

Conference Program & Abstract



Langkawi, Malaysia
25-27 February 2020



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2020 IPN CONFERENCES LANGKAWI, MALAYSIA

LANGKAWI, MALAYSIA
25-27 FEBRUARY 2020



Welcome to IPN Conferences 2020

Dear Professor, Dr and distinguished delegates,

Welcome to the IPN Conferences 2020 in Langkawi, Malaysia. On behalf of **IPN Education Group**, I would like to thank all the Conference Chair, Program Chairs and the Technical Committees. Their high competence and professional advice enable us to prepare the high-quality programs. For the participants, we hope all of you have a wonderful time at the conference and also in Langkawi, Malaysia.

We believe that by this excellent conference, you can get more opportunities for further communication with researchers and practitioners. For the conferences of **IPCSSEB 2020, IPCER 2020, IPCTS 2020 and ICHTAB 2020** more than 40 submitted papers have been received and 25 papers have been accepted and published finally.

In order to hold more professional and significant international conferences, your suggestions are warmly welcomed. And we are looking forward to meet you again next time.

Best Regards,
Thank you.

Yours Sincerely,

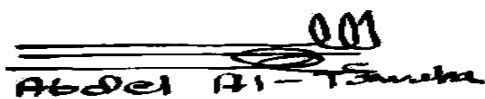


Datin MZ Zainab
Director – Conference Management IPN Education Group
Chairman, IPN Conferences 2020 Langkawi, Malaysia

Message from IPN Honorary Advisor

On behalf the IPN Education Group, it is my privilege to welcome you to the IPN Conferences Langkawi, Malaysia 2020. IPN is an independent, non-political, non-governmental organization of distinguished scientists dedicated to advancing science around the world. We aim to help scientists and researchers to publish their findings in scientific journals and to promote and help to organize worldwide conferences. We believe that has no boundaries, regardless of the great distances between countries and continents. Thus IPN welcomes contributions from researchers from all concern irrespective to the race, colour, religion and nationality.

Best Regards



Prof. Dr. Abdel Rahman Mohammad Said Al Tawaha
Honorary Advisor IPN Education Group
IPN Conferences 2020 Langkawi, Malaysia

About IPN Education Group

The IPN Education Group is a non-profit international association dedicated to the promotion of international education and university cooperation in the field of Business, Art, Social Science, Management, Education, Science, Technology, Engineering and any other related field.

Through the organization of different international events, it brings together institutions, bodies and organizations from different countries of the world for discussion and cooperation. IPN Mission is to promote and enhance the dialogue in education among the institutions devoted to field mentioned above through:

- Promotion of best practice standards in the service of international education.
- The facilitation of relevant forums, training and information exchange.
- Creation and dissemination of knowledge; exert an influence in public policy.
- Production of publications used as a database document for research works, projects and innovation activities held on the international education field.

IPN believes that this is best achieved through international cooperation and promotes the development of closer links among relevant institutions and individuals around the world. IPN supports that such international cooperation can help countries learn from each other and promotes the dissemination of scientific and engineering activities. IPN intends to achieve the mentioned objectives and get an international visibility by the organization of international conferences and by interacting with public and private organisms from all parts of the world.



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ANNOUNCEMENT

All accepted papers will be published in:

