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Rangsit Business School
Rangsit University Thailand



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Tuesday 16 May 2017, Faculty of Business Administration, Rangsit University, Thailand

TOPICS: The organizing committees welcome submissions in all areas of innovative business and entrepreneurship for presentation at the conference no later than May 19, 2016 (early submission is exceedingly encouraged). The main topics of the conference include, but not limited to: Entrepreneurial Management; Business Innovation; Business Management; Marketing Management; Financial Management; Logistic Management; Corporate Governance; Business Ethic and Corporate Social Responsibility; Crises and Contagion; and Risk management.

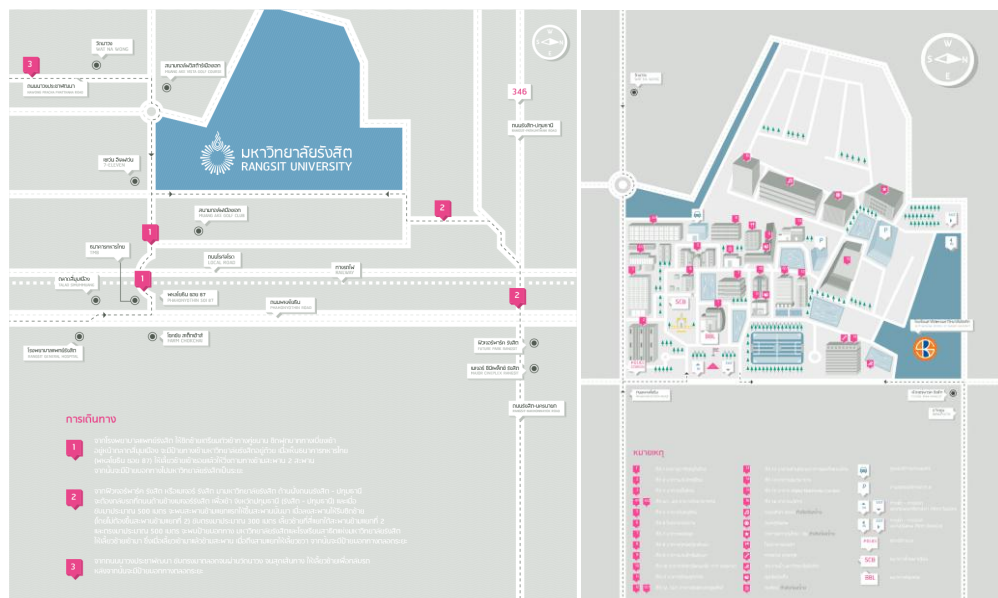
Time Table:

8.00 a.m. – 9.00 a.m.	Conference registration
9.00 a.m. – 9.10 a.m.	Assistant Professor Rujapa Paengkaesorn, D.B.A. Dean, Faculty of Business Administration
9.45 a.m. – 10.15 a.m.	Research Papers Presentation
10.15 a.m. – 10.30 a.m.	Coffee & Tea Break
10.30 a.m. – 12.00 p.m.	Research Papers Presentation Room
12.00 p.m. – 1.00 p.m.	Luncheon Party

Presentations: For your presentations at the ICIBE-2017 meeting please note that all rooms are not equipped with computers.

Conference Presentations: Computer will not be available in all rooms for conference presentations, please bring your own computer notebook/laptop for the presentation.

Discussants' Responsibility: To better serve the needs of authors presenting papers at the ICIBE-2017 meeting, discussants are kindly required to hand out to the authors and the session chair one page handwritten comments with their constructive comments.



International Conference Regulation in Thailand (Thai Language)

ข้อมูลจาก คู่มือการประกันคุณภาพภายในระดับอุดมศึกษาระดับปีการศึกษา 2557

การเผยแพร่ผลงานวิจัยในที่ประชุมวิชาการระดับนานาชาติหมายถึง การนำเสนอบทความวิจัยในที่ประชุมวิชาการและบทความฉบับสมบูรณ์ (Full Paper) ได้รับการตีพิมพ์ในรายงานสืบเนื่องจากการประชุม (Proceedings) โดยมีกองบรรณาธิการจัดทำรายงานฯ หรือคณะกรรมการจัดการประชุม ประกอบด้วยศาสตราจารย์หรือผู้ทรงคุณวุฒิระดับปริญญาเอก หรือผู้ทรงคุณวุฒิที่มีผลงานเป็นที่ยอมรับในสาขาวิชานั้นๆ จากต่างประเทศอย่างน้อยร้อยละ 25 และมีผู้ประเมินบทความที่เป็นผู้เชี่ยวชาญในสาขาวิชานั้นและบทความที่มาจากต่างประเทศอย่างน้อย 3 ประเทศและรวมกันแล้ว ไม่น้อยกว่าร้อยละ 25

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Table of Contents

- ICIBE-2017 Committee Board	ii
- ICIBE-2017 Session Chair	iii
- Conference Schedule	iv
AN EXAMINATION OF THE EFFECTS OF SERVICE QUALITY, STUDENT SATISFACTION AND UNIVERSITY REPUTATION ON STUDENT	1
Silvia, Innocentius Bernarto and Leonardo M. Canoy Jr.	
THAILAND TO MEDICAL HUB: AN OPPORTUNITY TO SUSTAINABLE MEDICAL TOURISM	15
Pailin Apisittanaruk and Witchayanee Ocha	
A STUDY ON SUSTAINABLE DEVELOPMENT OF GINKO VILLAGE IN JIANGDONG, TENGCHONG CITY, YUNNAN PROVINCE	23
Wang LIQI	
A STUDY ON COUNTERMEASURES OF SUSTAINABLE DEVELOPMENT OF GUILIN'S TOURISM, GUANGXI, CHINA	30
Cai Jingting	
RESEARCH ON THE MANAGEMENT OF ACCOUNTS RECEIVABLE IN SMALL AND MEDIUM SIZED ENTERPRISES UNDER THE BACKGROUND OF FINANCIAL CRISIS A CASE STUDY OF THE MANAGEMENT OF ACCOUNTS RECEIVABLE IN KUNMING	38
Cheng Gouqing	
STUDY ON THE CIRCULATION PATTERN OF AGRICULTURAL PRODUCTS A CASE STUDY OF YUNNAN VEGETABLE EXPORT IN THAILAND	46
Fu Rao	
COMPARATIVE STUDY ON "ONE TAMBON ONE PRODUCT" DEVELOPMENT MODEL OF CHINA AND THAILAND	54
Yao Yike	

RESEARCH ON DEVELOPMENT OF E-COMMERCE IN THAILAND	61
Fu Wanyuan	
A STUDY ON THE BASIC THEORY OF POWER ENTERPRISE IN ITS INTERNAL CONTROL OF LOGISTICS STORAGE	67
Li GuanFu	
RESEARCH ON MARKETING STRATEGY OF SHANGRI – LA TOURSIM	75
Han Yang	
A SIMPLE ANALYSIS ON THE INFLUENCE OF FDI ON THE FOREIGN TRADE OF MYANMAR	82
Htun Thura	
A STUDY ON THE NEW URBANIZATION CONSTRUCTION MODEL IN THE DISTRICT OF RESOURCE AGGREGATION IN PINGDING	93
Tian Peng	
PHYSICAL BOOKSTORE DEVELOPMENT STRATEGY AND CUSTOMER BEHAVIORAL ANALYSIS A CASE STUDY OF TAIWAN ESLITE BOOKSTORE	101
Qi Di	
RESEARCH ON THE DEVELOPMENT STRATEGY OF FLOWER RETAIL INDUSTRY IN KUNMING, CHINA	109
Zhang YunHua	
A RESEARCH ON THE ENTERPRISE FINANCIAL MANAGEMENT FROM THE PERSPECTIVE OF CASH FLOW MANAGEMENT	117
Zhao Yi	
CHINA’S ELECTRIC VEHICLES TO ENTER THE THAILAND MARKET STRATEGY RESEARCH	126
Luo YaPing	
RESEARCH ON RISK ANALYSIS AND CONTROL OF IMPORT AND EXPORT TRADE OF CHINA RAILWAY RESOURCES COPORATION	134
Wei Hong Zhi	
THE SUSTAINABLE DEVELOPMENT RESEARCH OF SHANGRI-LA TOURIST BUSINESS IN YUNNAN, CHINA	141
Zeren Zhaxi	

WORK-LIFE BALANCE IN A SELECTED SURGERY CLINIC IN CHONBURI	148
Pittaya Pirom-on and Paratchanun Charoenarpornwattana	
RESULTS OF EFFICIENT GOODS RECEIVING	158
Sebastain Bengtsson and Sebastian Ohlin	
ORGANIZATIONAL COMMITMENT OF EMPLOYEES IN MICHELIN SIAM CO., LTD IN LAEM CHABANG INDUSTRIAL ESTATE	167
Chavisa Chaitanakunmongkol and Nakamol Chansom	
A CASE STUDY ON HOW TO IMPROVE ORDER QUANTITIES WITH SEASONAL DEMAND	180
Rasmus Bernhardsson and Herman Johansson	
RESEARCH ON THE COOPERATION AND INNOVATION OF LOGISTICS PARK BASED ON THE BELT AND ROAD INITIATIVE	190
Zhou Yongming	
KUNMING – BANGKOK ROAD LOGISTICS TRADE FACILITATION	202
Han Chao	

An Examination of the Effects of Service Quality, Student Satisfaction and University Reputation on Student Loyalty

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Abstract

This study aims to examine the effects of service quality, student satisfaction and university reputation on student loyalty. Based on these objectives, the following hypotheses were tested: (1) service quality has a positive effect on student loyalty; (2) student satisfaction has a positive effect on student loyalty; and (3) university reputation has a positive effect on student loyalty. The respondents of this study were male and female students of the XYZ University having a sample of 100 respondents by which 56 of them were men and 44 were women. The survey questionnaire having 15 indicators was used for data collection. The questionnaire was also tested for its validity and reliability. Furthermore, the PLS-SEM was the tool used in the data analysis with the SmartPLS 3 program. The findings have revealed that the quality of service and university reputation has a positive effect on student loyalty, while the student satisfaction has no positive effect on student loyalty.

Keywords: Service Quality, Student Satisfaction, University Reputation, Student Loyalty.

Introduction

In a recent development that is going on, higher education plays an important role where, everyone needs to achieve higher education to get a better career in the future, in addition to its primary purpose to expand the horizons and instill morals in real life, That is, higher education makes sure that students should and must persevere the importance of morality in real life situations. Basically, higher education (at the university level) is the next stage that a student should and must aspire for, after finishing his/her secondary education, although in reality some could not make it due to their financial problems.

Today, many universities are built with a variety of strategies to operate in order to get the attention of the public, specifically those who will be graduating from their secondary education. Every university has a way to make their own strategies, to be able to survive the competition which has flourished in the world of universities. In Indonesia, many students enroll themselves to study at universities in big cities although they can find pretty good universities in their hometowns. This is called preference, where prospective students who will enroll in the university, (or the parents of these students), would view and assess the university based on their respective view-

points, knowledge and reputation of the university, or even what other people are saying about the university (Word of Mouth). Every individual would have their own way of looking at or seeing what a university should and must be. Thus, companies need to know the aspects that need consideration and assessment of the consumers, such as, the things that support their preferences. Poole (2000) states that college or university experience with high competition and commercial environment often makes the institution create strategies that would provide quality service and factors related in providing competitive advantages for higher education. Oliver (1997) believed that customer's experience determines the level of satisfaction with the goods and services they received. Furthermore, satisfaction and reputation can predict the level of customer loyalty (Zabala et al, 2005).

