



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
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The 1<sup>st</sup> ICTH

## **“Asia as One: Balance between Individuality and Integration of Asian Tourism Concepts”**

This publication is issued as the proceedings of the Joint Symposium between the 3<sup>rd</sup> International Conference on Sustainable Tourism Management by the School of Tourism Development, Maejo University, Thailand and the 1<sup>st</sup> International Conference on Tourism and Hospitality by College of Management, Tainan University of Technology, Taiwan held at Furama Hotel, Chiang Mai, Thailand on July 24 to 26, 2013.

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The 3<sup>rd</sup> ICSTM



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Department of  
Hotel Management  
The 1<sup>st</sup> ICTH



## Preface from ICSTM

All most one year after the 2<sup>nd</sup> International Conference on Sustainable Tourism Management (The 2<sup>nd</sup> ICSTM) in year 2011 at Furama Hotel, Chiang Mai, Thailand that was very successful of our joint symposium between School of Tourism Development (TDS), Maejo University (MJU), Thailand and Department of Tourism and Hospitality Management, Modul University, Vienna, Austria. We still undecided on where, when and what organization which we will be joint for the next symposium. The speculations and worries came to a sudden end when Mr.Kuan-Ying Chen (Ph.D. student of our school) from Taiwan recommended organizing this symposium together with his organization, College of Tourism Management, Tainan University of Technology. Therefore, this proceeding for the preface of the Joint Symposium between the 3<sup>rd</sup> International Conference on Sustainable Tourism Management (ICSTM) by TDS-MJU, Thailand and the 1<sup>st</sup> International Conference on Tourism and Hospitality (ICTH) by Bachelor's Degree Program of Hotel Management, College of Management (CM), Tainan University of Technology (TUT), Taiwan in the theme of “Asia as One: Balance between Individuality and Integration of Asian Tourism Concepts” which was held at Furama Hotel, Chiang Mai, Thailand on July 24 to 26, 2013.

Over the last decade, tourist arrivals and receipts in the Asian region rose at a rate faster than most parts of the world, almost twice the rates of industrialized countries. Every projection indicates this trend will continue for the next decade and beyond. Like many countries in Asian they showcase variety of historical sites and magnificent natural destinations. Tourism dose bring development and hope especially in developing countries but in also brings irreversible negative impacts that countries cannot deny. Because of mismanagement and improper operation, tourism brings deterioration and misuse to the natural and historical destinations. To sustain the flow of tourists and visitors in Asia countries, the tourism industries in their countries offer different types of attractions and activities in different places in which the tourism agency of their countries do support but also become a threat to them because of attractions and activities which are not monitored.



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

This twining concept also fostered the main conference theme “Asia as One: Balance between Individuality and Integration of Asian Tourism Concepts”. Indeed, conference on this topic of sustainable tourism have been proliferating worldwide. Yet, all these endeavors have not brought the discussion, the critical inquiry and the further development about the concept and application for policy making to an end. In contrast, it seems that academia and practitioners are using the term “sustainability” more and more like a “tofu-word” (Jörn Mundt, 2011) that can be scented with whatever flavor you like and it will have nice taste. I hope that the 95 conference papers that are scheduled into 16 sessions will stimulate the scientific discourse and, at the same time, will help to give guidance for a prosperous and responsible development of tourism.

The success of joint symposium with published proceedings depends on the collective team efforts of many people. We own a significant debt of gratitude to many individuals. I wish to take this opportunity to thank those individuals who have contributes to the success of this symposium. First, I would like to thank the paper presenters as well as the symposium session chairs for their contribution of expertise, time and efforts. I would also like to extend special thanks to the ICSTM-MJU & ICTH-TUT 2013 paper review committee who has spared their precious time and efforts to review and edit the papers. The names of the paper review committee are listed on the following page. The review and editing process has been a complex one given the fact that English is not the native language of many of the delegates who submitted papers for this symposium. With a number of papers it has been necessary to focus, at times, more upon intent and meaning than grammatical correctness.

I also commend the hard work done by the symposium organizing committees composed of the academic, administrative staff and students of the TDS-MJU and also CM-TUT.

Finally, the school wish to thank sponsorships such as-Asian Tourism Management Association (ATMA), Furama Hotel Chiang Mai, Maetang Elephant Park and Tourism Development Student Association for the funding support extended that has made the symposium a success.

Associate Professor Dr. Weerapon Thongma  
Conference Chair

Dean, School of Tourism Development, Maejo University  
President, Asian Tourism Management Association

Sincere thanks to:

Proceedings Editorial Team and Paper Review Committee

Prof. Dr. Chris Ryan, Waikato Management School, University of Waikato, New Zealand

Prof. Dr. Aejoon Lee, Dean College of Hotel and Tourism Management, Sejong University, Korea



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH



## Preface from ICTH

### **Esteemed scholars and dear conference participants!**

I am honored to extend my sincere greetings and warmest welcome on behalf of Tainan University of Technology (TUT). The symposium is a joint effort between TUT, Tainan, Taiwan and Maejo University, Chiang Mai, Thailand. Our two universities shared a long and fruitful history of collaboration. Therefore, when we decided to hold our 1<sup>st</sup> International Conference on Tourism and Hospitality, it seemed only nature that we pooled our resources together and hold the conference with the 3<sup>rd</sup> International Conference on Sustainable Tourism Management in Chiang Mai, Thailand.

The twining of the conferences also contributes to the formation of the main conference theme: “Asia as One: Balance between individuality and integration of Asian tourism concepts” Given the convenience provided by advanced communication and transportation technology, the world is becoming smaller with each passing day. Asian countries, which many already share a same root or similar culture background, is merging and integrating rapidly. It is interesting to investigate the similarities as well as the differences, the collaboration as well as the conflict of this culture mingling from a tourism perspective.

Given the attempt to understanding tourism with culture context, we are deeply honored to invite Prof. Chris Ryan from The Waikato University, New Zealand as keynote speaker. Prof. Ryan is a celebrated scholar in tourism field who possess extensive knowledge in Asian tourism cultures due to his past academic collaboration with scholars from different Asian countries. I am certain that Prof. Ryan can stimulate meaningful discussion between scholars and elevate the value of the conference.



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

I would also like to take this opportunity to express my heartfelt appreciation for your contribution to the conference. I would also like to extend my sincere gratitude to the sponsors who support the conference and make everything possible. Furthermore, I would also like to thank the staff of Maejo University for their dedicated work.

I am certain that everyone would have a great experience in Chiang Mai, as it is a place with deep culture and appealing scenery. I sincerely wish everyone enjoy their time in Chiang Mai!

Professor Dr. Jau-Jang, Lu  
President, Tainan University of University





The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

## The Paper Review Committee

Thanks to the great commitment of the following 15 reviewers this international conference could afford to have a double-blind review process implemented that offered each paper submission an anonymous feedback of two independent reviewers.

Surname	Name	University	Country
Cardenas	Virginia R.	SEARCA	Philippines
Fernandez	Jess C.	SEAMEO BIOTROP	Indonesia
Guntoro	Budi	Gadjah Mada University	Indonesia
Huan	Tzung-Cheng	National Chiayi University	Taiwan
Hui	Tak Kee	University of Singapore	Singapore
Joe	Sheng-Wu Power	Vanung University	Taiwan
Lee	Aejoo	Sejong University	South Korea
Lee	Sanggun	Paichai University	South Korea
Mena	Miguela M.	University of the Philippines	Philippines
Pongpanich	Thep	Maejo University	Thailand
Ryan	Chris	University of Waikato	New Zealand
Sumayao	Blanda R.	University of the Philippines	Philippines
Thongma	Weerapon	Maejo University	Thailand
Yang	Jingjing	The University of Surrey	United Kingdom
Yeh	Shih-Shou	Tainan University of Technology	Taiwan
Weng	Ting-Saw	Tainan University of Technology	Taiwan
Witt	Stephen	University of Surrey	United Kingdom

The conference chairs express their gratitude to all of the reviewers for helping with their expertise and time to make this conference a success. We also thank collectively on behalf of all paper authors to whom the review comments have been primarily addressed. We hope that these comments were critical enough and at the same time fair and encouraging for improving the quality of the final papers.