- Active Scopus Indexed Journal
- ESCI Journal
- Active ERA Journal
- International Journal of Business and Globalisation (IJBG)M (EISSN: 1753-3635/ISSN: 1753-3627)
- Revista Publicando (ISSN: 1390-9304)
- Chemical Engineering Transactions (CET) (Issn: 2283-9216)
- Journal of Industrial Engineering Research (JIER) (ISSN:2077-4559) (International Indexed Journal)
- International Journal of Recent Technology and Engineering (IJRTE) (TM) ISSN: 2277 -3878 (IJRTE JOURNAL)
- Science International Journal (SI) ISSN: 1013-5316 (Google Scholar)
- Journal of Asian Scientific Research EISSN: 2223-1331, ISSN: 2226-5724
- International Journal of Asian Social Science EISSN: 2224-4441 ISSN: 2226-5139
- Journal of Mechanics of Continua and Mathematical Sciences EISSN: 0973-8975, ISSN: 2454-7190
- Research Journal of Social Sciences (RJSS) (ISSN:1815-9125) (CNKI SCHOLAR, SIS DATABASE, ULRICH'S PERIODICALS, THOMSON GALE,DOAJ,OPEN J-GATE,INDEX COPERNICUS,ELECTRONIC JOURNALS LIBRARY,EBSCO HOST)
- International Journal of Administration and Governance (IJAG)(ISSN 2077-4486) (Google scholar, Scientific World Index, Directory of Indexing and Impact Factor (DIIF), Academia.edu.
- International Journal of Business and Management (IJBM) (ISSN 2321 8916) (Google scholar, Scientific World Index, Directory of Indexing and Impact Factor (DIIF), Academia.edu.
- Journal of Engineering and Science Research (ISSN 2289-7127) (Google Scholar, MyJurnal)
- Advances in Environmental Biology (AEB) (ISSN 1995-0756)
- Advanced Journal of Technical and Vocational Education (AJTVE) (eISSN : 2550-2174)(Google Scholar, MyJurnal)

One Best Presenter Award will be selected from each oral session. The Certificate for Best Presenter award will be awarded after presentation session.



KEYNOTE SPEAKER:

LIST OF THE CONFERENCE COMMITTEE

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Prof. Dr. Abdel Rahman Mohammad Said Al-Tawaha (Ph.D McGill University)

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Nurul Faezah Mohd Talib

Hairun Nasuha Harun

Noor Hidayah Abdullah

Intan Syahirah Mokhtar

Nabihah Husin

INSTRUCTION FOR ORAL PRESENTATION

Devices Provided by the Conference Organizer:

- Laptop (with MS-Office & Adobe Reader)
- Projector & Screen
- Laser Sticks

Materials Provided by the Presenters:

- PowerPoint or PDF files

Duration of each Presentation (Tentatively):

- Regular oral presentation: about 15 minutes (including Q&A)
- Keynote speech: about 40 minutes (including Q&A)

Notice: Please keep your belongings (laptop and camera etc) with you!

During registration:

Original Receipt

Representative / Pass Card with lanyard

Printed Program

Lunch Coupon

Participation Certificate (collected from Session Chair after the session)

Conference Bag



IPN Conferences 2020, Langkawi, Malaysia

Conference Program

February 25, 2020	Venue:	1000 - 1200	Registration	
February 26, 2020	Venue:	0830 – 0845	Opening Remarks	Opening Remarks
		0845 – 1000	Plenary Speech 1	Keynote Speaker
		1000 – 1030	Group Photo and Coffee Break	
	Venue:	1030 – 1230	Session 1	
	Venue:	1230 – 1400	Lunch	
	Venue:	1400 – 1600	Session 2	
February 27, 2020	Lobby hotel	0800 - 1200	Networking	

Session 1

Time: 1030 – 1230

Venue: **Magpie 3**

Session Chair: **Dr. Noorul Huda Sahari**



No	Paper ID	Presenter
1	008-lgk	<p>Facilitating the Division of Matrimonial Property (Harta Sepencarian) through Hibah in Malaysian Shariah Court</p> <p>Noorul Huda Sahari, Siti Khadijah Ab Manan, Rafeah Saidon and Amal Hayati Ishak</p> <p><i>Universiti Teknologi MARA, Malaysia</i></p>
2	011-lgk	<p>The Effect of Corporate Governance on Profitability in Jordanian Bank: Conceptual Framework</p> <p>Ibrahim Alnohoud, Maisarah Mohamed Saat, Suresh Ramakrishnan and Abdallah Al Hanandeh</p> <p><i>Universiti Teknologi Malaysia, Johor Bahru, Malaysia</i></p>
3	002-lgk-ichtab	<p>Conceptual Structure for Contemporary Gastronomy Tourism “Phu Wiang Grilled Chicken Culture”</p> <p>Pattera Thongom, Thirachaya Chaigasem and Grit Ngowtanasuwan</p> <p><i>Khon Kaen University, Thailand</i></p>
4	012-lgk	<p>The effect of corporate governance on profitability in Jordanian bank: Conceptual framework</p> <p>Ibrahim Alnohoud*, Maisarah Mohamed Saat, Suresh Ramakrishnan, Abdallah Al Hanandeh</p> <p><i>Universiti Teknologi Malaysia, Johor Bahru, Malaysia</i></p>
5	013-lgk	<p>The Role of Propinquity and Coordination in Influencing Competitive Advantage of Retail SMEs in Malaysia</p> <p>Nor Asmahani Ibrahim, Prof Dr Rosmimah Roslin, Dr Rozita Naina Mohamed</p> <p><i>Universiti Sultan Zainal Abidin, Malaysia</i></p>
6	001-lgk-ichtab	<p>Towards Internationalization of Bono Tourism Event: An Infrastructure Supporting Assessment</p> <p>P. Pradono and Ade Triyasa</p> <p><i>Institute Technology of Bandung (ITB), Bandung, Indonesia</i></p>
7	003-lgk-ichtab	<p>Conceptual Framework of Marketing in Religious Tourism: Vieng Kook, Nong Khai, Thailand</p> <p>Jedtapon Srikongpan, Thirachaya Chaigasem and Grit Ngowtanasuwan</p> <p><i>Khon Kaen University, Thailand</i></p>

