems inappropriate for publication. If the editorial board approves the manuscripts, an editorial letter will be sent to the author and the article will be subjected to peer review.
4. Articles that are deemed appropriate for publication are subjected to peer review by a panel of three experts in the appropriate field. In order to be deemed appropriate for publication, an article must be by recommended two of the three experts.
5. The qualitative assessments of the expert panel returned by the manuscript's author. The author is expected to make the appropriate alterations indicated by the experts' feedback.
6. The author returns the edited document; the editorial staff examines the changes to make sure they are congruent with the experts' recommendations as well as the journal format.
7. The revised version is granted the University's recognition of "Accepted" for publication status with the Journal of Multidisciplinary in Social Sciences Stamp on every page. Information regarding publication status (Accepted) is located on the journal's website (http/ research dusit ac.th/new/e-Journal)
8. The editorial tearm conducts an accuracy check for all articles before sending the manuscripts to the printer to create a draft journal issue.
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10. Upon approval by each author, the final version of the journal will be published as a online publication, accessible on website (http://research.dusit.ac.th/new/e-Journal).

Publication Criteria

1. The original manuscript is concise and interesting to the academic community.
2. The content of the manuscript represents quality and theory of the discipline and also possesses knowledge with practical applications.
3. The manuscript's content is consistent with the aim and scope of the journal.
4. Manuscripts submitted to Journal of Multidisciplinary in Social Sciences must not have been published previously in or actively involved in the publication process of another journal.
5. All content within the manuscript must be the product of the author himself. Any use of intellectual property within must be appropriately credited to its original authors.
6. The author must comply with the writing style established by Journal of Multidisciplinary in Social Sciences.

7. There are four levels of assessments given to reviewed manuscripts:
   7.1 Requires minor or no revisions prior to publication.
   7.2 Requires moderate revisions prior to publication.
   7.3 Requires intensive editing and revisions followed by a future evaluation.
   7.4 Unsuitable for publication

In order to be assigned the "Accepted" status, an article must be assessed as “Requires minor or no modification prior to publication” by two of the three experts from the peer review process.

Formatting Guidelines

It is the author's responsibility to format manuscripts to the standards of Journal of Multidisciplinary in Social Sciences. The details of format style are contained herein,

1. Format

1.1 Single page printing on A4 paper with a width of 19 cm and height of 26.5 cm. The vertical and horizontal spacing from the margins must be 3.5 cm and 2.5 cm, respectively.

1.2 Typefaces and layout: English must be typed using TH SarabunPSK using Microsoft word. Specific font format guidelines are as follows.

1.2.1 The header contains the page number, aligned on the right side, in 12 pt. font.

1.2.2 The title in English languages must be 16 pt. font, bolded, and center aligned. The title should not exceed two lines of text.

1.2.3 The author's name in English language must be typed 14.5 pt. font and centered below the title. Asterisks (*) should proceed the authors' names which is correspond to the appropriate author.

1.2.4 Affiliations should match each author with their appropriate affiliated institutions and organizations. In case of different affiliations, superscript numbers should follow the surname1 and affliation1.

1.2.5 A footnote must be placed on the first page of the article with the text “*Corresponding Author”, the next line of text should contain “e-mail”, and the final line “**Affiliations” which specifies funding sources and agencies, for example “This research was supported by research grants from Suan Dusit University”.

1.2.6 “Abstract” in English must be 14.5 pt. font, bolded, left aligned, and placed below the Thai keywords section. Abstract text must be 14 pt. font, with 1 tab indentation from left and right margins.

1.2.7 “Keywords:” should appear in English language in 14.5 pt. font, placed beneath the English abstract text and be aligned with the left margin. English keywords must be 14 pt. font, and should not exceed four words. Each keyword should be separated by a comma (,) and space.

1.2.8 Regardless of language choice, the main text headings used throughout the paper must be 14.5 pt. font, bolded, and aligned with the left margin.

1.2.9 Bulleted items must appear as 14 pt. font, bolded, and be indented 1.5 tabs from the left margin.

1.2.10 Body text must appear as 14 pt. normal font, and be indented 1 tab from the left and right margins.

1.2.11 “References” must be 14.5 pt. font, bolded, and be aligned with the left margin. Individual entries must be 14 pt. font and should follow American Psychological Association (APA) formatting guidelines. Any lines of text for a single entry that exceed the first line should use a “hanging indent” of 1.5 tabs from the left margin.

1.2.12 Authors’ names in Thai must be 14.5 pt. font, bolded and be aligned with the left margin. Name should contain Mr., Mrs. and academic title for each author. Affiliations should be below in both Thai and English as 14 pt. font. An address must be listed for each author.

1.3 An appropriate page length for publication in the Journal is approximately 15 pages.

2. Citing

Should follow American Psychological Association (APA) formatting guidelines. Guidelines for references can be found on the journal's website: http//research dusit ac.th/new/th/pr/

3. Ordering of Titles in Journal of Multidisciplinary in Social Sciences

The written manuscript may contain only English. The content should be easy to understand and clear. If the author uses abbreviation, full word must appear before any abbreviation.

3.1 The title should be brief, the length should not exceed 100 characters.

3.2 The authors if there are more than six authors only the first author is listed, followed by "et al."

3.3 Affiliated entities associated with the author should appear in English languages.

3.4 The abstract must be written in English language. The abstract should briefly summarize the research and not exceed 250 words or 15 lines of text.

3.5 The "Keywords" section must contain no more than four keywords that allow for appropriate searching and selection based upon the article's topic.

3.6 The "Introduction" section should provide background information relevant to the research and provide information regarding the manuscript's content.

3.7 A statement of purpose should accompany the article to explicitly state the purpose of the study.

3.8 The framework clarifies the dependent and independent variables examined in the study.

3.9 The "Methodology" section delineates the procedures, how the research was conducted, sampling method (i.e. simple random samples) and population, and the creation and development of research tools used for data collection and analysis.

3.10 The "Results" section presents data obtained during the research and may be displayed as tables, graphs, illustrations, and accompanying explanations. Tables should be not have left and right borders and are normally black and white printed. No more than five tables should be present in the "Results" section. Pictures within the section should be clear and use simple black and white coloring with an accompanying caption, the author wishes to use colors for any item they may do so; however, the author will be responsible for the additional costs of color printing.

3.11 The "Discussion" section should include a summary of the findings and address whether or not the data support the research hypothesis and compare research findings to other similar research works.

3.12 The "Suggestions" section should provide recommendations for the application of the current work as well as potential areas for future research inquiries.

3.13 A final section should include contact information, address and e-mail, for each author. The list of authors should match the same order presented below the title on the title page.

Sending Original manuscript

1. Compose the manuscript using the format of the Journal of Multidisciplinary in Social Sciences.
2. Send the manuscript via the R-Sytem research database website http://research.dusit.ac.th/r-system.

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• The authors should write the manuscript related to the theme of multidisciplinary in Social Sciences. The research manuscript should contained relevant background information, proper methodology, APA style citation, accurate results, and reasonable discussion.

• The authors should follow the journal guidelines strictly.

• Any opinion or perspective made in the manuscript must be explicitly highlighted as "opinion" or "perspective"

• The authors must be aware that fraudulent information and omission of important information are unethical author behaviors.

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- Authors must reference other works properly. Any work involved in the manuscript also must be well credited.
- The authors must make sure that the manuscript has not been published elsewhere before and is not currently in the publication process in other journals.

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