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

## Welcome Message



On behalf of Maejo University, it is my great pleasure to welcome all of you to Chiang Mai and to the 3<sup>rd</sup> International Conference on Sustainable Tourism Management of the School of Tourism Development, Maejo University and the 1<sup>st</sup> International Conference on Sustainable Tourism and Hospitality of the Bachelor's Degree Program of Hotel Management, Tainan University of Technology, in serving as a co-host of this significant event.

The history of Maejo University dates back to 1934 when it was first established as the Northern Agricultural Teachers Training School under the Ministry of Education and was later transferred under the Ministry of Agriculture to become the Kasetsart Preparatory School. It was restructured and renamed several times until it gained the status of a full-fledged public university in 1996 and since then has been known as Maejo University.

Maejo University has striven for academic excellence and aims to be an internationally recognized institution of higher education. Through the years, the university has developed its research facilities and expanded its faculty of highly qualified scholars. It has created an exhilarating learning environment on campus, has produced many successful graduates, and actively maintains academic and cultural exchanges with the world's top universities to promote diversity, understanding, and global competence.

Through this international conference focusing on the theme, "Asia as One: Balance between Individuality and Integration of Asian Tourism Concepts", I am delighted that our university is able to contribute to the international exchange and discussion. In addressing the key issues related to Balance between Individuality and Integration of Asian Tourism Concepts, I believe that this conference will foster an intellectual climate of vigorous yet co-operative argument, something which has always been one of this university's foremost concerns.



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

Once again, I am happy to welcome you here in Chiang Mai, the “Rose of the North” of Thailand. International and domestic visitors consider Chiang Mai as a city of magnificent culture and personality that is unique and blessed by majestic nature. The people themselves are unforgettable part of Chiang Mai who, along with its timeless souvenirs of handicrafts, has made Chiang Mai one of Thailand’s prime tourist attractions. After a day full of presentations and discussions, explore the city and take your pick from the variety of activities it offers.

My sincere appreciation to all the participants and presenters in the conference, I wish you have a rewarding, fruitful and enjoyable stay. Thank you.

Assistant Professor Dr. Chamnian Yosraj  
President, Maejo University  
Chiang Mai, Thailand



## Keynote Speech



### ***“The Culture of Tourism-The Culture of Tourists-A Framework of Integration”***

By: Professor Dr.Chris Ryan (July 26, 2013, Furama Hotel, Chiang Mai)

Chris Ryan is Foundation Professor of Tourism at the University of Waikato Management School. Among the several research awards that he holds are recognition for research excellence from his own University, the Beijing Social Sciences and Philosophy Committee, the Taiwan Leisure and Recreational Studies Association, the Asia Pacific Tourism Association, Emerald Publishers and various conference best research paper awards. Chris is also an elected Fellow of the International Academy for the Study for Tourism which is restricted to just 65 researchers world wide.

His past work encompasses not only the academic but also work for industry and government. His research thus includes work for small New Zealand tourist enterprises and in the last year he has undertaken research for one of New Zealand’s cycle trails, a souvenir retailer and work commissioned by Tourism New Zealand. He is the Director of the China-New Zealand Tourism Research Centre at Waikato University, and in that capacity also advises the New Zealand Ministry of Business Innovation and Employment and Tourism New Zealand with specific reference to the Chinese market.

His background lies in economics and psychology with specific reference to both psychometrics and humanistic psychology, so he feels comfortable with both quantitative and qualitative research methods.

In addition to his own research Chris has been editor of *Tourism Management* since 1993 and is the founding editor of *Tourism Management Perspectives* that commenced in 2013. Both are published by Elsevier.



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH



## Keynote Speech

### ***“Insight into Dynamic Global Exchange of South Korea’s Higher Education with ASEAN Members”***

By: Professor Dr. Aejoon Lee (July 26, 2013, Furama Hotel, Chiang Mai)

Dr. Aejoon Lee holds a bachelor of Arts degree from Mills College, U.S.A. (1997) and master’s degree from School of Hotel Administration, Cornell University (1981). In Hospitality Marketing.

She has also earned a doctoral degree at Sejong University (1987). Dr. Lee’s research interests focus on hospitality and foodservice marketing with an emphasis on customer behavior, perception and loyalty on Korea Food.

She served as a dean from March, 2007 until Feb, 2013. And committee chair for Tourism Service Agency for Technology and standard of the ministry of knowledge Economy and Editor in Chief, foodservice management society Korea.

At present, she is in charge of global hospitality & tourism program.



## Conference Program

### Joint Symposium

“The 3<sup>rd</sup> International Conference on Sustainable Tourism Management  
School of Tourism Development, Maejo University”

and

“The 1<sup>st</sup> International Conference on Tourism and Hospitality  
College of Management, Tainan University of Technology”

### Asia as One:

### Balance between Individuality and Integration of Asian Tourism Concepts

Wednesday, 24 July 2013		
08.00-09.00	Registration	
09.00-10.00	Leelavadee Room	Opening and Welcome <ul style="list-style-type: none"> <li>• Cultural Performance by Students from Laos, Philippines, Taiwan, China, and Thailand.</li> <li>• Opening report delivered by Assoc. Prof. Dr. Weerapon Thongma, Dean, School of Tourism Development</li> <li>• Opening remarks by Asst. Prof. Dr. Chamnian Yosraj, President of Maejo University</li> <li>• Distribution Honor Certificate for Key Note Speakers, Supporters, and Session Chairs and Reviewers (President of MJU and TUT)</li> <li>• Welcome Remarks by the President of Tainan University of Technology</li> </ul>
10.00-10.30	Refreshment break	
10.30-12.00	Leelavadee Room	Keynote Speaker: <i>The Culture of Tourism-The Culture of Tourists-A Framework of Integration</i> <i>Prof. Dr. Chris Ryan</i> Waikato Management School, University of Waikato, New Zealand
12.00-13.00	Lunch buffet	



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

<b>Wednesday, 24 July 2013</b>		
13.00-15.00	<b>Parallel Session A: HUMAN RESOURCE AND DEVELOPMENT Sec. 1</b> <b>Dr.Jess C. Fernandez</b> <b><i>Morakot Room</i></b>	
13.00-13.20		Constructing an Appropriate Business Model for Hotel's Green Meeting in Chiang Mai Province, Thailand <i>Pimwalun Kumprakong</i>
13.20-13.40		The Key Determinants of the Effectiveness of Employees' Performance Appraisal <i>Tsai-Chih Hsieh</i>
13.40-14.00		The Effect of International Hotel Employee Loyalty on Customer Behavioral Intention in Taiwan <i>Pei-Ling Tsui</i>
14.00-14.20		The Relationships between Work-Leisure Conflict and Well-Being: the Roles of Leisure Participation and Job Burnout <i>Yung-Sen Lin</i>
14.20-14.40		A Study on Human Resource Management Competencies of Middle Managers for High-Tech Industry <i>Che-Jen Chuang</i>
14.40-15.00		Knowledge Management for Pongyang Community-based Tourism, Maerim District Chiang Mai Province, Thailand <i>Pawini Temdi</i>
13.00-15.00	<b>Parallel Session B: HUMAN RESOURCE AND DEVELOPMENT Sec. 2</b> <b>Assoc. Prof. Dr.Thep Pongpanich</b> <b><i>Leelavadee Room</i></b>	
13.00-13.20		Local guide's Competency Development Case Study in Pa-pai Sub-District, Sansai District, Chiang Mai Province, Thailand <i>Onjana Sanchai Chantraprayoon</i>
13.20-13.40		A Study on Exploring The Relationship of Job Stress and Professional Competence: An Illustration of Taiwanese Local Tour Escorts <i>Jen-Jung Chung</i>
13.40-14.00		The Effect of Leadership Styles on International Hotel Employee Loyalty <i>Tunghan Yu</i>