Session 2
 Time: 1400 - 1600
 Venue: **Magpie 3**
 Session Chair:



No	Paper ID	Presenter
1	002-lgk	<p>Economic Design of Synthetic Chart with Measurement Errors for Monitoring Process Mean</p> <p>Ming Ha Lee, K.S. KheeYong Si, H.H. Then Patrick, M.F. Lau Edmonds and XinYing Chew</p> <p><i>Swinburne University of Technology Sarawak Campus, Kuching, Malaysia</i></p>
2	015-lgk	<p>The Relationship between Five Elements and Nine Variables in Hospital Planning</p> <p>Yahaya Hassan, Azli Yahya, Jasmy Yunus, Sarajul Fikri, Norhalimah Idris, Husna Hamzah</p> <p><i>Universiti Teknologi Malaysia, Johor, MALAYSIA.</i></p>
3	003-lgk	<p>Run Length Distribution of Multivariate Coefficient of Variation Chart</p> <p>Ming Ha Lee, Victor Y.C. Lim, Sebastian Yakub, Patrick H.H. Then, Edmonds M.F. Lau and XinYing Chew</p> <p><i>Swinburne University of Technology Sarawak Campus, Kuching, Malaysia</i></p>
4	014-lgk	<p>Principles in Designing the Hospital Building</p> <p>Yahaya Hassan, Azli Yahya, Jasmy Yunus, Sarajul Fikri, Norhalimah Idris, Husna Hamzah</p> <p><i>Universiti Teknologi Malaysia, Johor, MALAYSIA.</i></p>
5	004-lgk-ichtab	<p>Local Wisdom Based Tourism Innovation Development (A case of the Mueang Fa Daet Song Yang District, Kalasin Province, Thailand)</p> <p>Duangchanok Varatipromma, Thirachaya Chaigasem, Somyot Ongkhluap and Grit Ngowtanasuwan</p> <p><i>Khon Kean University, Thailand</i></p>

Conference Venue



Langkawi Seaview Hotel

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Note



List of Abstract

No	Paper	Abstract
1	002-1gk	<p>Economic Design of Synthetic Chart with Measurement Errors for Monitoring Process Mean</p> <p>Ming Ha Lee¹, K.S. KheeYong Si¹, H.H. Then Patrick¹, M.F. Lau Edmonds² and XinYing Chew³</p> <p><i>¹Faculty of Engineering, Computing and Sciences, Swinburne University of Technology Sarawak Campus, Kuching, Malaysia</i> <i>²School of Software and Electrical Engineering, Swinburne University of Technology, Melbourne, Australia</i> <i>³ School of Computer Sciences, Universiti Sains Malaysia, Pulau Pinang, Malaysia</i></p> <p>Abstract: This study proposes an economic model for the synthetic chart for monitoring process mean by considering measurement errors and taking multiple measurements for each of the items in a sample. The optimal chart parameters are obtained through the minimization of the cost function. The effect of measurement errors on the cost model of the synthetic chart for monitoring process mean is evaluated based on the numerical examples over a wide range of the input parameter values of the measurement errors.</p>
2	003-1gk	<p>Run Length Distribution of Multivariate Coefficient of Variation Chart</p> <p>Ming Ha Lee¹, Victor Y.C. Lim¹, Sebastian Yakub¹, Patrick H.H. Then¹, Edmonds M.F. Lau² and XinYing Chew³</p> <p><i>¹Faculty of Engineering, Computing and Sciences, Swinburne University of Technology Sarawak Campus, Kuching, Malaysia</i> <i>²School of Software and Electrical Engineering, Swinburne University of Technology, Melbourne, Australia</i> <i>³ School of Computer Sciences, Universiti Sains Malaysia, Pulau Pinang, Malaysia</i></p> <p>Abstract: In this study, the performance of the multivariate coefficient of variation chart is evaluated based on the median run length. The numerical results show that the skewness of the run length distribution decreases with an increase in the coefficient of variation</p>

