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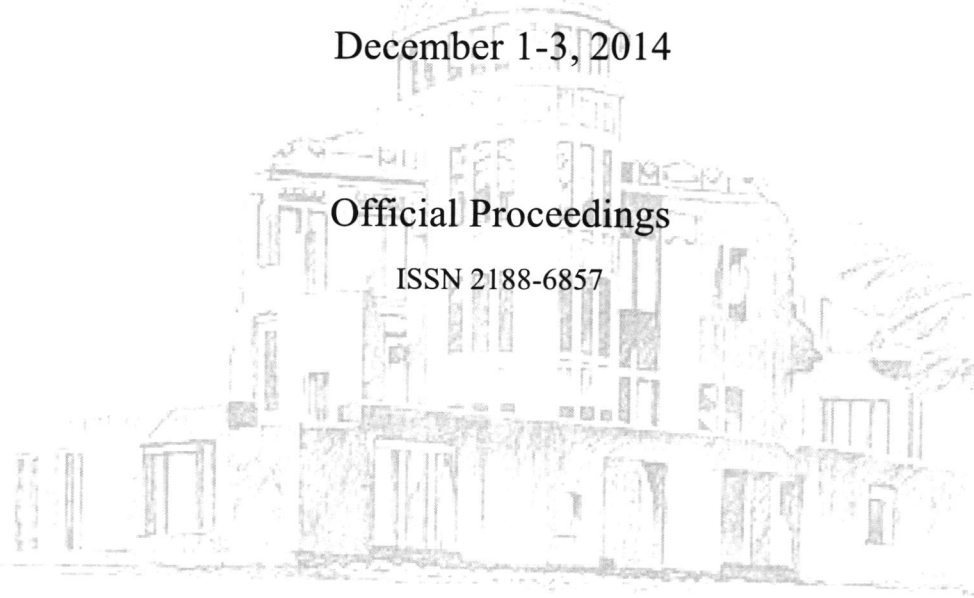
The Inaugural Asian Conference on the Social Sciences and Sustainability

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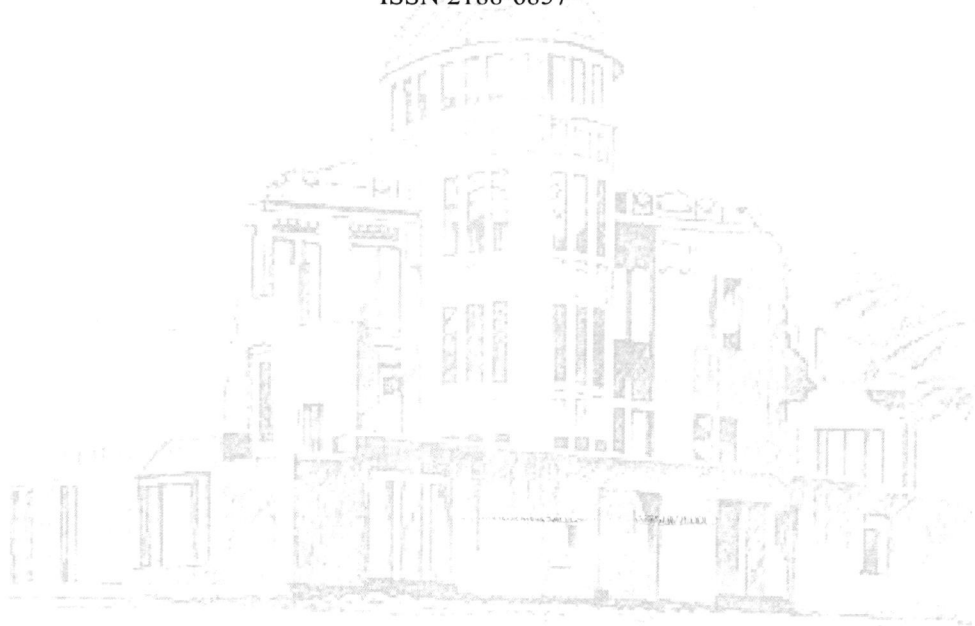
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ACSUS Abstracts for Oral Presentations