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

Wednesday, 24 July 2013		
14.00-14.20		Research and Development of A Farm System For Student Learning in Agricultural and Technological Colleges in the Northern Region of Thailand <i>Surachai Salirat</i>
14.20-14.40		Service Mind Curriculum Development for Independent Hotel Competency of Laos PDR for ASEAN Economic Community <i>Duriyawarat Norkaew</i>
14.40-15.00		Strategic Plan for Sustainable Community Based Tourism in Ban Rai Sub-District, Thepsathit District, Chaiyaphum Province, Thailand <i>Weena Sumbandit</i>
13.00-15.00	<b>Parallel Session C: SOCIAL MEDIA INFLUENCES AND KNOWLEDGE MANAGEMENT</b> <b>Dr.JingJing Yang</b> <i>Tubtim Room</i>	
13.00-13.20		The Impact of Individual with Locus and Message Order Framing on the Endowment Effect <i>Ya-Chung Sun</i>
13.20-13.40		The Travelling Decision of Tourists in Chiang Mai Attractions through the Online Social Network Facebook <i>Pieng-upsorn Yapan</i>
13.40-14.00		Factors Effecting on Tourists' Buying Behaviors of Entertainment Venue in Chiang Mai toward Service Marketing Mix <i>Sopee Yasaeng</i>
14.00-14.20		Using Social Media Services for Tourism to Thailand <i>Shu-Hsiang Chen</i>
14.20-14.40		Destination Image of Taiwan in the view of Chinese Travel Blogs <i>Cheng-Hsi Fang</i>
14.40-15.00		The Influence of Environmental Knowledge and Value on Health Menu Repurchase Intention in the Restaurant Industry <i>Jaejang Yang</i>
15.00-15.30	Refreshment break	



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

<b>Wednesday, 24 July 2013</b>	
15.30-17.30	<b>Parallel Session D: CONSUMER BEHAVIOR Sec. 1</b> <b>Assoc. Prof. Dr.Miguela M. Mena</b> <i>Morakot Room</i>
15.30-15.50	People's Motivation, Constraint and Willingness to Stay in the Green Hotel <i>Mei Ling Huang</i>
15.50-16.10	Factors Affecting the Decisions of European Tourists to Visit Chiang Mai Province, Thailand <i>Jariyaporn Phothiumong</i>
16.10-16.30	The Role of Sunk Costs in Online Consumer Decision Making <i>Liang, Rong-Da</i>
16.30-16.50	MICE Management Strategies in Chiang Mai Province, Thailand <i>Khattiya Kruntakapakorn</i>
16.50-17.10	Comparative Assessment on Consumer Satisfaction of Asian and Western Tourists: A Case Study of Hong Kong <i>Shirley Hsin Ling Kuo</i>
17.10-17.30	Islamic Issues in the Hotel Industry: The Dilemma and Tolerance <i>Basri Rashid</i>
15.30-17.30	<b>Parallel Session E: CONSUMER BEHAVIOR Sec. 2</b> <b>Prof. Dr.Blanda R. Sumayao</b> <i>Leelavadee Room</i>
15.30-15.50	Beijing Residents and Perceptions of New Zealand <i>Chris Ryan</i>
15.50-16.10	The Research Paradigms in Service Quality Management Studies <i>Hsiao-Kuang Kao</i>
16.10-16.30	A Study on Elderly People's Leisure Attitude and Leisure Benefits <i>Chiung En Huang</i>
16.30-16.50	Developing Hakka Eco-Intelligence in Agriculture as a Taiwan Tourist Attraction <i>Ying-Hsun Chen</i>



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

Wednesday, 24 July 2013		
16.50-17.10		The Effects of Price Promotions Type and Promotion Depth of Travel Products on Consumers' Behavior <i>Chiung-Fang Hsu</i>
17.10-17.30		Examining the Relationships among Destination Image, Perceived Quality, Tourist Satisfaction and Post-purchase Behavior Intentions <i>Chin-Fa Tsai</i>
15.30-17.30	<b>Parallel Session F: BUSINESS, PRIVATE SECTOR, AND ORGANIZATIONAL MANAGEMENT AND STRATEGY Sec. 1</b> <b>Assoc. Prof. Dr. Weerapon Thongma</b> <i>Tubtim Room</i>	
15.30-15.50		The Model of Religion Tourism Activities at Buddhist Temples in Lamphun Province, Thailand <i>Jertsak Mana</i>
15.50-16.10		Cultural Tourism Potential Management with Community Participation in Lamphun Municipality, Lamphun Province, Thailand <i>Rattanakorn Raksathip</i>
16.10-16.30		A Study on the Standard of Desired of Characteristics of Maejo University Students, Chiang Mai Province <i>Suwanna Jarkunchon</i>
16.30-16.50		Promoting Tourist Satisfaction through Tourist Motivation, Tourism Image and Experiential Value: A Case Study of Penghu Islands, Taiwan <i>Janet Jia-Chyi Liang</i>
16.50-17.10		A Study on Factor Influencing the Itinerary Planning of Tourism Industry Administrators <i>I-Li Shen</i>
17.10-17.30		Creating Loyalty by Activity Involvement among Festival Goers <i>Hsing-Jung Tsai</i>
18.30	Depart Hotel for Dinner	
19.00-20.30	Welcome Dinner Party: Khum Khantoke	



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

Thursday, 25 July 2013	
08.00-09.00	Depart Hotel for Maejo University
09.00	Registration at Maejo University
9.30-10.00	Opening Ceremony and Welcoming Remarks By MJU President “Maejo Agrotourism Opening Day”
10.00-10.30	Refreshment break
10.30-11.30	Maejo Agrotourism Tour
11.30	Depart Maejo University for Hotel
12.00-13.00	Lunch buffet
13.00-15.00	<b>Parallel Session G: BUSINESS, PRIVATE SECTOR, AND ORGANIZATIONAL MANAGEMENT AND STRATEGY Sec. 2</b> <b>Assoc. Prof. Dr.Power Sheng-Wuu Joe</b> <i>Morakot Room</i>
13.00-13.20	Quality of Life of the Local People in Sobwin Homestay for Tourism Destination, Maewin Subdistrict, Maewang District, Chiang Mai Province, Thailand <i>Yutthakarn Waiapha</i>
13.20-13.40	Investigating the Purchase Intention of TV Shopping Members in Travel Product <i>Che-Jen Chuang</i>
13.40-14.00	Elephant Camp Management for Tourism at Muang Gued, Guedchang Sub-district, Maetang District, Chiang Mai Province, Thailand <i>Boontha Chailert</i>
14.00-14.20	The Potential of Community-based Tourism Management in Luang Namtha District, Luang Namtha Province, Lao P.D.R <i>Bounchan Sayasithsena</i>
14.20-14.40	Tourist Behaviors and Tourism Marketing Strategy of Luang Prabang District, Luang Prabang Province People’s Democratic Republic (Lao PDR) <i>Sophab Somsouk</i>
14.40-15.00	An Introduction to Tour Buddy <i>Tsai-Ti Chen</i>