		<p>shift. This indicates that the median run length can be used as an alternative performance measure for the multivariate coefficient of variation chart, instead of the sole dependence on the average run length. The percentage points (percentiles) of the run length distribution of the multivariate coefficient of variation chart are also studied to provide a more complete understanding of the behavior of the multivariate coefficient of variation chart.</p>
3	008-1gk	<p>Facilitating the Division of Matrimonial Property (Harta Sepencarian) through Hibah in Malaysian Shariah Court</p> <p>Noorul Huda Sahari, Siti Khadijah Ab Manan, Rafeah Saidon and Amal Hayati Ishak</p> <p><i>Academy of Contemporary Islamic Studies, Universiti Teknologi MARA, 40450 Shah Alam, Malaysia</i></p> <p>Abstract: Distribution of matrimonial asset or assets between spouses is often associated with unfairness to one of the parties especially to the non-working wife. This is due to the fact that the current provision on the distribution of matrimonial assets emphasizes on the contribution of the parties involved as the sole criteria in determining the proportion of their share. Though the law has not been amended to address this issue, it is observed that a transfer of ownership through <i>hibah</i> for the benefit of family members during marriage provides an alternative to the fairer distribution of matrimonial assets. Therefore, this study is undertaken to examine the applicability of <i>hibah</i> in dividing the assets through court practices. For that purpose, the study adopts a qualitative method which involves an analysis of unreported cases within the time frame of 2000-2012 collected from six zones representing Syariah Courts in Malaysia where analysis is made based on several variables such as types of matrimonial property, factors for consideration and proportion of distribution of the assets. Based on that sampling it has been discovered that the application of <i>hibah</i> in division of matrimonial assets in majority of cases are practically settled by way of <i>sulh</i> (amicable settlement). Ownership transfer of matrimonial assets especially through <i>hibah</i> could possibly serve in the best interest of the children and their needs as well as providing adequate security for the spouse. This has been successfully practiced in polygamous marriage where study shows that, one party (husbands) are in fact more generous in dividing the assets especially when dealing with the interests of their children. There were also cases where the husband was willing to transfer all assets to the existing wife which is rarely achieved in other litigation process. Thus, this study suggests that the <i>hibah</i> mechanism could be upgraded as a law and to be widely practiced when dealing with the division of matrimonial assets.</p>
4	011-1gk	<p>The Effect of Corporate Governance on Profitability in Jordanian Bank: Conceptual Framework</p> <p>Ibrahim Alnohoud, Maisarah Mohamed Saat, Suresh Ramakrishnan</p>