A large number of students at XYZ University were taken as the subject, especially in the Business School, whereby it has the highest number of students, consisting of two departments, Management and Accounting. Referring to the number of most students, it was decided to select the students of the Management Department as the object of observations to see the effects of service quality (performance), student satisfaction and student loyalty to the university's reputation. Based on a brief interview with the head of the Management Department to explore the opinions or expectations regarding the satisfaction of the students at XYZ University, (after considering a few things), it turned out that, the students who are enrolled at XYZ University has a satisfaction rate of 75%. The researchers conducted a short interview to 10 students of Management to determine the level of satisfaction they felt at XYZ University. The results showed that 6 out of 10 people or 60% said that they were satisfied to study at this university. Thus, there is a gap between the expectations of the head of Management Department and the perception of the students. The gap is the fundamental problem or factor that could affect the loyalty of the students.

This research is a replication of the research conducted by Fares, Achour, and Kachkar at the IIUM University in Malaysia (2013). This study refers to the study of variables such as service quality, university reputation, and student satisfaction as independent variables and student loyalty as a dependent variable. Based on the above background, the formulation of the problem of this research is how service quality, student satisfaction and university reputation play a role in creating student loyalty at XYZ University. The purpose of this study is:

- To determine whether service quality has a positive effect on student loyalty at XYZ University.
- To determine whether student satisfaction has a positive effect on student loyalty at XYZ University.
- To determine whether university reputation has a positive effect on student loyalty at XYZ University.

Literature Review

Loyalty

According to Oliver, customer loyalty is “a deeply held commitment to rebuy or repatronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior” (Kotler and Keller, 2012, p. 149). Repeat purchase is done, not by habit or in need of any other product, but customers would have repeat purchase of their commitment and loyalty to the products offered by the company. Customers feel comfortable with the pur-

chased product. When customers become loyal, they will not be tempted to shift brands or services and will not be taken over by their competitors. With the repurchase, the company's sales increased (Aaker, 1991). When the company operates efficiently, then the company can reap huge profits. Reichheld and Sasser (2002) indicated that the company can increase profits with their repeat purchase from customers who are inclined to give recommendations to others. Loyal customers do not quickly move or shift to a competitor's product, but patiently waited for the company to innovate products, even if competitors had to go first (Aaker, 1991). In addition, loyal customers can tolerate when a company makes a mistake. It does not require a large fee to deal with negative issues because of loyal customers who will counter the negative issues in the long run. High loyalty is demonstrated by students having a high pride, whereby they say positive things to others as well as, next of kin. Students, who are in college, are still financed by their parents. If the student showed a high loyalty and commitment to the college, then the parents will not hesitate to send their children or the student's siblings to the same college. Another form of loyalty is after the student has completed college, it can proceed to a higher post level/degree at the same college. In the end, a student who has graduated with a high scholastic record can opt to teach at the same school. In the event that the student will not be part of the pool of teachers, he can be a donor by contributing something such as funding for the faculty development or construction of buildings.

Hypotheses

The relationship between Service Quality to Student Loyalty

Zeithaml, Parasuraman and Berry et al (1990, p.19) define service quality (SERVQUAL) as "the extent of discrepancy between customers' expectations or desires and their perception". In this study, the quality of service is measured by applying the model service performance (SERVPERF). Cronin and Taylor (1992) explain that in the measurement of quality of service, service performance model would only measure customer perception of the service provided by the company without involving the customer's expectations. Furthermore, Cronin and Taylor (1992) state that the company's performance is assessed on the quality of service. Thus, for every customer's perception, there is a corresponding expectation on their part regarding the service quality that they experienced. Therefore, it is important and beneficial for companies to pay attention to the quality of service that they give to their customers.

Quality of services provided by a supplier of goods or services can be a benchmark in creating customer loyalty. Service quality determines customer loyalty (Kotler, Bowen and Makens, 2003). Customer loyalty can be seen or manifested by frequent purchase or re-use of goods/services, as well as positive word of mouth. In addition, loyal customers will not easily move or shift to a competitor's products even though the product of other companies are better (Aaker, 1991). Therefore, it is important for company to continue to maintain or sustain the quality of their service in order not to lose customers. According to Kotler, Bowen and Makens (2003), a company will spend high cost to acquire new customer than maintaining a loyal customer.

Studies conducted by Hennig-Turau, Langer and Hansen (2001); Douglas, McClelland and Davis (2007); Brown and Mazzarol (2008); Phadke (2011) revealed that service quality has a strong and significant effect on consumer loyalty. The results of another study conducted by Bell, Auh and Salley (2005) regarding the retail finance services found a correlation between service quality and customer loyalty. Furthermore, Kheng et al (2010) in their study in the banking industry proved that

there is a strong correlation between quality of service and customer loyalty. Wu (2011) in his study indicated a positive correlation between the quality of service of hospital employees and patient loyalty. Therefore, the hypothesis is as follows:

H₁: Service quality has a positive effect on student loyalty at XYZ University.

The Relationship between Student Satisfaction to Student Loyalty

At present, the role of quality service in determining customer satisfaction is quite huge. Customers are becoming more critical and realistic in assessing the service quality of a service they use. This occurred in connection with the money they are willing to pay. They are looking for a value they will get from such services. According to Kotler and Keller (2012, p.150), satisfaction is defined as “a person’s feelings of pleasure or disappointment that result from comparing a product’s perceived performance (or outcome) to expectations.” Furthermore, it can be concluded that the services provided by the service provider is a reward for what was paid by the customer, so the quality of service provided must be comparable to the price paid by the customer. A satisfied customer will buy again and tell others about their good experience (Kotler et al, 2002). Customer satisfaction gives effects to the commitment and the relationship between customers and service providers (Grönroos, 2000). The results of another study conducted by Petruzellis, D’Uggento, and Romanazzi (2006); Douglas, Douglas and Barnes (2006); Mendez et al., (2009) showed that there is a correlation between customer satisfaction and loyalty to the company. Therefore, the hypothesis is as follows.

H₂: Student satisfaction has a positive effect on student loyalty at XYZ University.

The Relationship between University Reputations to Student Loyalty.

At this time, many managers that focus on increasing meaningful value by developing through the companies’ reputations (Gotsi & Wilson, 2005). Fombrun (1996, p.37) defined corporate reputation as “the overall estimation in which a company is held by constituents”. Haywood (2005) explained that the merits of a company's reputation in the eyes of customers rely on the company's actions. Furthermore, Frombun (1996) explained that there is a connection between emotions and company's reputation. When students have a sad feeling towards a university due to poor performance, then it will also be negatively affected.

The relationship between reputation with customer loyalty attracted much attention. According to Anderson and Sullivan (1993), reputation is an important part in customer loyalty. It is a factor that can strengthen or weaken the level of customer loyalty (Ryan et al, 1999). Thus, it is through reputation where an organization’s image can have an impact on customer’s loyalty making it more competitive. The results of another study conducted by Mohamad and Awang (2009), Skallerud (2011), Hashim, Abdullateef, and Sarkindaji (2015) proved that there is a relationship between reputation and loyalty. The results of a study conducted by Ali, Alvi and Ali (2012) on the mobile industry revealed that the company's reputation has a positive relationship with customer loyalty. Likewise, studies conducted by Abd-El-Salam, Shawky and El-Nahas (2013) on international services company proved that the company's reputation has a positive correlation to consumer loyalty. Therefore, the hypothesis is as follows:

H₃: University reputation has a positive effect on student loyalty at XYZ University.

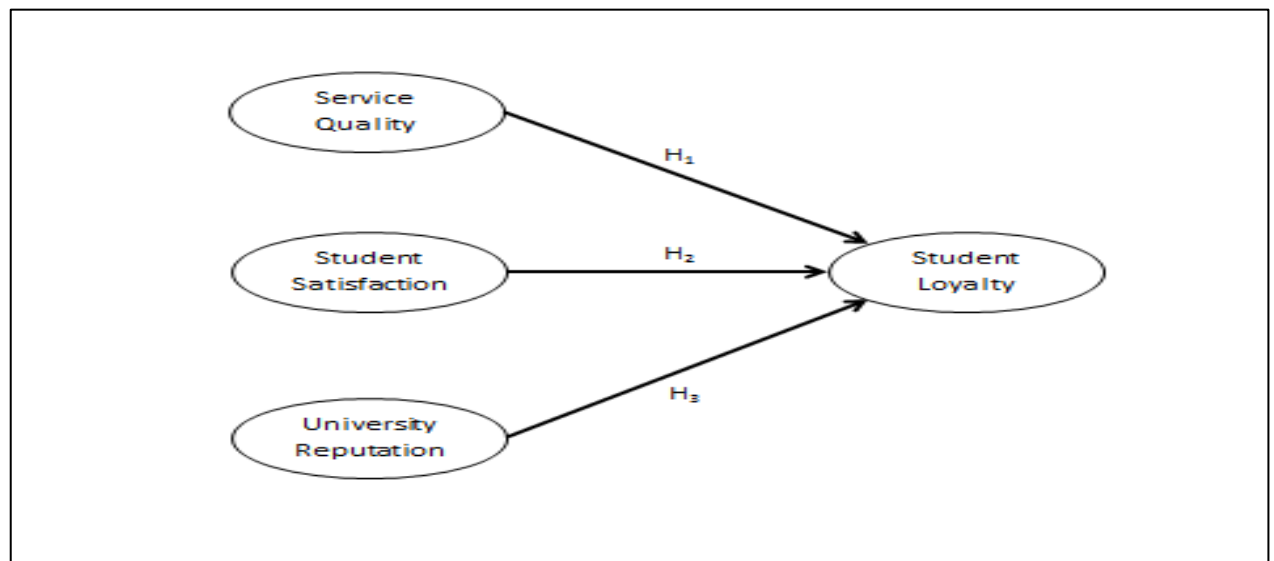


Figure 1. Research Model

Source: Fares, Achour, and Kachkar (2013)

Methods

The object of this study was to determine the effects of service quality, student satisfaction and the reputation of the university, where the student loyalty, service quality, student satisfaction and the reputation of the university as an independent construct and loyalty of student as a dependent construct. This study is a replication of the study of Fares, Achour and Kachkar (2013). The subjects were the students majoring in the Management class of 2015 at XYZ University in Tangerang, Indonesia. The consideration of the determination of the subject of this study was due to the ease of obtaining the data. Furthermore, in this study, the unit of analysis was referred to as students of XYZ University majoring in Management. The reason the researchers used the individual analysis unit was because the research questions given to the students were referred to the opinions of each individual.

This research made used of the survey method. Furthermore, questionnaires were used to collect the data. The target population of the study included students majoring in the Management course at XYZ University batch 2015. The convenience sampling was used to take the samples of 100 respondents. Furthermore, partial least square-structural equation modeling (PLS-SEM) with the aid of SmartPLS 3 program was used to analyze the data. The entire construct indicators adapted from Fares, Achour and Kachkar (2013) and measured with a 5-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

Respondents' Profiles

In this research, the respondents of 100 people consisted of 56 male respondents and 44 female respondents. The subjects in this study were between the ages of 17 to 24 years. Furthermore, of the 100 people who responded to the questionnaire, 31% or 31 respondents had 1 brother, 48% or 48 respondents had two brothers, 15% or 15 respondents had 3 brothers, 6% or 6 respondents had 4 brothers, and 0 % or no respondents who had more than 4 siblings.

Outer Model

The instrument tests were performed by measuring the validity and reliability. The validity was measured by observing the amount of the value of outer loading (convergent validity) and AVE (average variance extracted). Furthermore, the reliability was measured by composite reliability. Measurement reliability was used to prove the accuracy, consistency and accuracy of instruments to measure the construct. PLS-SEM using SmartPLS 3 program was used to measure the reliability and validity of a construct. The requirements that had to be met in order to show the construct composite reliability was a reliable value > 0.7 (Hair et al, 2014).

Then, the test of the convergent validity indicator reflexive with SmartPLS 3 program could be measured from the outer loading value and the value AVE (average variance extracted). Hair et al (2014) recommended that the conditions to be met in the measurement of convergent validity was the value of outer loading > 0.7 and value AVE > 0.5 Table 1 shows the results of the validity and reliability measurements with regard to the outer loading value (> 0.7), AVE (> 0.5) and CR (> 0.7), which have been qualified and predetermined.

