

Title 4: THE READINESS OF HOMESTAY MANAGEMENT: A CASE STUDY OF BAN NONG O, PA SANG SUB-DISTRICT, MAE CHAN DISTRICT, CHIANG RAI PROVINCE

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ABSTRACT

This participatory action research (PAR) aimed to examine the readiness of homestay management model for Ban Nong Aor, Pa Sang Sub-district, Mae Chan District, Chiang Rai Province. The Homestay, Ecotourism, Creative Tourism theories were used to underpin the research design. Selected by purposive sampling, villagers from 3 households interested in offering homestay accommodation were recruited to involve in the data collection. The research instrument was the readiness survey for the development of homestay management of Ban Nong Aor, Pa Sang Sub-district, Mae Chan District, Chiang Rai Province. The data analysis employed content analysis and descriptive writing.

The results revealed that 2 households showed the highest readiness for homestay management of Ban Nong Aor, Pa Sang Sub-district, Mae Chan District, Chiang Rai Province. The 2 households showed 2 aspects of the readiness which were security and culture due to the fact that this community posited in rural community in which monks and temples were the center in performing local activities, for example, local wisdom in auspicious flags weaving (Tung Mongkol), cotton weaving, agriculture and cultural traditions. The other 8 readiness aspects were accommodation, food, hospitality of the host and members, tour program, natural resources and environment, creating value of community products, services of homestay group, and public relations. The participants of the prototype homestay paid fine cooperation in homestay improvement process. However, the improvement was unable to cover all readiness aspects because the process of tourism development by the community was still in the infancy stage. And, yet no tourists come to use the service.

The results led to suggestions for promoting collaborative network among government, private and community organizations in order to stimulate and strengthen basic readiness development of homestay accommodation based on 10 standard criteria for sustainable tourism by the community in the future.

Keywords: Homestay Management, Homestay Standards

Title 5: THE TECHNOLOGIES IN MEETING INDUSTRY**Author (s):** *Kritsana Rattanasantayakul and Khewika Sukiam***ABSTRACT**

The important Technologies in Meeting industry. The following objectives are; To learn about developing meeting about technologies, to give advice to organizations, how to move technologies to being a meeting target, for convinces, easy to meeting organization and to identify the current use of technology in meeting. Technologies have play an increasing role in many consumer and industry, they are being adopted by organizations accordingly. The technology of meetings industry will be driven by participants, meeting organizers, and other meetings stakeholders in addition to technology suppliers. The literature review provides an overview of the meetings industry by using the objective and the scope of the work to be presented in this article. it analyzes scholarly findings on important topics such as meeting technology and to promote of technology in meeting industry. The purpose of this chapter is to outline the work that has already been undertaken and theories that apply. It identifies the main theoretical issues which relate to this subject and the relevance to the research objectives which were outlined in. Each unique constituency will have its own motivations for pushing the boundaries of the traditional face-to-face meeting through the use of new technologies and communication methods; Organization theory Virtual meetings (VMs) as a tool to help organization is gradually expanding to more external communication with partners, customers and citizens, as well as being linked to private communication channels and social media and could contribute to a reduce business travel and or environmental and climate effects and Communication theory It showed that the technology affect to business meeting, such as using videoconferencing (VD) is perhaps the most technically advanced alternative for communication over distance and these systems make person-to-person VC available at much lower cost than room based systems. “Running good virtual meeting requires facilitating connections between local and remote attendees because the technology is an art not a science.”

Keyword: Technology, Meeting, Virtual Meeting, Communication, Organization.