		<p>and Abdallah Al Hanandeh</p> <p><i>Department of Accounting and Finance, Azman Hashim International Business School, Universiti Teknologi Malaysia, Johor Bahru, Malaysia</i></p> <p>Abstract: Improve profitability is one of the most important tasks of corporate managers to maximize the wealth of owners and thus measure the current and past profitability and expects future profitability of the most important things facing managers. Also, most companies, including banks, are seeking to increase profitability and increase shareholders' wealth. Consequently, management focuses on sound decisions that ensure the financial health of the Bank. Therefore, corporate governance mechanisms are considered effective mechanisms to reduce agency costs and reduce information asymmetry, but through the literature review of previous studies, mixed and insufficient results have been found, and the reason is due to different cultures and conditions surrounding companies. Therefore, an intermediate variable such as the internal control system that has been used Its suggestion based on the agency's theory that it is possible to improve results such as improving performance and thus reflected in increasing profitability, which is the first perspective that contributors see.</p>
5	012-1gk	<p>The effect of corporate governance on profitability in Jordanian bank: Conceptual framework</p> <p>Ibrahim Alnohoud*¹, Maisarah Mohamed Saat¹, Suresh Ramakrishnan¹, Abdallah Al Hanandeh¹</p> <p><i>¹Department of Accounting and Finance, Azman Hashim International Business School, Universiti Teknologi Malaysia, Johor Bahru, Malaysia</i></p> <p>Abstract: The goal of any company is to build sustainable profitability. Corporate governance will ensure that corporate production grows steadily. Understanding the impact of corporate governance on a company's profitability over time requires special attention from various areas of scientific information. Therefore, corporate governance mechanisms are effective mechanisms to reduce agency costs and reduce information asymmetry, thus effective corporate governance and internal control system will increase profitability and improve performance. However, following a through a review of the literature in previous studies, mixed and insufficient results were found, due to the different cultures and circumstances surrounding companies. Therefore, this study proposes that a mediator variable, such as the internal control system that was used according to agency theory, will lead be improved outcomes such as improving performance and therefore reflected in increased profitability, which is the first perspective that shareholders see.</p>
6	013-1gk	<p>The Role of Propinquity and Coordination in Influencing Competitive Advantage of Retail SMEs in Malaysia</p>

		<p>Nor Asmahani Ibrahim, Prof Dr Rosmimah Roslin, Dr Rozita Naina Mohamed</p> <p><i>Faculty of Business & Management, Universiti Sultan Zainal Abidin, Kuala Terengganu, Malaysia.</i> <i>Arshad Ayub Graduate Business School, Universiti Teknologi MARA, Shah Alam, Malaysia.</i> <i>Faculty of Business & Management, Universiti Teknologi MARA, Shah Alam, Malaysia</i></p> <p>Abstarct: The existence of hypermarkets and supermarkets with modern retail format has affected the performance of many retailers in the category of small medium enterprises (SMEs) in Malaysia. In this era of disruptive marketing, the main challenges of retail SMEs are the ability to survive, to remain competitive and to sustain the business. With the challenges of finding the right strategies to compete effectively, there is now an inclination to look at social networks as means of establishing strong market presence. Engaging and maintaining social networks in their business relationships is essential for retail SMEs if they want to address competitive challenges and subsequently build strong competitive advantage in the business. This study postulates that establishing social networks, specifically in terms of propinquity (related with network cluster, network centrality and geographic proximity) among social network members, will enable the gathering of important resources needed by retail SMEs to secure more sustainable competitive advantage. However, only few studies have focused on social networks especially from the Asian context and many have overlooked the importance of social networks in retailing. This study also suggests the need to focus on coordination in relation to propinquity of social networks which refers to the location of retail SMEs and their ability to coordinate efforts to gain competitive advantage. This study extends the literature on social networks by providing a conceptual framework describing the importance of propinquity on coordination of activities leading to the development of competitive advantage for retail SMEs.</p>
7	014-1gk	<p>Principles in Designing the Hospital Building</p> <p>Yahaya Hassan¹, Azli Yahya², Jasmy Yunus³, Sarajul Fikri⁴, Norhalimah Idris⁵, Husna Hamzah⁶</p> <p><i>^{1,2,3}School of Biomedical Engineering & Health Sciences, Faculty of Engineering, Universiti Teknologi Malaysia, Johor, MALAYSIA.</i> <i>⁴Faculty of Built Environment (FAB), Universiti Teknologi Malaysia, Johor, MALAYSIA.</i> <i>⁵School of Azman Hashim Business School, Universiti Teknologi Malaysia, Johor, MALAYSIA.</i> <i>⁶Hospital Planning & Research, Damansara PMC Services Sdn Bhd, Kuala Lumpur, MALAYSIA</i></p> <p>Abstract: A special attention and provisions must be taken care off when designing and building a hospital. Designing a place which fulfil or satisfy those criteria are proven to be difficult, but not entirely impossible. Extra effort is also needed when designing such place to ensure it adheres with specific rules and regulations, especially when incorporating latest technology in the design. Therefore, through the</p>