Table 1.Outer Model Evaluation.

Constructs and indicators		AVE	CR	Outer Loading
Service Quality		0.605	0.821	
SQ1	The employees of XYZ University are willing to help students.			0.711
SQ2	The employees of XYZ University give international students personal attention.			0.751
SQ3	The employees of XYZ University are able to answer students' questions in a satisfactory way.			0.721
SQ4	The employees of XYZ University provide services promptly and timely.			0.828
SQ5	The employees of XYZ University gave you individual attention.			0.798
Student Satisfaction		0.580	0.798	
SS1	Overall, I am satisfied with the university.			0.728
SS2	I have always had a good impression of XYZ University.			0.715
SS3	Lecturers and students communicating with each other smoothly in teaching class.			0.835
SS4	I am satisfied with the quality of teaching service that lecturers providing for students.			0.803
SS5	The teaching services provided by lecturers are convenient.			0.718
University Reputation		0.570	0.873	
UR1	I think I did the right thing when I decided to study at XYZ University.			0.837
UR2	Considering the services that XYZ University offers, they are worth what I pay for them.			0.708
UR3	In my opinion, XYZ University has a good image in the minds of international students.			0.712

Student Loyalty		0.564	0.900
SL1	My experiences with XYZ University exceed my expectations.		0.708
SL2	I believe that XYZ University has a better image than other universities.		0.727
SL3	I believe that XYZ University provides more benefits than other universities.		0.705
SL4	I like studying at XYZ University.		0.791
SL5	I believe it is a good university.		0.759
SL6	I will continue to recommend this university to others.		0.816
SL7	I consider XYZ University my first choice.		0.745
SQ=service quality; SS=student satisfaction; UR=university reputation; SL=student loyalty			

Source: Results of Data Processing.

The next discriminant validity test by comparing the value of the square root of AVE for each construct had to be greater than the value of the correlation between the constructs in the model (Hair et al, 2014). Table 2 shows that all the AVE square root value is greater than the value of the correlation between the constructs. Thus the discriminant validity test has met the criteria.

Table 2. Discriminant Validity.

	SQ	SL	CS	UR
SQ	0.778			
SL	0.697	0.751		
CS	0.529	0.521	0.762	
UR	0.738	0.726	0.566	0.755
SQ=service quality; SL=student loyalty; SS=student satisfaction; UR=university reputation				

Source: Results of Data Processing.

Inner Model

After the outer model, then, the next step was related to the calculation of the structural model R-square and hypothesis testing. Table 3 shows that the value of R-Squares Student Loyalty is 0.591. The value shows that the ability of Service Quality, Student Satisfaction and Loyalty in explaining University Reputation amounted to 59.1% and the balance of 40.9% is explained by other constructs that are not incorporated into the research model.

Table 3. The result of R-squares.

Constructs	R² value
Service Quality	-
Student Satisfaction	-
University Reputation	-
Student Loyalty	0.591

Source: Results of Data Processing.

Furthermore, the significance test of correlation coefficient between the constructs of exogenous and endogenous constructs was done by comparing the magni-

tude of the value $t\text{-value} > 1.65$ (level of significance = 5%, one-tailed test). Table 4 shows that there is an unsupported hypothesis that student satisfaction is not a positive effect on the loyalty of the students because the $t\text{-value}$ less than 1.65.

Table 4. Hypothesis Testing Result.

Hypothesis	Standardized Coefficient	t-value	Result
Service quality has a positive effect on student loyalty	0.329	3.18*	Supported
Student satisfaction has a positive effect on student loyalty	0.107	1.279	Not Supported
University reputation has a positive effect on student loyalty	0.422	4.253*	Supported

Significant: * $t\text{-value} < 1.65$ (5%, one-tailed test).

Source: Results of Data Processing.

The results of the study of the first hypothesis have revealed that service quality has a positive effect on student loyalty. These results are consistent with the previous studies (Hennig-Turau, Langer and Hansen, 2001; Bell, Auh and Salley, 2005; Douglas, McClelland and Davis, 2007; Brown and Mazzarol 2008; Kheng et al, 2010; Phadke, 2011; Wu et al, 2011; Fares, Achour, and Kachkar, 2013). Whenever the service quality is improved, then it can be predicted that the loyalty of students to higher education also increases. The XYZ University must continue to improve the quality of services, so that students feel comfortable learning at the campus. Also, the students will not hesitate to recommend it to others.

The next hypothesis is that, the student satisfaction has a positive effect on the loyalty of students, is not proven. Increased student satisfaction is not a guarantee that the loyalty of students will also increase. The hypothesis test results are not in line with the study of Pettruzellis, D'Uggento, and Romanazzi (2006); Douglas, Douglas and Barnes (2006); Mendez et al., (2009); Fares, Achour, and Kachkar (2013). According to Kotler, Mowen and Makens (2013), satisfaction does not affect loyalty because alumni returned to their hometown/s and did not further their studies to a higher education (e.g., Master or Doctoral degree) at the same campus. Instead, they continue their studies to other universities. This is because the alumni wanted to acquire new experience as well as exposure. Therefore, in order for their alumni to return and pursue a higher degree in their respective alma mater, The University must satisfy the needs of every student by offering quality service through enhancement of the quality of the faculty members, which involves learning process, such as teaching and communicating with students in a more efficient and effective way.

Furthermore, the results of hypothesis testing also prove the positive effects on the reputation of the university on student loyalty. The higher the level of universities reputation, the higher is the student loyalty. These were the results of hypothesis verification in line with the studies conducted by Mohamad and Awang (2009); Skallerud (2011); Ali, Alvi and Alvi (2012); Abd-El-Salam, Shawky and El-Nahas (2012); Fares, Achour, and Kachkar (2013); Hashim, Abdullateef, and Sarkindaji (2015). The university should focus on its reputation, such as imagery, amenities and benefits in accordance with what is paid for by the students. When students perceived that the benefits offered by the university is not in accordance with what is paid for, then this

could damage or taint the reputation of the university and would have an impact on student loyalty. If this is indeed the case, then the image of the university would be tainted with bad reputation. Every student feels that the university they had chosen turned out to be no better than the other universities. Students believe that the university is not serious with what to offer, thus, the impression that would emerge is the university would solely exist for profits. Therefore, the students of the university will be reluctant to recommend it to others. Thus, it is important for the university to enhance its reputation so that the student loyalty will also increase.

Conclusion

The purpose of this study as discussed in the previous section is to give answers to the formulation of the problems posed. The answer to the problem formulation can be seen from the data processing and the discussions in the previous section. Based on the results of the data analysis and discussions, it can be concluded that:

- Service quality has a positive effect on student loyalty at XYZ University.
- Student satisfaction does not have a positive effect on student loyalty at XYZ University.
- University reputation has a positive effect on student loyalty at XYZ University.

Limitations and Suggestions for Further Research

The first limitation of this study is the sample size. In this study, the number of the samples obtained was only 100 respondents. The number of respondents was limited, thus the result of statistical testing was difficult to obtain having a significant correlation based on the sample size. Therefore, for the next research, it is advisable to collect a larger number of samples. Another limitation is the selection of the statistical tools used. The approach of the partial least square-structural equation modeling (PLS-SEM) was used for the data analysis. However, the drawback of the PLS-SEM was its inability to test the feasibility of this model. In the next study, the CB-SEM would be a better approach because it can test the feasibility of this model. The other limitation would be the smaller percentage of its target population that caters only to students of the Management Department of XYZ University. Thus, the results of the study may apply only to the students of one department. For further research, it is expected to reach a wider scope, such as the entire population of XYZ University belonging to other departments so that it can deliver results far better and reliable. In addition, the results from the subjects in scope are expected to provide answers to problems for XYZ University.

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THAILAND TO MEDICAL HUB: AN OPPORTUNITY TO SUSTAINABLE MEDICAL TOURISM

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ABSTRACT

The research aims to analyze on factors that can sustainable Medical Tourism and turn Thailand's to become Medical Hub. Medical Tourism has been Thailand for a long time also creates a lot of revenue into this country, but way to be Medical Hub there are some factors that need to be improve which both government and private sector has to cooperate with each other. Primary data is collected by conducting semi-structured interviews with a group of 5 interviewees. Most of the interviewees are rank as an executive title which working in hospital and have experienced in this field more than 20 years. For secondary data study from government policy, present situation also use marketing strategy to analyze what customer want to answer this issue.

Nowadays the healthcare business is growing due to the awareness of global population that desire to seek a better healthcare treatment, faster and cheaper along with the travelling it more easier than back days. Including internet make the information easy to access cause wellness economy growth especially wellness tourism. This trend still continues to grow particularly in Southeast Asia. With this opportunity the country such as Thailand, Singapore, Malaysia, India and South Korea try to drive their own country to be Medical Hub of Asia by creating a different Marketing Positioning to attract tourist to come into their country.

For this reason the study suggests finding out which factors can improve Thailand's Medical Tourism to become Medical Hub of region.

Key Words: Medical Tourism, Medical Hub, Factors, Thailand

INTRODUCTION

Medical tourism can define as when consumers elect to travel across international borders with the intention of receiving some form of medical treatment. This treatment may span the full range of medical services, but most commonly includes dental care, cosmetic surgery, elective surgery, and fertility treatment. Setting the boundary of what is health and counts as medical tourism for the purposes of trade accounts is not straightforward. Within this range of treatments, not all would be included within health trade. Cosmetic surgery for aesthetic rather than reconstructive reasons, for example, would be considered outside the health boundary (OECD, 2010, pp.30-31).

In ASEAN countries, this industry has expanding rapidly as you can see from evolve of private sector; medical tourism has emerging as a successful business opportunity. Mostly countries here are popular for tourist destinations and combining with high health care services at satisfactorily prices with tourist packages. The services become steadily contribute to the increasing number of foreign patients. Thailand can receive about 40% for medical tourist industry. Malaysia can increase the revenue to US\$ 197.6 million in 2007. While Singapore competes with high level of treatment offered - Singapore is ranked sixth out of 191 countries globally and the best in Asia by the World Health Organization (Lee: 2015)

For Thailand there are over 1,000 hospitals in Thailand, of which over 470 are private facilities. The country takes pride in having the largest private hospital in Asia, as well as having the first Asian hospital to receive the ISO 9001 certification and JCI accreditation, all of them private. So it can be called that Thailand's Medical tourism industry is largely driven by private hospitals.

OBJECTIVE OF STUDY

To find out which factors Thailand's need to improve to bring Thailand's Medical Tourism become Medical Hub of region.

LITERATURE REVIEW

Medical tourism can be defined as the process of traveling outside the country of residence for the purpose of receiving medical care. Growth in the popularity of medical tourism has captured the attention of policy-makers, researchers and the media. Originally, the term referred to the travel of patients from less-developed countries to developed nations in pursuit of the treatments not available in their homeland.

Today we are experiencing both qualitative and quantitative shifts in patient mobility, as people travel from richer to less-developed countries in order to access health services. Such shift is mostly driven by the relative low-cost of treatments in less developed nations, the availability of inexpensive flights and increased marketing and online consumer information about the availability of medical services.

What really puts the word "tourism" in medical tourism concept is that people often stay in the foreign country after the medical procedure. Travelers can thus take advantage of their visit by sightseeing, taking day trips or participating in any other traditional tourism activities (Meštrović: 2014).

Malaysia and Medical Travel

Because Malaysia was a long-time British colony until 1957, Western culture is ingrained throughout the country. English is universally and comfortably spoken. The country's leading facilities and expertise are on par with those in neighboring Thailand, with comparable costs on most procedures. Compare with neighboring Singapore, Malaysia offers excellent facilities and care, with prices 30-50% percent lower.