The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

<b>Thursday, 25 July 2013</b>	
13.00-15.00	<b>Parallel Session H: BUSINESS, PRIVATE SECTOR, AND ORGANIZATIONAL MANAGEMENT AND STRATEGY Sec. 3</b> <b>Assoc. Prof. Dr.Hui Tak Kee</b> <i>Tubtim Room</i>
13.00-13.20	The Study of Aromatherapy on Stress Soothing Response <i>Tsung-Yi Lin</i>
13.20-13.40	Integrating Global Perspectives into Curriculum of Tourism Industry <i>Benda Hui-Lin Hsieh</i>
13.40-14.00	The Effect of Wine Storytelling on Customer Emotion and Satisfaction <i>Eunyoung Jo</i>
14.00-14.20	Starbucks Service Provided by Decision-Making Trial and Evaluation Laboratory Explored <i>Kuang-Tai Liu</i>
14.20-14.40	Service Marketing Factors Affecting Wellness Spa Visitors' Loyalty in Chiang Mai Province, Thailand <i>Prayong Kusirisin</i>
14.40-15.00	Community Participation in Agro-Tourism Management in Koh Thepo, Muang District UthaiThani Province, Thailand <i>Krantharat Khawatkun</i>
13.00-15.00	<b>Parallel Session I: BUSINESS, PRIVATE SECTOR, AND ORGANIZATIONAL MANAGEMENT AND STRATEGY Sec. 4</b> <b>Assist. Prof. Dr.Shih-Shou Yeh</b> <i>Break Room 1</i>
13.00-13.20	The Creation Development of a Cooperation Marketing Mix Network between Local Community and Entrepreneur for Sustainable Tourism Development in Geud Chang Sub-district, Maetaeng District, Chiang Mai Province, Thailand <i>Kassaraporn Thirawong</i>
13.20-13.40	The Development of Efficient Tourism Business Management of Community Enterprise in Ratchaburi Province, Thailand <i>Kanokwan Sanmuang</i>



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

Thursday, 25 July 2013	
13.40-14.00	A Management Model of Municipality and Municipality District in Chiang Mai Province <i>Jirachai Yomkerd</i>
14.00-14.20	The Strategic Marketing Management of Medical Tourism in Thailand <i>Krittapak Strizinger</i>
14.20-14.40	Community Based Tourism Management at Bann Nong Ma Jab, Maefaek Sub District, Sansai District, Chiang Mai Province, Thailand <i>Wiwat Prasansuk</i>
14.40-15.00	Cultural Tourism Management at Maehia Municipality, Muang District, Chiang Mai Province, Thailand <i>Suthira Sitthikun</i>
15.00-15.30	Refreshment break
15.30-17.30	<b>Parallel Session J: TAIWAN TOURISM AND SERVICE INDUSTRY</b> <b>Prof. Dr.Sanggun Lee</b> <i>Morakot Room</i>
15.30-15.50	A Study of the Dispersal of International Tourists in Taiwan <i>Chiung-Yu Huang</i>
15.50-16.10	KSF of Succession and Expansion of Taiwanese Snack Family Business: Fuzzy Delphi Approach <i>Ching-Sung Lee</i>
16.10-16.30	The Status of Financial Performance and Growth Pattern on Tourism Industry in Taiwan <i>Kai-Chiung Peng</i>
16.30-16.50	An Image design is required for the Ripped Sky Festival as the National Hakka Day of Taiwan <i>Ying-Hsun Chen</i>
16.50-17.10	The Relationships among Theatrical Components, Experiential Value, Relationship Quality, and Relationship Marketing Outcomes-A Case of Theme Park in Taiwan <i>Chin-Fa Tsai</i>



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Hotel Management  
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<b>Thursday, 25 July 2013</b>	
15.30-17.30	<b>Parallel Session K: SUSTAINABLE TOURISM Sec. 1</b> <b>Assoc. Prof. Dr.Ting-Saw Weng</b> <i>Tubtim Room</i>
15.30-15.50	Blazing the Tourist Trail for Philippine Prisons <i>Emma Lina F</i>
15.50-16.10	Community Based Tourism in Songkhla Lake Basin: A Case Study <i>Parichart Visthimajarn</i>
16.10-16.30	Linkage Rural Tourism Route in Songkla Lake Basin: A Case Study of Maetom Subdistrict, Bangklam District, Songkla Province <i>Parichart Visuthismajarn</i>
16.30-16.50	Explore the Linkage between Corporate Social Responsibility and Tourism Sustainable Development <i>Chou-Kang Chiu</i>
16.50-17.10	The Relationships among Sport Tourism Attraction, Bikeway Image, Tourism Satisfaction and Revisit Intension of Jiayo Bikeway in Taiwan <i>Chieh-Chung Hsieh</i>
17.10-17.30	A guideline for Historical Tourism Management by Participation of the Songkhla Lake Basin Community: A Case Study the Trails of Three Monks Footsteps <i>Somjit Intamano</i>
15.30-17.30	<b>Parallel Session L: SUSTAINABLE TOURISM Sec. 2</b> <b>Assoc. Prof. Dr.Hui Tak Kee</b> <i>Break Room 1</i>
15.30-15.50	Community-based Tourism Management Model in Wiang Nong Lom wetlands, Mae Chan District, Chiang Rai Province <i>Sinth Sarobol</i>
15.50-16.10	Research Survey for Developing a Community-based Tourism Map in San Kam Pang District, Chiang Mai Province <i>Saisakul Fongmul</i>



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Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

**Thursday, 25 July 2013**

16.10-16.30		The Dynamics of Volunteer Tourism: A Systemic Approach <i>Angela M Benson</i>
16.30-16.50		The Quality of Functional Angle Cake: A Case Study of American Ginseng Angle Cake <i>Wang-Huai Chen</i>
16.50-17.10		A Synthesis Knowledge of Satun Province preparing for Sustainable Development of Eco-Tourism and Green Destination <i>Parichart Visuthismajarn</i>
17.10-17.30		Ageing and Surgical Tourism: A Sociological Perspective of Iran <i>Mohammad Taghi Sheykhi</i>
18.30-20.30	Leelavadee Room	Farewell Dinner



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Integration of Asian Tourism Concepts



Department of  
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Friday, 26 July 2013	
08.00-08.30	Registration
08.30-10.30	<p align="center"><b>Parallel Session M: SUSTAINABLE TOURISM Sec. 3</b>  <b>Prof. Dr.Blanda R. Sumayao</b>  <i>Leelavadee Room</i></p>
08.30-08.50	Labor Intensive and Seasonality in Hotel Employment: Human Capital Challenges in Thailand's Hospitality Industry <i>Samart Plangpramool</i>
08.50-09.10	The Role of Social Media in Tourism and Hospitality Products: Tourists' Information Processing and Decision Making <i>Samart Plangpramool</i>
09.10-09.30	A New Perspective for Sport Tourism-Business Ecosystem <i>Chin-Shu Yeh</i>
09.30-09.50	Employees' Satisfaction toward Talent Management in Hospitality Industry: A Case Study of Centara Grand Mirage Beach Resort Pattaya, Thailand <i>Kumutinee Worasuwan</i>
09.50-10.10	Public reasoning, Sensus communis and Management of Sports Volunteers <i>Lee Shane Chung</i>
10.10-10.30	Implementation of Good Governance Principles in the office of the President Maejo University, Sansai District, Chiangmai Province <i>Tharinya Suwapanich</i>
08.30-10.30	<p align="center"><b>Parallel Session N: SUSTAINABLE TOURISM Sec. 4</b>  <b>Assoc. Prof. Dr.Miguela M. Mena</b>  <i>Morakot Room</i></p>
08.30-08.50	OTOP Networking Cooperation for Tourism Management through Sufficiency Economy Philosophy in Northern Thailand <i>Weerapon Thongma</i>
08.50-09.10	Elephant Camp Management Model for Sustainable Tourism of Gued Chang Sub-district, Maetang District, Chiang Mai Province <i>Amnuayporn Yaiying</i>



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Department of  
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The 1<sup>st</sup> ICTH