		<p>identification of the above items, it allows the development of an optimum design which would be able to project the present and future needs of the hospital capacity. This paper discusses the principles in the design of hospital building which would be used as the considerations, while adapting or accommodating the latest technology in the design of the hospital building.</p>
8	015-igk	<p>The Relationship between Five Elements and Nine Variables in Hospital Planning</p> <p>Yahaya Hassan¹, Azli Yahya², Jasmy Yunus³, Sarajul Fikri⁴, Norhalimah Idris⁵, Husna Hamzah⁶</p> <p><i>^{1, 2, 3} School of Biomedical Engineering & Health Sciences, Faculty of Engineering, Universiti Teknologi Malaysia, Johor, MALAYSIA.</i></p> <p><i>⁴Faculty of Built Environment (FAB), Universiti Teknologi Malaysia, Johor, MALAYSIA.</i></p> <p><i>⁵School of Azman Hashim Business School, Universiti Teknologi Malaysia, Johor, MALAYSIA.</i></p> <p><i>⁶Hospital Planning & Research, Damansara PMC Services Sdn Bhd, Kuala Lumpur, MALAYSIA</i></p> <p>Abstract: Hospital is a place where the sick comes to seek for treatment from doctor. Hence, special attention and provisions must be taken care off when designing and building the hospital, i.e. the assurance that the place is safe, convenient, accessible and functional for all stakeholders (e.g. patients, visitors and staffs). Designing a place which fulfil or satisfy those criteria are proven to be difficult, but not entirely impossible. Extra effort is also needed when designing such place to ensure it adheres with specific rules and regulations, especially when incorporating latest technology in the design. This paper will be discussing the first part of hospital planning and design, i.e. the elements and variables in hospital planning, which they would be used to improve the sizing of hospital beds and services or area required in a certain location serving a certain mass of population. Therefore, through analysis in identifying the above items, it allows the development of an optimum design which would be able to project the present and future needs of the hospital capacity.</p>
9	001-igk-ichtab	<p>Towards Internationalization of Bono Tourism Event: An Infrastructure Supporting Assessment</p> <p>P. Pradono and Ade Triyasa</p> <p><i>School of Architecture Planning and Policy Development, Institute Technology of Bandung (ITB), Bandung, Indonesia</i></p> <p>Abstract: Bekudo Bono Festival is one of three festivals held in Riau Province which is included in the Wonderful Indonesia <i>Calendar of Event</i>. This festival is unique because the main event of this festival is surfing on the tidal waves that are on the Kampar River. The growing popularity of the Bono Tourism Area internationally has led to an</p>

		<p>increase in foreign tourist arrivals, but local governments themselves understand that the tourism potential is still constrained by infrastructures that are still not ready or adequate. This paper aims to examine the readiness of Bono Tourism Area tourism infrastructure, especially festival / <i>event</i> infrastructure of events in order to find the proper strategy in supporting the Bekudo Bono Festival as an international event. This paper uses a qualitative approach as well as primary and secondary data collection. Primary data were collected by interview and field observation. Meanwhile the overall total respondents were 30 respondents. The selection of respondents is closed, namely in three categories of groups; the first is that the respondent is a surfer (surfer), The second category of respondent groups is academics that have expert background in tourism and in particular are activists of research on surfing, and enter the surfing research community. The third group is government officials both Provinces and Regencies who are indeed related and are familiar with the condition of the Bono Tourism Area itself. Supporting infrastructure from three categories selected in facilities building, toilet facilities, and facilities information and recreation. The result shows that though there have been supporting infrastructures, however there are some steps on the ground that need to be considered and developed to be able to integrate support for the festival and the progress of the local community in the tourism industry. Internationally standard facilities and supporting infrastructures need to be prepared and implemented. Discussion on the readiness of a tourism infrastructure according to which its main activity is surfing is still a few. Therefore, this research is expected to add to the literature on the characteristics of events / festivals and river surfing.</p>
<p>10</p>	<p>002-1gk-ichtab</p>	<p>Conceptual Structure for Contemporary Gastronomy Tourism “Phu Wiang Grilled Chicken Culture”</p> <p>Pattera Thongom¹, Thirachaya Chaigasem² and Grit Ngowtanasuwan³</p> <p><i>¹ Tourism, MICE and Hospitality Innovation Management, Faculty of Business Administration and Accountancy, Khon Kaen, Thailand</i></p> <p><i>² Tourism and Hospitality Innovation Management Department, Faculty of Business Administration and Accountancy, Khon Kaen, Thailand</i></p> <p><i>³ Faculty of Architecture, Urban Design, and Creative Arts, Mahasarakham University, Mahasarakham, Thailand</i></p> <p>Abstract: This article discusses the concept about contemporary gastronomy tourism “Phu Wiang grilled chicken culture” in Phu Wiang district and Nong Ruea district, Khon Kaen and addresses the structure of the conceptual framework for identifying variables influencing gastronomy tourism particularly as in “Phu Wiang grilled chicken culture”. Thus, the hypotheses are also formulated. An empirical test was performed; in doing so, experts in tourism and with familiarity with the areas and the sampled interviewees discussed, agreed on a resolution and crystalized the instrument and structure of the conceptual framework. It reflects that variables and factors,</p>