Over the years, Malaysia has managed to continue improving its healthcare infrastructure and quality while keeping prices low. Malaysia now competes with India for the value-seeking patient, as well as the affluent patient seeking access specialties in the region. Global healthcare consumers from the EU and North

America are beginning to locate Malaysia on the medical travel map and embrace its many attributes. As a moderate Muslim country, Malaysia offers great cultural compatibility to the Islamic patient so Malaysia can get a larger share of the Muslim market.

Singapore and Medical Travel

An aggressively public-private national healthcare system and a planned program of medical tourism have placed Singapore solidly on the map as one of the world's leading health travel destinations.

By nearly any measure, Singapore is a leader in world healthcare. Its well-established healthcare system is composed of 12 private hospitals, eight government hospitals and several specialist clinics-some 25 are JCI-accredited. The Health Manpower Development Program, sponsored by the Ministry of Health, sends Singapore doctors to the best medical centers around the world, and they return to serve, bringing with them a quality of services to match international standards. Singapore's healthcare system is consistently ranked among the world's leading. In 2003 the government of Singapore launched the Singapore Medicine Initiative to develop and maintain Singapore as a medical travel destination and to consolidate its considerable medical offerings. The Singapore government supports the healthcare industry for both local and international patients.

Health travelers enjoy the widespread use of English as the preferred business language. Because Singapore is one of Asia's wealthiest nations and has Southeast Asia's highest standard of living, Western medical travelers are spared the cultural and economic contrasts sometimes experienced in less familiar destinations. Due in no small part to its booming economy, Singapore has become one of Asia's more expensive medical travel stops, catering increasingly to patients from mainland China, the Middle East, the EU, and North America, seeking higher quality care and willing to pay for it.

Thailand and Medical Travel

Nearly two decades ago, with the crash of the Thai baht, business and governmental leaders capitalized on Thailand's excellent medical infrastructure to attract US expats and cross-border patients from nearby countries with less robust healthcare choices.

As Asia's first JCI accreditation went to a hospital in Bangkok; fifty-four Thai hospitals, departments and ambulatory clinics are now JCI accredited, more than any other nation in the region. Despite social and political unrest over the past few years the Thai government has dramatically overhauled its healthcare system over the past decade, providing 19 million Thais with universal health coverage along with new hospitals, state-of-the-art instrumentation, technology, and healthcare services.

Thais are known for their exceptional hospitality, one reason why Thailand is one of Asia's top tourism destinations. Service and graciousness extends deep into the clinical experience as well; Western healthcare providers would be prudent to examine Thailand's version of patient-centered care. Although it now shares the spotlight with India, Singapore, and Malaysia, Thailand is the rightful wellspring of contemporary medical tourism. Patients from the Middle East, Cambodia, Laos, and Vietnam were rapidly followed by European clients. Today, thousands of Americans and Canadians also head to Bangkok or Phuket, mostly to save on elective surgeries with lower costs that more than compensate for the uncomfortably long flight.

Marketing strategy, according to Swayne, Duncan and Ginter (2008, p.200)

the expansion adaptive strategies specify entering accesses to a new market and the maintenance of scope strategies may call for obtaining new resources:

- Your unique selling point (USP): Your USP is vital as it will help to differentiate you from your competitors and highlight to customers where the value of your product.
- Pricing: Pricing is a critical element of your marketing strategy. Deciding on a suitable price for your product will have an effect on your positioning, promotion, and even the features you offer.
- Positioning: Positioning is related to pricing but is an important consideration in its own right. You must consider whether to make a play for a segment of an established market, going head to head with established rivals in the process or whether you want to try and carve out a niche market for a new product.
- Offers: Offers are the type of deals you put together to win new customers

SCB Bank also set a seminar that discuss about trend of World Economic / Thai Economic Perspective of chance and Challenge for Healthcare Business said that for World economic purchasing power from European will become decrease because Brexit but in contrary the purchasing power from Asia still in a bright side and CLMV market continuing growth. For Thai economic the growth rate of GDP in half first year still not brings Thailand business become well. EIC believed if Thailand would like to get increase in business sector it will depends on public investment. For the trend of Healthcare in Thailand, Thailand Healthcare business still has an opportunity to growth 6% per year the cost around 900,000 million THB in 2016. The main point is Medical Tourism it seems like foreign patients market is tendency to growth around 9% per year. The market that boom for Medical Tourist is Plastic Surgery and Anti-Aging.

Kasikorn Bank also gives an article about medical tourism issue that right now the growth rate of foreign patient in private hospital becomes increase which can see from the revenue that growth 25% from total revenue and this trend still remaining popular. However Kasikorn Bank has suggested that Thailand should expand their market into new countries such as China, Vietnam or Indonesia because right now we have Singapore and Malaysia as our biggest rivals.

Government stated 5 year-plans 2004-2008 strategy which to created Thailand: The Excellent Medical Hub of Asia the main points are:

1. Build Thailand healthcare to be Thailand: The Excellent Medical Hub of Asia
2. Build Thailand healthcare to be Thailand: The Wellness Capital of Asia
3. Build Thailand healthcare to be Thailand: The Origin of Precious Herbs for Superior Health

This will be specific only Excellent Medical Hub of Asia.

In year 2010-2014, government still maintain his support for medical tourism by try to developed Thailand to be Thailand as World Class Health Care Provider. The direction of this concept has changed from regional to become the world. The main points are:

1. Development service to be Thailand is the Excellent Medical Hub of the World
2. Development business to be Thailand is the World Class Destination
3. Development Thai Traditional and Alternative Medicine treatment to be

Thailand is the World Class of Thai Traditional and Alternative Medicine Destination.

4. A development Thai herb to be Thailand is the World Class of Herbs.

Since private segment successful with medical tourism it inspire government to continuing and support medical tourism project so for 12th National

RESEARCH METHODOLOGY

The study will use a combination of study tools for data collection which include: a review literature on theoretical framework of medial tourism, primary and secondary data collection and analysis using qualitative method. However there is a lot of data link with this study, so this study will main rely on secondary data collection method. The secondary source includes academic works such as books, article and reports. The study will also contain opinion by an expert.

In order to gain more understanding of the subject matter of this study, interviews will also be used as a complement data collection strategy. Semi structure interviews will be conducted with the aim of exploring the insider perspective and capture their thoughts, perceptions and experiences in way to sustain medical tourism.

DATA COLLECTION

Data collection refers to how the researcher obtains the empirical data to be used to answer the question. The interviewees are executive and officer who work in Healthcare field for more than 2 years.

In this study research specialty select on Private Hospital. Study from both primary sources and secondary sources for example the published literature, the article also the online information including the In-dept interview.

FINDING

According to the literature review and interview found that Thailand is going to the right direction to be as Medical of Hub of region Motivation of travel Medicine in Thailand (Chokdumrongsuk: 2010) Thailand has a competitive ability in medical tourism more than other countries nearby, for example, Tourist Attraction, Quality, Human Resource, Reasonable Cost, Service and Hospitality. But in aim to be Medical Hub of region Thailand need to improve some factor. For instance, a director said *"...Thailand has potential to become a medical hub in SEA due to Thailand's has many famous tourist destination, many high standard hospitals which already got international standard, medical expense can be affordable and high value for money and people also quite friendly and deliver best care to patients..."* (David, 57 years old, 20 years experienced, Business Director) One of the officer also mentioned that *"...Thailand has a strong potential to be a medical hub in SEA because we have state-of-the-art medical technology, medical staff that are expert in every specialty and can provide medical service at reasonable price. In addition, building hospital but serves patients as hotel services with Thai style hospitality is an outstanding service that attract more foreigners to come and get the treatment here and Thailand has many tourist attractions for foreigners that they can enjoy travelling throughout Thailand while receiving medical treatment here..."* (Belle, 28 years old, 2 years experienced, Coordinator)

The summary of interviewees' perspective towards the factors that can influenced to sustainable Medical Tourism summarized in table 1.

Factors	Interviewees Perspective	Benefits
Language	<p><i>"...Language development plan should be conducted, especially English..."</i> (Carl, 48 years old, 22 years experienced, Assistance Hospital Director)</p> <p><i>"...Thai still lack in part of 1.Language 2.Afraid in foreigner..."</i> (Green, 65 years old, 40 years experienced, Hospital Director)</p>	Language is one of the important factors since foreigner would like to feel like they are home when they arrive and with a proper English training can bring our service to next level.
The shortage of staff (Brain Drain)	<p><i>"...The first one is all level of medical personnel should be prepared for increased medical services. Because shortage of medical staff in Thailand, we have to develop the National Policy about medical staff development. And also prepare them for international standard. And we have to develop the non-medical staff in the same manner..."</i> (Carl, 48 years old, 22 years experienced, Assistance Hospital Director)</p>	The Brain Drain issue is the problems that doctor prefer to work in private hospital more than public hospital in terms of private hospital can reach their expectation in work. So the effect is lack of medical specialists in certain provinces of Thailand. This case government should improve National Policy by allow foreign medical staff or non-medical staff to practice in Thailand with special license. The result will be not just can sustainable Medical Tourism but can support the benefit for Thai people.
Quality	<p><i>"...The strategy to improve is Best Quality with High value for money..."</i> (David, 57 years old, 20 years experienced, Business Director)</p> <p><i>"...Quality in doctor, service and medical treatment can be next strategy..."</i> (Green, 65 years old, 40 years experienced, Hospital Director)</p>	Quality is the most important factors for Healthcare business. Now Thailand already has many hospitals with JCI accreditation what we need is government and private sector corporate to support hospital in Thailand to get JCI standard as much as we can.
Political	<p><i>"...Interim government and coup in Thailand. We are sanctioned by lots of democratic countries which are the world economic leaders. That affects the GDP, investment, Foreign Exchange Reserves and transferring highly sophisticated medical technologies. So we have to resume Democracy and create stable politics situations in Thailand as soon as possible..."</i> (Carl, 48 years old, 22 years experienced, Assistance Hospital Director)</p>	Government need to resume democracy and create stable politic situations as soon as possible for safety regarding patient always concern where they will get treatment or where you are going for the treatment it also has to be free from any kind of political unrest. This is the reason why the level of medical tourism in Thailand has dropped down.

Tax	<i>“...The government need to support in special tax rate for medical technologies...”</i> (Carl, 48 years old, 22 years experienced, Assistance Hospital Director)	To be Medical Hub the tools that we need is an up-to-date Medical Equipment to compete other countries. The policy in given a special tax rate to import devices would support in this terms
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Source: the Interview by Pailin Apisittanuruk, February 2017

CONCLUSIONS

Medical Tourism has comes and plays as the main role in create revenue for Thai economic. This has been significant since the government put an agenda about Medical Tourism in government action plan.

In this study it can be show that Thailand is going to the right direction become Medical Hub of region since the resource that we have right now or the action plan that government or even private sector has plan for both actions are support well for example

1. Many Tourist attraction
2. Affordable price
3. Hospitality Service
4. Up-to-date technologies
5. Quality

According to the finding which is show what is Thailand still lack for in process to be Medical Hub among fierce competitor

1. Language
2. Shortage of staff
3. Quality
4. Political
5. Tax

With the entire factor that mentioned it can be referred as “Best quality with High value for money”

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A Study on the Sustainable Development of Ginkgo Village in Jiangdong, Tengchong City, Yunnan Province

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Abstact

With the rapid development of tourism, "return to nature, back to nature" has become the theme of today's world tourism development melody. Rural tourism is in line with the requirements of modern tourism, the rapid popular world. Yunnan Tengchong Jiangdong Ginkgo Village is rich in unique tourism resources and beautiful and comfortable ecological environment. A country or a region once has a wealth of tourism resources and beautiful environment for the development of tourism economy and tourism economic efficiency to create opportunities and conditions. However, how to transform the advantages of tourism resources into the advantages of tourism economy and realize the sustainable development of scenic areas, we must also carry out comprehensive tourism development, the formation of a very attractive tourist attractions, scenic spots and tourist destinations, adhere to the sustainable development of customs Can bring a country and region for economic, social and ecological benefits. Ginkgo Village Scenic Area development there are many problems, such as the contradiction between developers and villagers, the villagers privately soliciting the phenomenon of serious, the villagers for their own interests, short-term interests, free broken shop, the room before the house chaos, Is the gradual destruction of the Gyeonggi Village tourism development season, traffic congestion, poor environment, food and accommodation tension, tourism development of low season flow, related industries depressed, idle resources, peak season carrying capacity is limited, this article mainly on Tengchong Jiangdong Ginkgo Village research and analysis, for the current development of Ginkgo Village in the existing problems, put forward the corresponding countermeasures to achieve the sustainable development of Jiangdong Ginkgo Village.