Friday, 26 July 2013		
09.10-09.30		Conservation Tourism Management at Toei Ngam Beach, Nawigayothin Bay by the Royal Thai Marine Corps, Sattahip District, Chonburi Province, Thailand <i>Chanistha Jaipeng</i>
09.30-09.50		Strategic Management for Participatory Community Tourism in Fan Muang Chai Village, Udom Chai Province, Lao People's Democratic Republic (Lao PDR) <i>Laddavone DouangBoubpha</i>
09.50-10.10		Image and Community Tourism Management Strategies of Ban Nam Chang, Huay Sai, Bokeo Province, Lao People's Democratic Republic (Lao PDR) <i>ToumKham Phatthasith</i>
10.10-10.30		Financial Performance and Growth Pattern: A Case Study of Taiwan's Tourism Industry <i>Kai-Chiung Peng</i>
08.30-10.30	<b>Parallel Session O: TOURISM AND SERVICE MANAGEMENT Sec. 1 Prof. Dr.Stephen Witt <i>Tubtim Room</i></b>	
08.30-08.50		The Relationship Between Senior Citizens' Lifestyle and Leisure Activities: A Canonical Correlation Approach <i>Chae-Hyun Lim</i>
08.50-09.10		The Impact of Social Network Service on Wine Consumer Behavior <i>Jun Cho</i>
09.10-09.30		How Many Efforts Should a Travel Agent Provide? <i>Chien-wei Wu</i>
09.30-09.50		Proper Atmosphere for International Hotel Restaurants <i>Yen-Cheng Chen</i>
09.50-10.10		Resource Management Competencies of Middle Managers for High-Tech Industry <i>Hung, Li-Chuan</i>
10.10-10.30		Reasons for Going Green: A Case Study of Thailand's Hotel Industry <i>Samart Plangpramool</i>



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Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

Friday, 26 July 2013		
08.30-10.30	<b>Parallel Session P: TOURISM AND SERVICE MANAGEMENT Sec. 2</b> <b>Assoc. Prof. Dr.Budi Guntoro</b> <i>Break Room 1</i>	
08.30-08.50		Product Service Systems in the tourism Industry: A Case Study Approach <i>Hui Hua Ou-Yang</i>
08.50-09.10		Thailand Ecotourism Standards: Dissonance Between Tourism Operators and Government Agencies in Chiang Mai <i>Navarat Phormupatham</i>
09.10-09.30		Potential in Community Based Tourism Management of Chulabhorn Pattana 10 Community Betong District, Yala Province <i>Weeraporn Tokeree</i>
09.30-09.50		Do Hotels' "Green" Attributes Contribute to Guests' Satisfaction? Factor Affecting Thailand's Hospitality Industry <i>Samart Plangpramool</i>
09.50-10.10		The Comparative Study Management Using Sufficiency Economy Concept Ban Maesa, Ban Buangtoey, and Ban Pha Nok Kok in Tambon Pongyaeng, Amphur Maerim, Chiang Mai <i>Julaluck Sa-ingthong</i>
10.10-10.30		Chinese Hotel Guests and Their Perceptions of Corporate Socially Responsible Policies <i>Zhao Kuan</i>
10.30-10.45	Refreshment break	
10.45-12.00	Leelavadee Room	Keynote Speaker: <b><i>"Insight into Dynamic Global Exchange of South Korea's Higher Education with ASEAN Members"</i></b> <i>Prof. Dr.Aejoo Lee</i> Dean, College of Hotel and Tourism Management, Sejong University, Korea
12.00-12.30	Leelavadee Room	Closing Ceremony Remarks and Distribute Certificate to all of Participants
12.30	Lunch	



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Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

## Author Index

<b>A</b>		Chiung-Yu Huang	83
Aejoo Lee	13, 115	Chris Ryan	1, 50, 128
Amnuayporn Yaifying	108	Chun-Hsiung Su	64
Angela M Benson	96, 124	Chun-Yu Chen	68
Anurak Panyanuwat	75	<b>D</b>	
Anuwat Chua-yen	30	Duriyawarat Norkaew	35
Arkorn Kanjanaphachot	59	<b>E</b>	
<b>B</b>		Emma Lina F	88
Basri Rashid	49	Eunyoung Jo	70
Benda Hui-Lin Hsieh	69	<b>F</b>	
Bounchan Sayasithsena	65	Fang, Cheng-Hsi	41
Budi Guntoro	44, 54, 57, 73, 80, 87	Fangyi Liu	41
<b>C</b>		Fasihah Arwae	90, 98
Carla Ricaurte	96	<b>H</b>	
Chae-Hyun Lim	115	Hsiao-Kuang Kao	51
Chalermchai Panyadee	108, 125	Hsien-Chun Wu	86
Chan-Fu Lin	84	Hsing-Jung Tsai	62
Chang-Lang Yang	83	Huai Chen Wang	97
Chanistha Jaipeng	111	Hui Hua Ou-Yang	123
Che-Jen Chuang	27, 64	Hung, Li-Chuan	121
Chen, Dun-Ji	46	<b>I</b>	
Chen, Tsai-ti	67	I-Li Shen	61
Chia Chen Lin	97	<b>J</b>	
Chia-Wen Chang	85, 114	Jae Youn Ko	70
Chieh-Chung Hsieh	92	Jaejang Yang	42
Chien-wei Wu	119	Jamnian Bunmark	76
Chih-Feng Ke	64	Janet Jia-Chyi Liang	60
Chih-Hui Hsiao	55	Jariyaporn Phothiumong	45
Chin-Fa Tsai	55, 87	Jee Hyun Lim	115
Ching-Jung Hsieh	69	Jen-Jung Chung	31
Ching-Sung Lee	84	Jertsak Mana	56
Chin-Shu Yeh	26, 102		
Chiu, Chou-Kang	91		
Chiung En Huang	52, 104		
Chiung-Fang Hsu	54		





The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

Jingjing Yang	50	<b>P</b>	
Jirachai Yomkert	79	Paisarn Kanchanawong	28, 38-39, 56,
Joe, Sheng-Wuu	91, 121		59, 65
Julaluck Sa-ingthong	127	Parichart Visuthismajarn	89, 90, 93, 98
Jun Cho	117	Pawini Temdi	28
<b>K</b>		Payom Dhamabutra	36
Kai-Chiung Peng	85, 114	Pei-Ling Tsui	25, 32, 120
Kanokwan Sanmuang	78	Phuri Kalnaowakun	90, 98
Kassaraporn Thirawong	76	Pieng-upsorn Yapan	38
Keerati Trakansiriwanich	28, 39, 56-57	Pimwalun Kumprakong	23
Khattiya Kruntakapakorn	47	Ping-Kuo Chen	52
Kodchaporn Siripokakit	36, 75	Prachyakorn Chaiyakot	89-90
Krantharat Khawatkun	75	Prasert Chanyasuparp	45
Krittapak Strizinger	80	Prayong Kusirisin	73
Kuang-Tai Liu	72	<b>R</b>	
Kuan-Ying Chen	24	Radaporn Thongma	63
Kumutinee Worasuwan	100, 103	Rattanakorn Raksathip	57
Kung-chi Li	27	Rong-Zhen Huang	72
<b>L</b>		<b>S</b>	
Laddavone Duangboubpha	112	Saisakul Fongmul	47, 95
Lee Shane Chung	104	Samart Plangpramool	100-101, 126, 122
Liang, Rong-Da	46	Sanggun Lee	40, 42, 70, 73, 92, 115, 117
Liang-Han Chang	26	Shane-Chung Lee	52
Li-Chuan Hung	27	Shan-Hua Chen	55
Lin Po Hsiu	104	Shao-Hsi Chang	26
Lingyun Zhang	50	Sheng-Wuu Joe	27
<b>M</b>		Shih-Ju Yang	85, 114
Mei-Ling Huang	44	Shih-Shuo Yeh	24
Meng-Huan Tsai	64	Shirley Hsin Ling Kuo	48
Miguela M. Mena	53, 60-62	Shu-Hsiang Chen	40
Mohammad Taghi Sheykhi	99	Sinth Sarobol	66, 76, 94, 112-113, 108
<b>N</b>		Somjit Intamano	93
Navarat Phormupatham	124	Somkid Keawtip	79, 81-82
Niwut Whangchai	111	Sopee Yasaeng	39
<b>O</b>		Sophab Somsuk	66
Onjana Sanchai Chantraprayoon	30	Sorbah Maseng	90, 98
		Su Chen Dai	97
		Surachai Salirat	33
		Suthira Sitthikun	82
		Suwanna Jarkunchon	59