		namely marketing mix, motivation of gastronomy tourism, SoLoMo and gastronomy tourism, have effects on gastronomy tourism “Phu Wiang grilled chicken culture”; the study indicates that the structure of the conceptual framework meshes with the contexts of Phu Wiang district and Nong Ruea district, Khon Kaen, Thailand. More importantly, it shows that this structure in question and its effects are in need of further investigation.
11	003-igk-ichtab	<p>Conceptual Framework of Marketing in Religious Tourism: Vieng Kook, Nong Khai, Thailand</p> <p>Jedtapon Srikongpan¹, Thirachaya Chaigasem² and Grit Ngowtanasuwan³</p> <p><i>¹ Tourism, MICE and Hospitality Innovation Management, Faculty of Business Administration and Accountancy, Khon Kaen, Thailand</i></p> <p><i>² Tourism and Hospitality Innovation Management Department, Faculty of Business Administration and Accountancy, Khon Kaen, Thailand</i></p> <p><i>³ Faculty of Architecture, Urban Design, and Creative Arts, Mahasarakham University, Mahasarakham, Thailand</i></p> <p>Abstract: This article assumes the conceptual structure of Marketing of Religious Tourism in Vieng Kook in Nong Khai, Thailand. A structural framework was used to conceptualize between the elements of Religious Tourism, Marketing Mix, and Service Quality in the Vieng Kook area (Nong Khai Province, Thailand), using the method of the Delphi technique to interview 9 experts in three rounds to determine the factors. The objective of this study was to consider and to measure the perceptions that could possibly impact the administration of the conceptual framework. The results of this study provided the following: 1) the elements of the 9 A’s of Religious Tourism affecting the service quality of the Vieng Kook site in Nong Khai Province, Thailand and 2) the elements of the 13 P’s of the Marketing Mix affecting the service quality of the Vieng Kook site in Nong Khai Province, Thailand.</p>
12	004-igk-ichtab	<p>Local Wisdom Based Tourism Innovation Development (A case of the Mueang Fa Daet Song Yang District, Kalasin Province, Thailand)</p> <p>Duangchanok Varatipromma¹, Thirachaya Chaigasem², Somyot Ongkhluap³ and Grit Ngowtanasuwan⁴</p> <p><i>¹ Tourism and Hospitality Innovation Management Department, Faculty of Business Administration and Accountancy, Khon Kean University, Thailand</i></p> <p><i>² Department of Tourism, Faculty of Humanities Chiang Mai University, Thailand</i></p> <p><i>³ Faculty of Architecture, Urban Design and Creative Arts, Mahasarakham University, Thailand</i></p> <p>Abstract: Mueang Fa Daet Song Yang is an ancient town surrounded by resembles Sema with bas-reliefs depicting the Jataka stories and</p>

		<p>life of the Lord Buddha which had been inhabited since the pre-history period, located in Kamalasai District, Kalasin Province - the most fertile provinces in the north eastern region of Thailand. This article is about to discover the area potential attractions, current situations and trends which possibly affect the tourism development method based on local culture and wisdom spirit in the area. Qualitative research method was investigated by using analytical review from relevant documents and summarized the issues from the study. In addition, experts checked the accuracy of the data. The result of research finding the tourism and local wisdom potential exists and the needs for tourism development method in area.</p>
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