Keywords: Jiangdong Ginkgo Village, rural tourism, sustainable development

1. Related theoretical basis and research methods

1.1 Research methods

The research methods of rural tourism are mainly using the methods of sociology and tourism research, such as interview method, questionnaire survey method, statistical method, chart method, comparative method and comprehensive method. The survey mainly involves a small-scale discussion, a wide range of discussion, a household questionnaire survey. In this paper, a variety of research methods is applied in the process of tourism sustainable development and countermeasures of Tengchong Ginkgo Village, including:

(1) literature research methods: (2) field investigation, questionnaire survey

Through the corresponding questionnaires, respectively, in the tourism off-season, the peak season to issue, from the questionnaire survey data related issues and public opinion, through the public to reflect the problem, the views of scientific theory based on the corresponding solution to find a solution.

1.2 Overview of relevant theories

(1) sustainable tourism development theory: sustainable development theory usually has three aspects: the environment (natural and human environment), economic (community and business), society (local residents and tourists) sustainable development. The sustainable development of the environment includes all the natural environment, farming environment, man-made environment, wildlife and natural resources in a community. The sustainable development of the economy includes all the funds newly injected into a community and all the profits earned by local businesses from tourism activities. The sustainable development of society includes the activities of tourists and communities and their interactions. The three aspects are equal and interdependent. The principles of sustainable tourism development focus on how to manage the resources of a community in order to achieve fair economic development, resource protection, equity in investment and income distribution, to ensure self-sufficiency, and to meet the needs of tourists.

(2) tourism life cycle theory: tourism and other products, but also its rise and fall of the model, that is, the tourist life cycle. Tourism life cycle is the product of the market life in terms of "life cycle" does not mean the meaning of the product's own life. Tourism products are through the development of tourism resources, tourism service facilities after the configuration into the market, only when it was tourists to buy, the market life cycle began, when they were forgotten by tourists and not with the market development value, Meaning the end of its life cycle. Throughout the life cycle, the sales of tourism products, profit margins and market competitiveness, etc. will appear cyclical changes.

2. Tengchong Jiangdong Ginkgo Village background introduction

Tengchong City is located in the southwest of Yunnan Province, the western part of Baoshan City, since 2000 to develop tourism, Tengchong with its own unique and unique tourism resources conditions since the rapid development of tourism in Yunnan has become an indispensable part of tourism, A high visibility of the volcano, hot sea, Heshun town, West Yunnan Anti-Japanese War Museum, the national war cemetery and other tourist brands, tourism visibility has been significantly improved. In recent years, Tengchong City, driven by the tourism environment, Tengchong City Jiangdong Ginkgo Village as Tengchong is currently the first to build and is being transformed and enhance the tourism brand, is following the volcano, hot sea, Heshun emerging Tengchong most representative Sexual tourist attractions. Jiangdong Village from the city of Tengchong 35 km, and 3A-level scenic area Tengchong National Volcano Geological Park adjacent to the distance from the Taoist mountain Yunfengshan 20 km, easier to form a tourist ring. With the rapid development of Ginkgo Village area, Tengchong City, after repeated study, in the town and village departments to seek the views of the decision to take the market, the company's operation of the road, on October 15, 2015 set up by Tengchong City Shengyuan Tourism Culture Investment Development Co., Ltd., Tengchong Tongde Town Development Service Center, Guodong Town, Jiangdong Community Village Committee Tengchong Four Seasons Jiangdong Scenic Area Development and Management Co., Ltd., after obtaining the proceeds, the three parties in accordance with the ratio of 4: 3: 3 To be divided into. In other words, the villagers every year from the ticket revenue in a share. The company is responsible for the protection, management and development of Ginkgo Village, and in strict accordance with the

procedures to obtain fees on the basis of fees, please import and export departments to charge the cost of accounting, and ultimately determine the charges: travel season 40 yuan / Yuan / person, military, disabled, the elderly, children and other special groups in accordance with national standards, from October 15, 2015 charges. The implementation of this policy caused the development of Ginkgo Village and the contradiction between the villagers, the villagers privately soliciting the phenomenon of serious, the villagers for their own interests, short-term interests, free to break the wall shop, the house before the house chaos, Was gradually destroyed. At the same time, the development of Ginkgo Village tourism is high, traffic congestion, poor environment, accommodation and tensions, tourism development of low season flow, related industries economic depression, resource idle, peak season carrying capacity is limited, there is a contradiction between residents and developers, Development and management of the overall quality is not enough and many other issues have become the next step in the development of Ginkgo puzzle problems. Therefore, to deal with the relationship between short-term development and long-term development, to deal with the relationship between human development and the development of the material, to deal with the relationship between conservation of labor and conservation of natural resources, in order to achieve Jiangdong Ginkgo Village comprehensive sustainable development is the current Ginkgo Village tourism resources Development work of the top priority.

3. Analysis on the Operation Guarantee Mechanism of Rural Tourism Sustainable Development

3.1 Policy and legal protection system for sustainable development of rural tourism

The sustainable development of rural tourism will involve social, economic, resource, cultural and environmental aspects, is the old tourism development model, environmental governance and related strategies and policies of major changes, and therefore need special laws and regulations to protect stand by. By the government at all levels under the guidance of the overall national laws and regulations, according to the local situation to develop appropriate management regulations.

The vast majority of existing environmental management regulations are focused on the path of first post-pollution treatment, without the control of the whole process

of pollution control and the reduction of resource consumption and waste generation. This reflects that the existing environmental laws and regulations of the legislative concept are also confined to the "pollution control" mode of thinking, should be as soon as possible "reduction", "reuse" and "recycling" principle as a guide to establish and improve the rural tourism can be Sustainable development of environmental laws and regulations, so as to promote the rapid and sustainable development of rural tourism.

3.2 Rural tourism sustainable development of the financial security system

China's rural tourism development is in the stage of rapid development, financial security will become a necessary condition for other safeguards. In the financial security issues, mainly to broaden the financial way to broaden the sources of funding channels. There are:

(1) government sector input

The government should ensure that the basic funds for the development of the tourism industry, the implementation of special funds, earmarked, to the social capital investors to create a good environment, should be responsible for providing: the necessary infrastructure projects, sustainable planning, management and development programs, Sexual integrity and marketing, public convenience facilities, and other nonprofit inputs.

(2) to expand funding channels

The establishment of tourism government funding channels should also include higher levels of government support for a special fund, to actively strive to expand the funding channels. Or set aside a certain amount from the land tax to establish the tourism development fund, set up a fund management committee, directly responsible for the government.

(3) to launch social funds

May require social money holders to invest in tourism facilities developed in the overall planning proposal, while social money holders can also participate in potentially profitable areas of government sector investment (such as roads, charges, utilities, etc.). In the allocation of social funds, the government departments to bear

most of the investment, social investment will bear the lack of the part, mainly reflected in the tourism facilities, but also bear part of the training costs.

(4) investment

To be good at investment, the resources or projects, after careful assessment and analysis, careful planning and packaging, the formation of project feasibility investment documents, large investment.

3.3 Technical Support System for Sustainable Development of Rural Tourism

The rapid expansion of the scale of the tourism industry to increase the environmental pressure in the tourist area, a large number of tourist attractions high-load operation, a large number of natural ecological protection zones opened up as a tourist area, so high-tech, efficient tourism environment management technology can guarantee rural tourism Continuous development. (1) the establishment of tourism environmental monitoring systems and protection facilities, sewage, garbage scientific and low pollution treatment, reduce the pollution of the land. To ensure the quality of the landscape and the quality of life of animals and plants. (2) the sustainable development of rural tourism management technical support: to strengthen the standardized management and education and training to enhance the level of rural tourism reception services, strengthen rural tourism management, the development of rural tourism village (point) standards and guidance on the scale of rural tourism Point, in accordance with the relevant standards of the national standard requirements of its infrastructure. Health and epidemic prevention, price and other departments take the initiative to deep rural tourism to help its standardised management. (3) to strengthen the training of rural tourism practitioners: labour, education, tourism, agriculture, poverty alleviation and other departments to rural tourism into the industry training program to improve the business quality of tourism practitioners and practitioners. Establish a rural tourism demonstration sites, rural tourism development leaders, business households and service providers to conduct a comprehensive and effective training. Rural tourism not only from the farmers to cultivate talent, but also to attach importance to this local talent, so as to seek a new breakthrough in rural tourism, rural tourism health, sustained and stable development.

3.4 Social tourism sustainable development of rural tourism system

Rural tourism can not be separated from the village folk, folk culture; rural folk, folk culture also need to use rural tourism and be recognised by the outside world. Rural tourism development will inevitably have a certain impact on the original rural culture. Rural tourism must deal with this contradiction, and innovation, so as to attract tourists, but also contribute to the protection and development of rural culture.

On the other hand, to improve the participation of the masses of the consciousness and participation is the necessary conditions for the smooth development of the circular economy. So to promote the green community, green building, green consumption construction is particularly important. Rural culture and ecological culture is the harmony between man and the natural environment of the culture, this protection does not only conform to the current development of the economy but also to protect the environment of sustainable development.

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A STUDY ON COUNTERMEASURES OF SUSTAINABLE DEVELOPMENT OF GUILIN'S TOURISM, GUANGXI, CHINA

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Abstract

Tourism plays an increasingly important role in whole country economy of China. Guilin, Northeast of the Guangxi Zhuang Autonomous Region, south of China, possesses a rich natural resource base, is a profound historical and cultural ancient city with more than two thousand histories. To set up an outlook of sustainable development of tourism is a prerequisite for a city to promote tourism. If Guilin want to perpetuate a boom in tourism, they should going on the way of sustainable development. This thesis aims to analyze current situation of developing tourism by means of data collection and field visit to figure out the problem in the development of tourism industry. On the basic of these methods, the writer carries a research on sustainable development of Guilin's tourism.

Key Words: Guilin Guangxi, Tourism, Sustainable Development

1.Introduction

China has deployed a comprehensive reform of tourism, put forward a pattern of "One province, One island, One city". Guilin became one of National Tourism Experimental Area which was one of prefecture city of building a comprehensive experimental area.

Guilin is a well-known scenic tourist and historic and cultural city, located in Guilin, Northeast of the Guangxi Zhuang Autonomous Region, south of China, possesses a superior geographical position and rich, oriental features of tourism resource, take landscape scenery along Lijiang river and karst landform as a typical example with a unique charm to attract lots of visitors. Form ancient times to the present, Guilin enjoy the reputation of " Guilin's scenery is peerless in the world".

After 30 years of development, tourism of Guilin has established a industry which are equipped with advantage of city, brand effect, social competitiveness and development potential. With the opening of high speed rail between Guizhou and Guangdong province, Guilin has promoted its communication rapidly and attracted plenty of visitors to travel.

Guilin develops its tourism gently because of scenery resources is declined in to drain and causes the whole tourist industry confronting problems of bad-mannered of local residents, low deep exploitation and innovation point of the existing attractions, weak customer market and brings a great threat to sustainable development of tourism in Guilin. This thesis target on the study of way of sustainable development of tourism in Guilin and dedicate to push tourism of Guilin to a new heights.