0106 How Could Social Work Education Contribute to Social Sustainability?

Ural Nadir, Başkent University Social Work Department, Ankara, Turkey¹

The concept of sustainability is a notion that we encounter frequently in our global world where advancements particularly in technology take place rapidly. Briefly, the most basic definition of sustainability could be acting providently by regarding the needs of next generations while procuring resources that are necessary for today and not violating balance. It can be said that sustainability has three main parts, which are economic, ecological and social sustainability. Surveys indicate the very fact that effective sustainability is only possible when all these three parts are managed well. Social sustainability concerns the accessibility of basic rights such as education and health for all citizens in a society, striving against discriminatory and exclusionary policies and practices, giving rights to every person, especially to disadvantaged groups such as women, children, elders, the handicapped, and the poor, and respecting their rights. The social work profession promotes social change, problem solving in human relationships and the empowerment and liberation of people to enhance well-being. Principles of human rights and social justice are fundamental to social work. When two concepts are examined together, the importance of social work education and a competent sosyal workers for social sustainability can be observed clearly. Advocacy of people's accessibility to their rights and against to discrimination, especially against disadvantages groups, construct the basis of social service profession. This proposal will discuss how social service education could promote social sustainability through samples from Turkey and around the world; and the discussion will be enriched with proposals.

0110 Correlations between Cola Drinking Brand Communication Tool Perception and Attitude towards Brand Case Study: Cola Drinking Consumer in Bangkok, Thailand

Patamaporn Netinant, Bangkok University, Thailand¹

Cola Drinking has the most market share of Carbonate Drinking market in Thailand. The Cola Drinking Brands spend a large amount of money to communicate with their target consumer because of the high market value and high competitive situation. This quantitative research aims to study the effects of Cola Drink Brand Communication which proofing by the Correlations between the perception level of Cola Drinking Brand Communication tools and the attitude of Cola Drinking brands. 400 copies of questionnaire are used to collect data from Cola Drinking consumer who lives in Bangkok, Thailand. Pearson Correlation Research Statistic is used as the data analysis tool. Branding concepts and Consumer Behavior theories are used to create the 17 brand communication tools of independence variables and 10 brand attitude attributes of dependence variables. The result of this research shows there are positively correlations between the perception level of Cola Drinking Brand Communication tool and the brand attitude of Cola Drinking but there are not strong correlations. Because the value of r^2 has low value and not come close to 1.0 at 0.05 significant level.

0111 Boutique Hotel and Its Little Secrets

Kanokkarn Kaewnuch, National Institute of Development Administration, Thailand¹

One of tourism's core businesses in Asia, especially Thailand, which has long evolved and played an important role in the growth and development of tourism industry is accommodation. A boutique hotel is significantly a new concept of an accommodation and it is increasing rapidly. Therefore, this paper attempts to examine behaviors of tourists who choose to stay at a boutique hotel in Bangkok, Thailand. Moreover, this paper also aims to identify factors that influence tourists' decision making in staying at a boutique hotel. Questionnaires were distributed to 385 tourists who stay at 33 boutique hotels in Bangkok. Frequency, Mean Value, Standard Deviation, One-Way ANOVA (F-test), and Chi-Square test were used to analyze the data. The collected data reveals that female tourist is the primary group, with a range of 21-30 years of age. The findings also show that the majority group of tourist staying at a boutique hotel is European and their main purpose of travel is for leisure. The results demonstrate that when tourists choose a boutique hotel, they consider not only price attribute but also consider physical appearance, distribution channels, services, and promotions, respectively. The findings also suggest that demographic profile of tourists plays a significant role in affecting their decisions to stay at a boutique hotel. Therefore, it is significantly important for boutique hotel managers to be aware of these factors in order to effectively manage their businesses. More importantly, the findings provide insight data for implementing the most suitable sustainable strategies to serve tourists' demands.