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

## T

Tanchanok Kamkaew	45
Tharinya Suwapanich	105
Thep Pongpanich	47, 79, 81-82, 111
Ting Saw Weng	97
Ting-Chung Huang	68
To-Han Chang	83
ToumKham Phatthasith	113
Tran Viet Trieu	91
Tsai-Chih Hsieh	24
Tsung-Bin Chiou	24
Tsung-Yi Lin	68
Tunghan Yu	25, 32, 120
Tzung-Cheng Huan	40, 44, 53-54, 60-62, 80, 87, 92
Tzu-Yao Lin	31

## V

Valialada Tavormmongkolkij	30
Varaphorn Duangsaeng	38, 65, 30

## W

Watchareewan Sasiphalin	30
Weena Sumbandit	36
Weerapon Thongma	28, 36, 38-40, 44-45, 47, 53-54, 56-57, 59-63, 65, 73, 75-76, 79-82, 87, 92, 106, 108, 111
Weeraporn Tokeree	125
Wei-Hsiung Chang	31
Winitra Leelapattana	48, 63, 106
Wiwat Prasarnsuk	30, 63, 81

## Y

Ya-Chung Sun	37
Yen-Cheng Chen	25, 32, 120
Yender McLee	51
Yih-ming Lin	119
Ying-Hsun Chen	53, 86
Yu-ling Liao	55
Yung-Sen Lin	26
Yutthakarn Waiapha	63

## Z

Zhao Kuan	128
-----------	-----

## Table of Contents

### KEYNOTE SPEECHES

- The culture of tourism-the culture of tourists-a framework of integration 1  
*Chris Ryan*
- Insight into Dynamic Global Exchange of South Korea's Higher Education with ASEAN Members 13  
*Aejoo Lee*

### PAPER PRESENTATIONS

#### A: HUMAN RESOURCE AND DEVELOPMENT Sec. 1

- Constructing an Appropriate Business Model for Hotel's Green Meeting in Chiang Mai Province, Thailand 23  
*Pimwalun Kumprakong*
- The Key Determinants of the Effectiveness of Employee's Performance Appraisal 24  
*Tsai-Chih Hsieh, Shih-Shuo Yeh, Kuan-Ying Chen and Tsung-Bin Chiou*
- The Effect of International Hotel Employee Loyalty on Customer Behavioral Intention 25  
*Pei-Ling Tsui, Tunghan Yu and Yen-Cheng Chen*
- The Relationships between Work-Leisure Conflict and Well-Being: the Roles of Leisure Participation and Job Burnout 26  
*Yung-Sen Lin, Shao-Hsi Chang, Liang-Han Chang and Chin-Shu Yeh*
- A Study on Human Resource Management Competencies of Middle Managers for High-Tech Industry 27  
*Che-Jen Chuang, Li-Chuan Hung, Kung-chi Li and Sheng-Wuu Joe*
- Knowledge Management for Pongyang Community-Base Tourism, Maerim District, Chiang Mai Province, Thailand 28  
*Pawini Temdi, Keerati Trakansiriwanich, Weerapon Thongma and Paisarn Kanchanawong*



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

## **B: HUMAN RESOURCE AND DEVELOPMENT Sec. 2**

- Local guide's Competency Development Case Study in Pa-pai Sub-District,  
Sansai District, Chiang Mai Province, Thailand 30  
*Onjana Sanchai Chantraprayoon, Varaphorn Duangsaeng, Anuwat Chua-yen,  
Valialada Tavornmongkolkij, Watchareewan Sasiphalin and Wiwat Prasarnsuk*
- A Study on Exploring the Relationship of Job Stress and Professional  
Competence-An Illustration of Taiwanese Local Tour Escorts 31  
*Jen-Jung Chung, Wei-Hsiung Chang and Tzu-Yao Lin*
- The Effect of Leadership Styles on International Hotel Employee Loyalty 32  
*Tunghan Yu, Yen-Cheng Chen and Pei-Ling Tsui*
- Research and Development of a Farm System for Student Learning in Agricultural  
and Technological Colleges in the Northern Region of Thailand 33  
*Surachai Salirat*
- Service Mind Curriculum Development for Independent Hotel Competency  
of Laos PDR. for ASEAN Economic Community 35  
*Duriyawarat Norkaew*
- Strategic Plan for Sustainable Community Based Tourism in Ban Rai Sub-District,  
Thepsathit District, Chaiyaphum Province, Thailand 36  
*Weena Sumbandit, Weerapon Thongma, Payom Dhamabutra  
and Kodchaporn Siripokakit*

## **C: SOCIAL MEDIA INFLUENCES AND KNOWLEDGE MANAGEMENT**

- The Impact of Individual with Locus and Message Order Framing  
on the Endowment Effect 37  
*Ya-Chung Sun*
- The Travelling Decision of Tourists in Chiang Mai Attractions through  
the Online Social Network Facebook 38  
*Pieng-upsorn Yapan, Paisarn Kanchanawong, Weerapon Thongma  
and Varaphorn Duangsaeng*
- Factors Effecting on Tourists's Buying Behaviors of Entertainment Venue  
in Chiang Mai toward Service Marketing Mix 39  
*Sopee Yasaeng, Paisarn Kanchanawong, Weerapon Thongma  
and Keerati Trakansiriwanich*



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

Using Social Media Services for Tourism to Thailand 40  
*Shu-Hsiang Chen, Sanggun Lee, Weerapon Thongma and Tzung-Cheng Huan*

Destination Image of Taiwan in the View of Chinese Travel Blogs 41  
*Fang, Cheng-Hsi and Fangyi Liu*

The Influence of Environmental Knowledge and Value on Health Menu  
Repurchase Intention in the Restaurant Industry 42  
*Jaejang Yang and Sanggun Lee*

#### **D: CONSUMER BEHAVIOR Sec. 1**

People's Motivation, Constraint and Willingness to Stay in the Green Hotel 44  
*Mei-Ling Huang, Budi Guntoro, Weerapon Thongma and Tzung-Cheng Huan*

Factors Affecting the Decisions of European Tourists to Visit Chiang Mai Province,  
Thailand 45  
*Jariyaporn Phothiumong, Prasert Chanyasuparp, Weerapon Thongma  
and Tanchanok Kamkaew*

The Role of Sunk Costs in Online Consumer Decision Making 46  
*Liang, Rong-Da and Chen, Dun-Ji*

MICE Management Strategies in Chiang Mai Province, Thailand 47  
*Khattiya Kruntakapakorn, Weerapon Thongma, Thep Pongpanich  
and Saisakul Fongmul*

Comparative Assessment on Customer Satisfaction of Asian and Western Tourists:  
A Case Study of Hong Kong 48  
*Shirley Hsin Ling Kuo and Winitra Leelapattana*

Islamic Issues in the Hotel Industry: The Dilemma and Tolerance 49  
*Basri Rashid*

#### **E: CONSUMER BEHAVIOR Sec. 2**

Beijing Residents and Perceptions of New Zealand 50  
*Chris Ryan, Jingjing Yang and Lingyun Zhang*

The Research Paradigms in Service Quality Management Studies 51  
*Hsiao-Kuang Kao and Yender McLee*

A Study on Elderly People's Leisure Attitude and Leisure Benefits 52  
*Chiung En Huang, Shane-Chung Lee and Ping-Kuo Chen*