2. Analyses of Tourism Environment of Guilin

2.1 Macro-aspects

Politics: Guilin has been classified as “National tourism experimental area of China” on the basic of the overall tour plan “ One province, One island, One city”. China has put forward an developed strategy of creating Guilin to a international tourist attraction. Guilin is only one city that China approved citizens of 51 country transit visa free in 72 hours and tourist groups of ten Asean members have the ordinary passport can transit visa-free.

Economy: The total number of tourist reception in Guilin reached 44.7 lion ,top the list among prefecture-level city of China. Total tourism revenue up to 51.73 billion in 2015 , astonished to break 50 billion for the first time the first time. Among it, the number of inbound tourists reached 2.163 million trips, revenue of inbound tourism attained 6.382 billion, an average of spending achieved 2950 yuan. The number of tourist reception of Guilin was 158.236 million, among it, inbound tourist reached 6.267 million trips, total travel sales grew to 17.096 billion yuan, revenue of inbound tourism totaled 33.326899 billion dollars during Jan and Apr, 2016.

Society: China-ASEAN Expo Travel Mart, successfully held in Guilin which have reached a agreement on the right to host future China-ASEAN Expo Travel Mart in 20 October, 2016, so well-combined to the development strategy of “One Belt, One

Road” of China, has promoted the tourism cooperation between Guilin and countries over the world. International Forum on Trends and Prospects by Tourism Pacific Asia Travel Association, has been successfully held for ten years, determined to build Guilin into the world research center for tourism with a great influence.

Technology: High Speed Rail between Guizhou and Guangxi province of China determined to set up a the most beautiful High Speed Rail run the south of China. On the aspect of inbound tourism market, Guilin carries out tourism marketing target on Thailand, Korea, Southeast Asia, Europe such important customer market and creates a tourism promotion platform through ways of design tourism APP, Micro Film, We-Chat, Micro-blog.

2.2 Micro-aspects

Power of Suppliers: Guilin of the Guangxi Zhuang Autonomous Region of China, possesses 4 National 5A tourist attractions, takes advantage in nine aspects of tourism resource: special physiognomy, simple folk customs, pure and healthy air resources, specific climate resources, rich forest resources, full in water resources, various cultural heritages, variety of folkway resources, distinguishing characteristics of scenic spots.

Power of Purchasing: For the distribution of population, global population ages has been increasing which promote travel demand of the aged raising. In aspect of economic condition, old people already had certain economy to travel through many years of working. On the other hand, population of young and middle-aged is a lot of high level economy group in consumer market and they more likely paid holiday in Guilin. Chinese tend to spend money to send their parent to travel outside. Moreover, many old people had retired with more spare times to travel. Last but not least, people have not satisfied clothing and worry-free, more pay attention to spirit consumption, eager to improve life quality through tourism.

The Existing Competitors in Tourism Industry: Tourism of Guilin give priority to with sight seeing and holiday such traditional products which cause its products single in type and it is facing the challenge of Eco-tourism, preserving health tour, rural tourism these special projects.

Potential Entrant: The continuously optimizing visa procedure of China and the convenience of consumption abroad have further intensified the population of traveling abroad. Overseas travel destination, such places like Thailand, Korea, Japan, Singapore, Australia and Malaysia, have constantly improved the reception service for Chinese tourists which including Chinese expressions in public use, Chinese tour guide, free Chinese food box, bank card acceptance and so on attract tourists outbound tourism everywhere.

The Threat of Substitutes: Guilin is rich in Eco-tourism resources but has not took shape a ecological tourism, even lacks of tourist project of rural home inns and its development of tourism also addicted in the model of traditional holiday. Continuous development of new tourism projects in international market pose threats to tourism of Guilin.

3.Sustainable Development Measures of Guilin's Tourism

3.1 Establishing Concepts of Sustainable Development

The most competitive tourism resource of Guilin is the natural scenery resource and the good protection of the Lijiang river (a famous river form Guilin,Guangxi, China) , also is the basic of sustainable development. In the process of developing tourism, Guilin should rational develop and maintain the existing ecological environment, achieve the coordinated development between tourism and environment, economy, society, avoid the damaging of environmental pollution, ecological, natural depletion in the condition of prosperous tourism market. Guilin, as a representative karst landform, has a weak ecological environment and small relatively environmental capacity, will lead to a degeneration of ecological and environmental quality, finally limit the sustainable development of Guilin's tourism if it do not pay attention to the construction and management of ecological environment with the increasingly numbers of tourist reception. Therefore, to insure the stable sustainable development of tourism, Guilin should set up an outlook of sustainable development, strive to complete the important task of protecting environment.

3.2 Enhancing Resident Diathesis and Building a Good Humanity Environment

At present,Guilin should improve the residents' comprehensive quality and cultural accomplishment,for that, well adapted in modern tourism especially the trend

of international tourism. An effective measure should be taken to improve the competitiveness of Guilin for conducting a training of local residents' cultural quality and moral cultivation. In these ways, Guilin can take advantage in the constantly completed international tourism market.

3.3 Strengthening Propagandism and Enhancing Tourism Image

Two River and Four Lakes(it refers to the round-the-city water system composed of Lijiang River, Peach Blossom River, Ronghu Lake, Shanhu Lake, Guihu Lake and Wooden Dragon Lake), Elephant Hill Scenic Area, Lijiang River Beauty Spot such key scenic spots have a stronger competitive power in international tourism market.

South parallel session Spring Festival party of 2017 had selected in the Elephant Hill Scenic Area of Guilin. The beautiful scenery in Guilin has been successive twice struck a pose on the large screen of Times Square New York City, USA, was known as "Crossroads of the World".

To insure the steady process of tourism in development for the future, government of Guilin should firmly hold on the opportunity of high quality propaganda, increase the advertisement investment of Guilin's tourism, praise its beautiful scenic spots in all-dimension, let tourists in homeland, the world better to know the advantage and characteristic of Guilin's tourism resources, attract more tourists come to Guilin for traveling.

3.4 Depth Development and Reasonable Planning

Guilin should make a depth development in the new models of local minority folk-custom, ecological tourism, experience of rural home inns which integrate these models in the existing model to push the traditional tourism model upgrade into the competitive diversified tourism model. Guilin should plan out a reasonable route of the journey and a specialized sustainable development road.

3.5 Expanding Customer Market

Stability of the existing domestic elderly tourist source should be maintained, meanwhile, Guilin should expand the tourist groups of young and middle-aged, develop the international tourist market, attract tourists travel to Guilin.

4.Conclusion

The rich tourism resources of Guilin create a fundamental condition of developing its tourism. For making the dream of sustainable development come true, Guilin should set up an outlook of sustainable development, pay attention to protect the limited natural scenery resources, improve diathesis of local residents, build a favorable culture environment, strengthen propagandism and combine with the conditions of minority folk-custom, ecological environment, rural home inns, integrate the characterized and differential tourist project in to the existing tourism, make a depth development and reasonable plan of existing outstanding tourist spots, expand customer market of inland and international, only to do that, can we better to connect to the tourism of international high-end market, promote the sustainable development of the local tourism.

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Research on the Management of Accounts Receivable in Small and Medium-sized Enterprises under the Background of Financial Crisis

A Case Study of the Management of Accounts Receivable in Kunming

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Abstract

With the reform and development of the social market economic system, the development of small and medium-sized enterprises has become a topic of concern and attention. The development of small and medium-sized enterprises is inseparable from the management of funds, corporate accounts receivable as an important current asset is an important part of enterprise capital management, it directly affects the working capital turnover and economic benefits. If the enterprise accounts receivable mismanagement, not only can't recover the accounts receivable but also to the enterprise to bring the risk. The article focuses on the management of accounts receivable in the enterprise accounting, first makes a simple understanding of the accounts receivable, and then analyses the causes of the accounts receivable problems, the impact on the enterprises, and put forward the improvement of accounts receivable Management of the measures. The formation of accounts receivable is an inevitable phenomenon of the market economy. It is also an important part of the enterprise's current assets. Its quality status is related to the quality of the whole assets and accounting information. The correct credit and the management of accounts receivable are Enterprises to reduce the accounts receivable an effective way, only to reduce the relevant costs and improve efficiency, in order to maximise the value of enterprises.

Keywords: accounts receivable; enterprise management; improve efficiency

Introduction

The article focuses on the management of accounts receivable in the enterprise accounting, first makes a simple understanding of the accounts receivable, and then analyses the causes of the accounts receivable problems, the impact on the enterprises, and put forward the improvement of accounts receivable Management of the measures. The formation of accounts receivable is an inevitable phenomenon of the market economy. It is also an important part of the enterprise's current assets. Its quality status is related to the quality of the whole assets and accounting information. The correct credit and the management of accounts receivable are Enterprises to reduce the accounts receivable an effective way, only to reduce the relevant costs and improve efficiency, in order to maximise the value of enterprises.

1. 1 Research background

With the international and domestic market competition more and more intense, the buyer's market gradually formed, credit sales become one of the main means of business sales. According to the survey, because China's enterprises have not yet established a complete credit management system, enterprises use credit after the bad debts are very serious, the long delay in accounts. Han Jiaping, director of credit management at the Ministry of Commerce, said at the second session of the China International Credit and Risk Management Conference that the lack of credit capacity, resulting in the loss of many business opportunities, the competitiveness of enterprises and the size of the transaction has been seriously affected. According to projections, the same size of the European and American enterprises, their sales will be 4.5 times the size of China's enterprises. At the same time, many companies because of fear of bad debt to bring the risks and delays in a long time, but do not want to credit, resulting in weakening the competitiveness of the enterprise market. This reflects in a way that Chinese enterprises have not paid attention to the management of accounts receivable. It can be seen that the majority of accounts receivable are caused by poor management. Therefore, how to manage the accounts receivable of enterprises, not only become the company to strengthen the core issue of accounts receivable management, has become an important topic of enterprise management.

1.2 Research Status and Development Trends

In some countries where the market economy is relatively developed, a relatively complete system has been formed. Financial institutions, debt management companies and other intermediaries will conduct a further investigation of corporate credit, the credit quality of accounts receivable by grade to divide. The overall economic environment is a factor that can be controlled. The variables of the credit policy include 1, the quality of the trading account 2, the length of the loan period 3, the cash discount 4, the seasonal delay payment 5, the collection procedures. Enterprises by changing these variables will inevitably affect the additional sales of profits and accounts receivable increase in the opportunity cost. The management of accounts receivable is actually translated to assess the benefits required for additional profitable and receivables to increase the investment, and the benefits arising from accounts receivable are maximized when both are equal. The Because the enterprise has accounts receivable, reduce the enterprise in a certain period of cash flow, and accounts receivable is a certain credit asset, so you can through credit assessment, and financial institutions or non-financial institutions to enter into an agreement to Accounts receivable as a financial product transactions, will be able to achieve the purpose of investment in economic activities.

1.3 Research significance

The first to remind enterprises of the customer's credit survey, is the customer's quality, ability to pay and financial status and other credit to investigate and evaluate, to determine the customer's integrity and his ability to pay, can't be sold on credit and credit sales amount the size of. Customers have the appropriate conditions, to credit to him, and set a good date of repayment, the only way to reduce the loss of corporate bad debts. The second to remind enterprises to establish a clear, mutual containment, responsibility and responsibility of the accounts receivable business internal control system. Strictly enforce the examination and approval authority, respectively, to determine the relevant person in charge of the scope of authority. Credit sales business by the relevant leadership to strictly review and agree to credit, without the relevant leadership to determine the signature, the arrears should be borne by the responsible person responsibility, our company is currently on the

issue, only a clear responsibility to develop Out of punishment measures in order to effectively control the arrears occurred. In strict credit on the basis of approval, to strengthen the balance of credit management, in order to facilitate the timely understanding, control and control of accounts receivable. My company recently due to the lack of approval and monitoring and sales policy loopholes, the current part of the new arrears, in order to recover the arrears in a timely manner, the Ministry of Finance to take the middle and late every month, for the sales department to provide a detailed customer Arrears schedule, and keep track of the reminder.