0161 Empowering the Community towards Sustainability of Coral Reefs in Indonesia: Introducing New Coral Restoration Method and Coral Farming as an Alternative Income

Kakaskasen A. Roeroe, Sam Ratulangi University, Indonesia¹

Coral reefs are among the most diverse and productive ecosystem on Earth. This ecosystem plays important role for others marine organisms. Coral reefs also functioned as a shore protected from erosion and economically important for the human. They are found in the warm, clear, shallow waters of tropical oceans worldwide. The Indonesian coral reefs supports approximately 60% of Indonesian people. In some areas, local people heavily dependent of the coral reef resources from a wide variety of reef and reef-associated fish and others organisms for home consumption and trade. Presently, Indonesian and worldwide coral reefs continuing degradation due to global problem such as global warming and local problem that comes from destructive fishing method, coral mining, and sedimentation from land. Exploitation of the coral reefs resources is continuing without thinking of the sustainability. Restoration of the coral reefs ecosystem became very priority for Indonesian. This study conducted in North Sulawesi coral reefs and the goal is to restore degraded coral reefs using new and environment friendly method and to improve the livelihood of the local community

0162 Safety Capability Development Needs Assessment of Transportation and Dangerous Goods Storage in Thailand

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This research aimed to study safety capability developmental needs assessment process and to analyze current problems for transportation and dangerous goods storage in Thailand. The researcher conducted the field study of personnel and service efficiency development of the strict enforcement of dangerous goods transportation law of Thailand. In applied qualitative and quantitative research using structured interviews as tools, an evaluation content validity using Index of Item-Objective Congruence from 5 experts and stakeholders as non-probability-purposive samplings were categorized as: 1. Department of Land Transport scholars 2. Dangerous goods specialists 3. Dangerous goods Business Association members 4. Logistic disciplinary scholars, and 5. Dangerous goods truck drivers. Documental research, participation observation, focus group, in-depth interviewing and close-ended questionnaires, triangulation data analysis and descriptive analysis were included in order to transform raw data into an understandable form. The research findings suggested the safety capability developmental needs assessment process for transportation and dangerous goods storage of Thailand fell into the following conclusions: 1. Needs assessment affects safety development of transportation and dangerous goods storage. 2. Needs assessment affects determining of logistic format and sustainable development approach. 3. Outcomes of determining in logistic format and sustainable development approach led to systematically structural problem solving, and 4. The problems of transportation and dangerous goods storage were significantly high as the causal relationship between the lack in capability training and development truck drivers and uncovered dangerous goods storage law of Thailand, which failed to meet the international requirements.

Keywords: capability development, needs assessment, transportation and dangerous goods storage systems

0169 Organization Commitment: A Case Study of Sakon Nakhon Rajabhat University

Piyachint Paddamadilok, Sakon Nakhon Rajabhat University, Sakonnakhon, Thailand¹

This research aims to study the level of commitment to the organization of university personnel in every group and study the factors associated with ties to the organization's personnel. In order to apply the information gained from research to application. To build the workforce of the university's ties to the organization. This will lead to the effective operation of the university. The research aims of the study are as follows: 1. to determine the level of organizational commitment of personnel Nan; 2. to study the difference between personal factors, the level of organizational commitment of personnel Nan; 3. to study the correlations between the characteristics, and the factors that operational experience and the level of staff engagement Nan. The target population of this research is Nan personnel of 525 people. This research is a quantitative study (Quantitative Method), with a sample from the target population of 230 people. Descriptive statistics (Mean and Percentage) and inferential statistics are used in the study. (Independence Sample T-test and ONE WAY ANOVA). The findings can be summarized as follows: personnel opinion toward the task, factors and the experience of the average performance level, personnel and organizational commitment on average, and the most personal factors (e.g., age, work status) were associated with the level of organizational commitment of personnel under the North-East.