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

Developing Hakka Eco-Intelligence in Agriculture as a Taiwan Tourist Attraction <i>Ying-Hsun Chen, Tzung-Cheng Huan, Miguela M. Mena and Weerapon Thongma</i>	53
The Effects of Price Promotions Type and Promotion Depth of Travel Products on Consumers' Behavior <i>Chiung-Fang Hsu, Tzung-Cheng Huan, Budi Guntoro and Weerapon Thongma</i>	54
Examining the Relationships among Destination Image, Perceived Quality, Tourist Satisfaction and Post-purchase Behavior Intentions <i>Chin-Fa Tsai, Shan-Hua Chen, Yu-ling Liao and Chih-Hui Hsiao</i>	55

#### **F: BUSINESS, PRIVATE SECTOR, AND ORGANIZATIONAL MANAGEMENT AND STRATEGY Sec. 1**

The Model of Religion Tourism Activities at Buddhist Temples in Lamphun Province, Thailand <i>Jertsak Mana, Keerati Trakansiriwanich, Weerapon Thongma and Paisarn Kanchanawong</i>	56
Culture Tourism Potential Management with Community Participation in Lamphun Municipality, Lamphun Province, Thailand <i>Rattanakorn Raksathip, Weerapon Thongma, Budi Guntoro and Keerati Trakansiriwanich</i>	57
A Study on the Standard of Desired of Characteristics of Maejo University Students, Chiang Mai Province <i>Suwanna Jarkunchon, Arkom Kanjanaphachot, Weerapon Thongma and Paisarn Kanchanawong</i>	59
Promoting Tourist Satisfaction through Tourist Motivation, Tourism Image and Experiential Value: A Case Study of Penghu Islands Taiwan <i>Janet Jia-Chyi Liang, Tzung-Cheng Huan, Weerapon Thongma and Miguela M. Mena</i>	60
A Study on Factor Influencing the Itinerary Planning of Tourism Industry Administrators <i>I-Li Shen, Tzung-Cheng Huan, Miguela M. Mena and Weerapon Thongma</i>	61
Creating Loyalty by Activity Involvement among Festival Goers <i>Hsing-Jung Tsai, Tzung-Cheng Huan, Weerapon Thongma and Miguela M. Mena</i>	62



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

## **G: BUSINESS, PRIVATE SECTOR, AND ORGANIZATIONAL MANAGEMENT AND STRATEGY Sec. 2**

- Quality of Life of the Local People in Sobwin Homestay for Tourism Destination, 63  
Maewin Subdistrict, Maewang District, Chiang Mai Province, Thailand  
*Yutthakarn Waiapha, Weerapon Thongma, Winitra Leelapattana, Wiwat Prasarnsuk  
and Radaporn Thongma*
- Investigating the Purchase Intention of TV Shopping Members in Travel Product 64  
*Che-Jen Chuang, Chih-Feng Ke, Chun-Hsiung Su and Meng-Huan Tsai*
- The Potential of Community-based Tourism Management in Luang Namtha District, 65  
Luang Namtha Province, Lao P.D.R  
*Bounchan Sayasithsena, Paisarn Kanchanawong, Weerapon Thongma  
and Varaphorn Duangsaeng*
- Tourist Behaviors and Tourism Marketing Strategy of Luang Prabang District, 66  
Luang Prabang Province, Lao People's Democratic Republic (Lao PDR)  
*Sophab Somsuk and Sinth Sarobol*
- An Introduction to TOUR BUDDY 67  
*Chen, Tsai-ti*

## **H: BUSINESS, PRIVATE SECTOR, AND ORGANIZATIONAL MANAGEMENT AND STRATEGY Sec. 3**

- The Study of Aromatherapy on Stress Soothing Response 68  
*Tsung-Yi Lin, Chun-Yu Chen and Ting-Chung Huang*
- Integrating Global Perspectives into Curriculum of Tourism Industry 69  
*Benda Hui-Lin Hsieh and Ching-Jung Hsieh*
- The Effect of Wine Storytelling on Customer Emotion and Satisfaction 70  
*Eunyoung Jo, Jae Youn Ko and Sanggun Lee*
- Starbucks Service Provided by Decision-Making Trial and Evaluation 72  
Laboratory Explored  
*Kuang-Tai Liu and Rong-Zhen Huang*
- Service Marketing Factors Affecting Wellness Spa Visitors' Loyalty 73  
in Chiang Mai Province, Thailand  
*Prayong Kusirisin, Sanggun Lee, Weerapon Thongma and Budi Guntoro*



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

Community Participation in Agro-Tourism Management in Koh Thepo, Muang District, Uthai Thani Province, Thailand	75
<i>Krantharat Khawatkun, Weerapon Thongma, Anurak Panyanuwat and Kodchaporn Siripokakit</i>	

## **I: BUSINESS, PRIVATE SECTOR, AND ORGANIZATIONAL MANAGEMENT AND STRATEGY Sec. 4**

The Creation Development of a Cooperation Marketing Mix Network between Local Community and Entrepreneur for Sustainable Tourism Development in Geud Chang Sub-district, Maetang District, Chiang Mai Province, Thailand	76
<i>Kassaraporn Thirawong, Weerapon Thongma, Sinth Sarobol and Jamnian Bunmark</i>	
The Development of Efficient Tourism Business Management of Community Enterprise in Ratchaburi Province, Thailand	78
<i>Kanokwan Sanmuang</i>	
A Management Model of Municipality and Municipality District in Chiang Mai Province	79
<i>Jirachai Yomkert, Weerapon Thongma, Thep Pongpanich and Somkid Keawtip</i>	
The Strategic Marketing Management of Medical Tourism in Thailand	80
<i>Krittapak Strizinger, Weerapon Thongma, Tzung-Cheng Huan and Budi Guntoro</i>	
Community Based Tourism Management at Bann Nong Ma Jab Maefaek Sub District, Sansai District, Chiang Mai Province, Thailand	81
<i>Wiwat Prasarnsuk, Weerapon Thongma, Thep Pongpanich and Somkid Keawtip</i>	
Cultural Tourism Management at Maehia Municipality, Muang District, Chiang Mai Province, Thailand	82
<i>Suthira Sitthikun, Weerapon Thongma, Thep Pongpanich and Somkid Keawtip</i>	

## **J: TAIWAN TOURISM AND SERVICE INDUSTRY**

A Study of the Dispersal of International Tourists in Taiwan	83
<i>Chiung-Yu Huang, To-Han Chang and Chang-Lang Yang</i>	
KSF of Succession and Expansion of Taiwanese Snack Family Business: Fuzzy Delphi Approach	84
<i>Ching-Sung Lee and Chan-Fu Lin</i>	
The Status of Financial Performance and Growth Pattern on Tourism Industry in Taiwan	85
<i>Kai-Chiung Peng, Chia-Wen Chang and Shih-Ju Yang</i>	





The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

An Image Design is Required for the Ripped Sky Festival as the National Hakka Day of Taiwan 86  
*Ying-Hsun Chen and Hsien-Chun Wu*

The Relationships among Theatrical Components, Experiential Value, Relationship Quality, and Relationship Marketing Outcomes-A Case of Theme Park in Taiwan 87  
*Chin-Fa Tsai, Budi Guntoro, Weerapon Thongma and Tzung-Cheng Huan*

### **K: SUSTAINABLE TOURISM Sec. 1**

Blazing the Tourist Trail for Philippine Prisons 88  
*Emma Lina F*

Community-based Tourism in Songkhla Lake Basin: A case study 89  
*Parichart Visuthismajarn and Prachyakorn Chaiyakot*

Linkage Rural Tourism Route in Songkhla Lake Basin: 90  
A Case Study of Maetom Sub-district, Bangklam District, Songkhla Province  
*Parichart Visuthismajarn, Prachyakorn Chaiyakot, Sorbah Maseng, Fasihah Arwae and Phuri Kalnaowakun*

Explore the Linkage between Corporate Social Responsibility and Tourism Sustainable Development 91  
*Chiu, Chou-Kang, Joe, Sheng-Wuu and Tran Viet Trieu*