The third clearly divides the responsibility of the enterprise sales department and the finance department in the management of accounts receivable. Clearly stipulates that the sales department has a direct responsibility for the security and timely recovery of accounts receivable, the formation of accounts receivable decision-makers and the main management personnel, is the recovery of creditors, must be completely changed the recovery of accounts receivable work is only The responsibility of the financial department. Financial departments should promptly provide accounts receivable ageing analysis table so that decision-makers and relevant departments accurate, timely and comprehensive grasp of the status of accounts receivable.

1.4 Research Methodology

This paper adopts the research method of qualitative research and quantitative research. In the qualitative research, we mainly use the literature research method, comparative analysis of domestic and foreign scholars to sort out the relevant research to understand the field of research, on this basis to find the problem, deepen the content of this paper. In the quantitative research, we use the financial data of the target enterprises over the years, the use of different indicators of the size and structure of enterprise accounts receivable quantitative analysis, and comprehensive data of the company to explore the target enterprise accounts receivable management problems And provide perfect countermeasures.

2.1 Overview of accounts receivable

Accounts receivable refers to the enterprise due to credit sales of goods, materials, services and other services formed by the purchase or acceptance of labour units received money. Is the enterprise credit sales of goods, materials, labour services and other business activities formed by the claims, including the sale of products by enterprises, goods, materials, labour services, etc. should be charged to the debtor and the advance payment by the buyer. Accounts receivable in the production and operation of the enterprise role, if the mismanagement, not only can not recover the accounts receivable but also to the enterprise to bring the risk. The formation of accounts receivable is an inevitable phenomenon of the market economy. It is also an important part of the enterprise's current assets. Its quality status is related to the quality of the whole assets and accounting information. The correct credit and the management of accounts receivable are Enterprises to reduce the accounts receivable an effective way, only to reduce the relevant costs and improve efficiency, in order to maximize the value of enterprises.

2.2 Characteristics of accounts receivable

There are four characteristics of accounts receivable, namely: higher risk, lower liquidity, longer residence time, higher recovery costs

2.3 The role of accounts receivable

(1) to expand sales

In the increasingly competitive market conditions, credit sales are an important way to promote sales. Business credit actually provides two transactions to the customer: selling the product to the customer and providing the customer with a limited period of time. Credit is very beneficial to the customer, so customers generally choose to buy credit. Credit sales have a more obvious role in the promotion of new products for enterprises to open up new markets have more important significance.

(2) reduce inventory

Enterprises to hold finished goods inventory, to additional management fees, storage fees and insurance and other expenses: the contrary, enterprises holding accounts receivable, the need for such expenditure. Therefore, when the enterprise finished product inventory more, generally can use the more favourable credit conditions for credit, the inventory into accounts receivable, reduce finished goods inventory, saving related expenses.

2.4 The reasons for the formation of accounts receivable

1. Business competition

Whether it is high-tech products or general industrial products, the current is almost the buyer's market, product prices, quality levels, after-sales service, etc. roughly the same circumstances, enterprises in the market competition in a place, expand market share, credit as an expansion Product sales one of the important means, widely used by enterprises. Therefore, the enterprises in addition to the price, quality and after-sales service and other aspects of competition, the credit has become a major means of competition, enterprises by reducing the credit standards for wholesalers and retailers. As customers from the way of credit can get a lot of benefits, so more willing to buy the enterprise's products, which also makes the enterprise in a short period of time product sales increased, accounts receivable also followed by a sharp rise, eventually leading to business shortages, Turnover difficult. Once the enterprise capital chain problems, business survival and development will be a serious threat.

2. The difference between sales and collection

The time for the goods to be traded and the time of receipt of the goods are often inconsistent, which also leads to accounts receivable. On the general wholesale and large-scale production enterprises in terms of delivery time and time to receive the payment is often different, because the payment takes time. The longer the settlement means, the longer the settlement time, the sales company can only recognise this reality and bear the resulting capital advances.

3. The general problems of enterprise accounts receivable management

The general problems in the management of enterprise accounts receivable are mainly reflected in the following five aspects: the management of accounts receivable is neglected, the daily management of accounts receivable is weak, the accounts receivable are not added in time, and the internal control system is not perfect, The enterprise did not establish a credit evaluation system

4. Management of accounts receivable and improvement of accounts receivable management recommendations.

From the three aspects to be improved, respectively, from the company system, credit management, financial management. Management of accounts receivable from the corporate system, mainly to strengthen the daily management of accounts receivable system, strengthen the internal control system, the establishment of the bad debt reserve system, the development of accounts receivable recovery responsibility system. Management of accounts receivable from the credit management, mainly to establish a relatively independent credit management departments, the establishment of customer management files on the customer credit evaluation, the implementation of specific credit standards, develop the best policy. From the financial aspects of the management of accounts receivable, mainly to strengthen the financial basis of work, play the role of accounting supervision, overdue accounts receivable should be timely to add these two aspects to improve.

Summary

This paper analyses the current situation and existing problems of accounts receivable management in China, and uses the model of risk management to observe and think, and summarize the relevant theories. The risk management model of the receivables; through the study of the problems of the general accounts receivable, and one by one to put forward countermeasures, but also through the tree landscape

company's accounts receivable analysis, with specific examples to confirm the above study Content.

In fact, accounts receivable management in China is only a sprout, there are many studies can be done, even in the credit economy developed Western countries, but also through the use of credit investigation, to find out the current troubled economic problems. For example, a survey of company's payment records can reveal the financial problems that a company may face, favor a better evaluation of the inherent risks of an external auditor, and because the payment record comes from outside the audited firm, the audit evidence is stronger Reliability also has a role in reducing the responsibility of external auditors. Hope to have more friends to care about accounts receivable management, China's accounts receivable management to contribute their wisdom.

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Study on the Circulation Pattern of Agricultural Products

A Case Study of Yunnan Vegetable Export in Thailand

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Abstract

China and Thailand have a long history of trade, and now China has become Thailand's largest trading partner. As early as 2003, China and Thailand signed an agreement on the zero tariff of fruits and vegetables, it prompted the two countries in the circulation of agricultural products is very frequent. However, in recent years, with the continuous development of China's opening up, China's Yunnan Province, vegetable exports also have developed by leaps and bounds. In 2014, Yunnan Province has developed into China's third largest domestic vegetable exports. Due to the superior geographical environment of Yunnan Province and the complementarity and seasonal differences of agricultural products between China and Thailand, the demand for vegetables in Yunnan is increasing. Vegetables as a daily necessity of daily necessities, characterised by fresh and perishable. Its transportation, storage and other logistics activities in the high loss of fresh agricultural products, easy to pollute the phenomenon, as well as fresh agricultural products, imported customs efficiency caused by the poor quality of fresh agricultural products caused by the phenomenon of widespread. Today's agricultural products cold chain logistics third-party logistics development is lagging behind, the service network and information system are not perfect, Greatly affecting the quality of agricultural products in transit, accuracy and timeliness. Through this study and analysis, which makes us more clear which circulation model is more suitable for Yunnan vegetable exports, and make a choice according to the times, which is conducive to solve the high cost of circulation of vegetables, information transmission are not allowed, the damage rate is too high, poor security Problem, in order to improve the efficiency of Yunnan vegetable export circulation model, give full play to circulation guide production. In the prospect of Sino-Thai trade cooperation, the two countries should strengthen and support the policy of agricultural products clearance. In the process of transport to improve the flow of agricultural products and cold chain logistics mode of transport is conducive to improving the organisation of agricultural production and commercialization.

Keywords: Vegetable circulation flow efficiency cold chain logistics

Introduction

Yunnan Province is located in the south-west of China, land and Laos, Vietnam, Myanmar, while adjacent to Southeast Asia, South Asia, China's opening situation has a unique geographical advantage and edge advantages. In recent years, in China - ASEAN Free Trade Area, the Greater Mekong Subregion cooperation in-depth implementation, for Yunnan laid a good open foundation. In these multi-level, wide-area open development, Yunnan is an important participant and direct enforcer. Since the beginning of the 21st century, China's accession to the WTO, and on January 1, 2010, China-ASEAN Free Trade Area of the formal establishment, especially in the Sino-Thai fruit and vegetable agricultural products to achieve zero tariffs, greatly promoted the rapid bilateral trade development of. The Kunman Highway as the main channel to achieve Sino-Thai trade, officially opened in 2013. Kunman highway carrying the cooperation, development, win-win situation, play an immeasurable role, it directly affects the Sino-Thai trade cooperation. China and Thailand due to differences in climate conditions have produced irreplaceable product consumption, so both sides of fruit and vegetable agricultural products with long-term prospects for cooperation. In recent years, Sino-Thai fruit and vegetable trade has a certain scale, as of 2015 Yunnan Province, exports of fruits and vegetables to Thailand exports amounted to 779 million US dollars; according to the Thai Ministry of Commerce data show that the same year in Thailand, China's total imports of goods accounted for the first place, a number of imports for the 1225,736.4 million baht The China has become Thailand's largest source of imports, China surpassed Japan to become Thailand's largest trade partner. In recent years, Yunnan Province, combined with the actual development of natural economy and society, carried out a major adjustment of the agricultural structure, the vegetable as a new pillar industry, the vegetable industry has made considerable development, it is because of a variety of favourable conditions The development of Sino - Thai trade.

Agricultural products are the daily necessities of people, not only in our life even in the whole agricultural industry structure is also important. After 30 years of reform and development, China's agriculture has bid farewell to the long-term shortage of agricultural supplies, most of the agricultural products have been turned from the seller's market to the buyer's market, vegetables are no exception. Especially after China's accession to the WTO, to a certain extent, open the agricultural market, and the international competition of vegetables is more intense. Although some achievements have been made, the development of agricultural logistics, especially the international logistics of fresh agricultural products, is still lagging behind. Transportation, storage and other logistics activities in the high loss of fresh agricultural products, easy to pollute the phenomenon, as well as fresh agricultural products due to the low efficiency of imports of fresh agricultural products caused by the phenomenon of a substantial reduction in the phenomenon of widespread. The development of the third party logistics of the cold chain logistics of agricultural products is very backwards, and the service network and information system are not perfect, which greatly affects the quality, accuracy and timeliness of the circulation of agricultural products.

In this paper, the choice of agricultural products to choose the mode of circulation of vegetables in Thailand, for example, the main reason is: First, vegetables are related to the daily consumption of one of the core agricultural products, but the flow of vegetables in the high rate of loss, through research Suitable for the circulation of vegetables. Second, due to the rapid development of trade between China and Thailand, coupled with the differences in climate conditions, making Thailand's demand for vegetables in Yunnan increased. Third, the flow of vegetables and more links on behalf of strong.

Research methods

2.1 Literature research law.rely on the well-known database inside and outside China, such as knowledgeable network, Weipu, Chinese papers collection of agricultural products circulation model and cold chain logistics and other related literature, by scholars to the literature, and analysis of research, collection of agricultural products Circulation mode and other data, find the entry point for the paper.

2.2 Field investigation method. choose a number of Yunnan vegetable company in Thailand branch as a survey object, through interviews to investigate. Including the status and development status of Yunnan vegetable exports to Thailand in recent years and the problems in the circulation process and the countermeasures research, to understand the problems in the development of agricultural products circulation model and put forward corresponding countermeasures and suggestions.

2.3 Comparative analysis. through a number of Yunnan vegetable companies in Thailand branch of the field survey, comparative analysis of the enterprises of agricultural products circulation model, summed up and select the most reasonable mode of circulation.