The Relationships among Sport Tourism Attraction, Bikeway Image, Tourism Satisfaction and Revisit intension of Jiayo Bikeway in Taiwan 92  
*Chieh-Chung Hsieh, Tzung-Cheng Huan, Sanggun Lee and Weerapon Thongma*

A Guideline for Historical Tourism Management by Participation of the Songkhla Lake Basin Community: A Case Study the Trails of Three Monks Footsteps 93  
*Somjit Intamano and Parichart Visuthismajarn*

### **L: SUSTAINABLE TOURISM Sec. 2**

Community-based Tourism Management Model in Wiang Nong Lom Wetlands Mae Chan District Chiang Rai Province 94  
*Sinth Sarobol*

Research Survey for Developing a Community-based Tourism Map in San Kam Pang District, Chiang Mai Province 95  
*Saisakul Fongmul*

The Dynamics of Volunteer Tourism: A Systemic Approach 96  
*Angela M Benson and Carla Ricaurte*



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

The Quality of Functional Angle Cake: A Case Study of American Ginseng Angle Cake <i>Huai Chen Wang, Su Chen Dai, Chia Chen Lin and Ting Saw Weng</i>	97
A Synthesis Knowledge of Satun Province preparing for Sustainable Development of Ecotourism and Green Destination <i>Parichart Visuthismajarn, Phuri Kalnaowakun, Fasihah Arwae and Sorbah Maseng</i>	98
Ageing and Surgical Tourism: A Sociological Perspective of Iran <i>Mohammad Taghi Sheykhi</i>	99

### **M: SUSTAINABLE TOURISM Sec. 3**

Labor Intensive and Seasonality in Hotel Employment: Human Capital Challenges in Thailand's Hospitality Industry <i>Samart Plangpramool and Kumutinee Worasuwan</i>	100
The Role of Social Media in Tourism and Hospitality Products: Tourists' Information Processing and Decision Making <i>Samart Plangpramool</i>	101
A New Perspective for Sport Tourism-Business Ecosystem <i>Chin-Shu Yeh</i>	102
Employees' Satisfaction toward Talent Management in Hospitality Industry: A Case Study of Centara Grand Mirage Beach Resort Pattaya, Thailand <i>Kumutinee Worasuwan</i>	103
Public reasoning, Sensus communis and Management of Sports Volunteers <i>Lee Shane Chung, Chiung En Huang and Lin Po Hsiu</i>	104
Implementation of Good Governance Principles in the office of the President Maejo University, Sansai District, Chiang Mai Province <i>Tharinya Suwapanich</i>	105

### **N: SUSTAINABLE TOURISM Sec. 4**

OTOP Networking Cooperation for Tourism Management through Sufficiency Economy Philosophy in Northern Thailand <i>Weerapon Thongma and Winitra Leelapattana</i>	106
Elephant Camp Management Model for Sustainable Tourism of Gued Chang Sub-district, Maetang District, Chiang Mai Province <i>Amnuayporn Yaiying, Weerapon Thongma, Sinth Sarobol and Chalermchai Panyadee</i>	108



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

Conservation Tourism Management at Toei Ngam Beach, Nawigayothin Bay by the Royal Thai Marine Corps, Sattahip District, Chonburi Province, Thailand <i>Chanistha Jaipeng, Niwut Whangchai, Weerapon Thongma and Thep Pongpanich</i>	111
Strategic Management for Participatory Community Tourism in Fan Muang Chai Village, UdomXai Province, Lao People's Democratic Republic (Lao PDR) <i>Laddavone Duangboubpha and Sinth Sarobol</i>	112
Image and Community Tourism Management Strategies of Ban Nam Chang, Huay Sai, Bokeo Province, Lao People's Democratic Republic (Lao PDR) <i>ToumKham Phatthasith and Sinth Sarobol</i>	113
Financial Performance and Growth Pattern: A Case Study of Taiwan's Tourism Industry <i>Kai-Chiung Peng, Chia-Wen Chang and Shih-Ju Yang</i>	114

#### **O: TOURISM AND SERVICE MANAGEMENT Sec. 1**

The Relationship between Senior Citizens' Lifestyle and Leisure Activities: A Canonical Correlation Approach <i>Chae-Hyun Lim, Aejoon Lee, Jee Hyun Lim and Sanggun Lee</i>	115
The Impact of Social Network Service on Wine Consumer Behavior <i>Jun Cho and Sanggun Lee</i>	117
How Many Efforts Should a Travel Agent Provide? <i>Chien-wei Wu and Yih-ming Lin</i>	119
Proper Atmosphere for International Hotel Restaurants <i>Yen-Cheng Chen, Pei-Ling Tsui and Tung-han Yu</i>	120
Resource Management Competencies of Middle Managers for High-Tech Industry <i>Hung, Li-Chuan and Joe, Sheng-Wuu</i>	121
Reasons for Going Green: A Case Study of Thailand's Hotel Industry <i>Samart Plangpramool</i>	122

#### **P: TOURISM AND SERVICE MANAGEMENT Sec. 2**

Product Service Systems in the Tourism Industry: A Case Study Approach <i>Hui Hua Ou-Yang</i>	123
Thailand Ecotourism Standards: Dissonance between Tourism Operators and Government Agencies in Chiang Mai <i>Navarat Phormupatham and Angela M Benson</i>	124



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

Potential in Community Based Tourism Management of ChulabhornPattana 10 Community, Betong District, Yala Province <i>Weeraporn Tokeree and Chalermchai Panyadee</i>	125
Do Hotels’ “Green” Attributes Contribute to Guests’ Satisfaction? Factor Affecting Thailand’s Hospitality Industry <i>Samart Plangpramool</i>	126
The Comparative Study Management Using Sufficiency Economy Concept Ban Maesa, Ban Buangtoey, and Ban PhaNokKok in Tambon Pongyaeng, Amphur Maerim, Chiang Mai <i>Julaluck Sa-ingthong</i>	127
Chinese Hotel Guests and Their Perceptions of Corporate Socially Responsible Policies <i>Zhao Kuan and Chris Ryan</i>	128



The 3<sup>rd</sup> ICSTM



Asia as One: Balance between Individuality and  
Integration of Asian Tourism Concepts



Department of  
Hotel Management  
The 1<sup>st</sup> ICTH

## Community-based Tourism Management Model in Wiang Nong Lom Wetlands Mae Chan District Chiang Rai Province

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### ABSTRACT

This research aims to study the Community-based Tourism Management Model in Wiang Nong Lom wetlands, Mae Chan District, Chiang Rai Province as well as the management of the community's activities are consistent with the cultural heritage and tourism resources in wetlands area. The Participatory Action Research [PAR] was employed for the data collection and analysis.

The results showed that Tourism resources in Wiang Nong Lom wetlands is a large wetland located in the boundary between two districts covering the Yo Nok sub-district, Chiang Saen district, Chan Cha Wa sub-district, Chan Cha Wa Tai sub-district and Ta Kao Purk sub-district, Mae Chan district, Chiang Rai province. Total area of Wiang Nong Lom wetlands is over 20,000 acres of mostly plains and swamps act as a large drainage basin and sub-watershed of Mae Ha, Mae Lak, Mae Loi and Mae Chan, a branch watershed of Mae Kok River and a tributary of the Mekong River Basin. Wiang Nong Lom wetlands plays an important role as a source of water storage and habitat of plants and animals found on the biodiversity; plant species, at least 214 species of fish, at least 23 species of birds, at least 78 other species including buffalos and the largest buffalo camp in Chiang Rai. With regarding to Wieng Non Lom wetlands tourism resources, the research also found that the Management system of cultural community tourism activities in Wiang Nong Lom wetlands could be managed the tourism activities all year round. Wieng Non Lom wetlands tourism activities to be consisting with the tourism resources and cultural life of the community; learning the local history; biodiversity and traditional knowledge as well as way of life in rural tourism and local culture.

**Keywords:** Community-based tourism, Management model