2.4 Regression analysis method.the use of utility value theory and methods, from the Yunnan Vegetable Company in Thailand branch of the data, in the analysis of the impact of factors, select the optimal program.

Vegetable Circulation Pattern in Yunnan Province

3.1 Status of vegetable development in Yunnan Province.Vegetables are the leading industries in the development of Yunnan's plateau agriculture. It is also a sunrise industry with wide development potential of Yunnan agriculture. It is also an important industry for farmers to increase their employment. In recent years, relying on the unique advantages of climate resources, from the policy support, capital investment, base construction, brand development, market development and so on to take a series of solid and effective measures to vigorously promote the development of a vegetable industry. Yunnan has become an important base for the whole of South China, the base of the West to the East, as well as the whole of China's important winter and

spring vegetables, summer and autumn fill and export vegetable base, become renowned throughout China and the world of a vegetable garden. In 2014 the province's vegetable area of 14 million mu, the output of 21 million tonnes, the total output value of 42 billion yuan of agriculture, planting area ranks 10th in the country, the output ranks first in the country 15. At present, Yunnan Province has been sold to 36 large and medium-sized cities in the country, exports more than 40 countries and regions, export volume of 13.5 million tonnes, of which exports 678,000 tonnes, exports 825 million US dollars, for five consecutive years,

3.2 Yunnan vegetable main circulation mode. In Yunnan, the export of vegetables to Thailand in the circulation model, mainly divided into wholesalers as the core of the four-way circulation model and the enterprise as the core of the three-station model of circulation:

a. The wholesalers as the core of the circulation model

"Four-stop" The main structure is farmers or professional cooperation organisations - wholesalers - enterprises - the form of consumers, mainly for the wholesale operators to buy farmers after the vegetables, through the form of enterprises shipped to the hands of Thai consumers.

b. The enterprise as the core of the circulation model

Tonghai County, Yunnan Province, mainly to grow vegetables, coupled with the government's policy support, it produced a business as the core of the vegetable circulation model. Among them, farmers or professional cooperation organisations and enterprises to reach an agreement, the harvest of vegetables sent directly to the enterprise, the company completed its own processing and transportation to the Thai market. Or some enterprises have their own vegetable base, with the local farmers to reach a contract to hire farmers to achieve production, so that the harvest of vegetables directly through the enterprise to achieve circulation.

These two circulation models have their own characteristics, wholesalers as the core of the circulation model chain is too long, but reduce the investment and loss of enterprises; business as the core of the circulation model chain is short, but the enterprise investment is too large, Need to consume a lot of manpower and material resources.

4. The Importance of Yunnan Vegetable Export to Thailand

4.1 Geographical location advantages in Yunnan Province. Yunnan is located in the south-west border of China, and South-east Asian countries in Burma, Laos, Vietnam border, can be described as China's gateway to the south-west of Southwest gateway. With the completion of the China-ASEAN Free Trade Area, the rapid development of

the South-East Asia Radiation Center, the south-west frontier in Yunnan Province in the global economic integration, regional economic integration in the development of the marginal state has been completely changed. In recent years, Yunnan Province to speed up the construction of efficient modern integrated transport system, to promote the connection of Southeast Asia, South Asia international large channel construction.

At present, the international highway in Yunnan has been fully achieved the high level. China Kunming to Thailand Bangkok International Highway (referred to as Kunman Road) as China's land to connect Southeast Asian countries, an important traffic artery, is an important part of the Asian road network, the China-ASEAN Free Trade Area and the Greater Mekong Subregion cooperation One of the projects, but also the bridgehead strategy under the framework of China's Yunnan Yunnan connected one of the four key highways. Kunman highway starting point in Kunming, the end point for Bangkok, a total length of 1807 kilometres, through Yunnan, Laos, Thailand three countries. Sino-Thai cooperation in the construction of the Queensland Road will be drying - Qing Kong Mekong River Bridge was officially opened in December 2013 to achieve the real sense of the Queensland Highway across the board. At the same time, Yunnan has unique climate conditions, has been enjoying the "Kingdom of plants" in the world. Based on the geographical location of Yunnan and its climatic resources, it is clear that Yunnan has a very favourable condition for the development of agricultural products export trade.

4.2 Sino-Thai agricultural products of the differences and complementarity. Thailand is rich in agricultural products because it has a superior geographical location and natural climatic conditions. First of all, Thailand is located in the south-central in Southeast Asia, the East China Sea on the verge of the Gulf of Thailand, south-west of the Andaman Strait, located in the tropical, tropical monsoon climate, the year can be clearly divided into three-quarters. Superior natural conditions provide a unique advantage for growing and growing agricultural products. In the central plains of Thailand, the soil is fertile and abundant in water is a great place to be rich in rice. Thailand's southern region is long and narrow, while the coastline is long, for its production of seafood, and processing provides a good condition.

5. Analysis on the Influencing Factors of Yunnan 's Export of Vegetables in Thailand

5.1 Impact of Kunman Highway on Yunnan Vegetable Export in Thailand. Yunnan Province is located in the south-west corner of China, land and Vietnam, Laos, Myanmar connected, while adjacent to Southeast Asia, South Asia, China's opening situation has a unique geographical advantage and edge advantage. In recent years, the China-ASEAN Free Trade Area, the Greater Mekong Subregion cooperation in-depth implementation of Yunnan has laid a good open foundation. China Kunming to Thailand Bangkok International Highway (referred to as Kunman Road) as China's land to connect Southeast Asian countries, an important traffic artery, is an important part of the Asian road network, the China-ASEAN Free Trade Area and the Greater Mekong Subregion cooperation One of the projects, but also the bridgehead strategy

under the framework of China's Yunnan Yunnan connected one of the four key highways. Kunman highway starting point in Kunming, the end point for Bangkok, a total length of 1807 kilometres, through Yunnan, Laos, Thailand three countries. Sino-Thai cooperation in the construction of the Queensland Road will be drying - Qing Kong Mekong River Bridge was officially opened in December 2013 to achieve the real sense of the Queensland Highway across the board. Therefore, the completion of the Kunman Highway, to strengthen the three countries between the land trade exchanges, expand the scale of economic and trade and investment, enhance the level of cooperation between each other, has a very realistic significance; the other hand, through the Bangkok road trade facilitation experience, For the next step in the construction of international high-speed rail and deepen the Greater Mekong Subregion of land and water transport and other aspects of interoperability, has far-reaching and positive significance. Kunman highway hardware facilities have been basically improved, but the software construction needs to be improved. The Queensland Highway Transport Agreement has been identified and needs to be accelerated. November 2010, China, Laos, Thailand tripartite representatives in the efforts to promote the Queensland Highway vehicles in the direct transport of the work, after a series of visits and consultations in the solution to the convenience of Kunman highway will, at present China, has completed the relevant domestic legal procedures, but Thailand because of domestic political turmoil, the Congress did not complete the program and other reasons, has not completed the memorandum of the legal proceedings, making the convenience of transport problems Quemman Effectively break through. Coupled with the formation of the three countries do not agree with the Kunman highway clearance standards and customs clearance procedures. In the context of GMS cooperation, the Asian Development Bank is actively taking the lead in helping the Lao, Vietnam and Thailand countries to participate in the "East-West Economic Corridor" transit transport facilitation agreement under the GMS cross-border transport agreement. However, China and Laos because the two sides did not agree with the inspection standards, inspection methods and inspection facilities, and national laws and regulations of the goods, vehicles, immigration requirements vary, so the inspection results can not agree with each other.

5.2 Sino-Thai "zero tariffs" agreement on the impact of vegetable exports in Yunnan. China - ASEAN Free Trade Area is the third largest free trade zone built by the European Union and North American Free Trade Area. After the establishment of the free trade area on January 1, 2010, China and Brunei, the Philippines, Indonesia, Malaysia, Thailand, Singapore and other six ASEAN member countries, more than 90% of the products to implement zero tariffs, and fruit and vegetable trade as Free trade zone under the framework of the first to achieve "zero tariff". Thailand as China's second largest trading partner in ASEAN, between China and Thailand to cancel the 188 kinds of vegetables and 80 kinds of fruit trade tariffs, making Sino-Thai fruit and vegetable trade increased year by year. In the implementation of the "zero tariff" and promote the promotion of a number of enterprises in Tonghai County, Yunnan Province, business will be extended to Thailand, the enterprise, the operating costs greatly reduced, mainly due to the implementation of zero tariffs to reduce tariffs. Thailand has become the most important exporter of Yunnan vegetables in Southeast Asia.

However, the similarity index of agricultural products in China and Thailand reached nearly 60%, and the similarity index of export market was about 60%, and all of them showed a trend of growth, which fully reflected the fierce competition in the two countries. Second, Thailand is located in the tropics, with China, Fujian, Guangdong, Hainan and another climate, the production of crops are roughly the same, will each other's agricultural exports to suppress the role.

5.3 The effect of cold chain logistics on vegetable agricultural products. In Yunnan, when exporting vegetables to Thailand, its logistics activities are mainly through the Kunming high speed to achieve. Transportation is the link of modern international trade and the key. Convenient transportation conditions can reduce the cost of international trade, especially for the international trade of fresh agricultural products, the length and distance of the transport process is directly related to the price and quality of agricultural products, thus affecting the trade between the two sides. At present, Tonghai County, Yunnan Province, exports of vegetables to Thailand in the Mohan - grinding - will be drying - clear port for four immigration procedures. As the opening of the port in Laos is shorter, the transportation between China and Thailand has not yet been carried out. As a result, the fresh agricultural products exported from Yunnan Province have been transported for more than 30 hours. This has greatly increased the rate of loss of fresh agricultural products and severely reduced the quality of fresh agricultural products. As the vegetable agricultural products are fresh and perishable, it is necessary to use cold chain logistics to achieve transport. Cold chain logistics in improving the quality and quality of agricultural products, reduce the loss of the superiority, has been an unprecedented concern. Since 2009, China has promulgated the "logistics industry restructuring and revitalization plan" since the fresh agricultural products cold chain logistics has been highly valued by the community, people gradually understand the importance of cold chain logistics. June 2010, the China Development and Reform Commission formally promulgated the "agricultural cold chain logistics development plan", as the country's first professional logistics planning, marking the agricultural cold chain logistics station at a new starting point, into a new development stage.

But China's cold chain logistics started late, hardware and software facilities are not perfect, the lack of transport equipment and human resources, to a large extent hindered the export of vegetables in Yunnan.

Summary

This paper mainly studies the circulation pattern of vegetables and the export of vegetables from Yunnan as an example. It summarizes the advantages and disadvantages of the circulation of vegetables in Yunnan Province and the necessity of exporting vegetables to Thailand. Among them, the Kunming Highway is a bridge connecting Yunnan's vegetable exports, the importance of the Kunming Highway and the positive significance of interconnection in regional cooperation. Therefore, both China and Yunnan Province, in the GMS cooperation, should continue to emphasise the international status of Kunming Road. In the three countries at the level of China, old and Thailand, we should actively promote the establishment of an

authoritative coordination mechanism of the three countries to ensure the smooth operation of the Kunman Highway. And actively urge the Thai government and relevant departments to complete the "Mekong Subregion of passenger and cargo transport facilitation transport agreement," the Thai legal procedures, so that the agreement as soon as possible so that the Sino-Thai transport vehicles as soon as possible to achieve direct access. China and Thailand to speed up the process of trade liberalisation and facilitation, establish and improve the modern logistics system, in a wide range of areas to carry out economic and trade cooperation.

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COMPARATIVE STUDY ON “ONE TAMBON ONE PROUCT” DEVELOPMENT MODEL OF CHINA AND THAILAND

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ABSTRACT

The model “One Tambon One Product”(OTOP) was firstly put forward by Morihiko Hiramatsu, the former governor of Oita County, Japan. It is an economic model aimed at developing the rural areas of Japan. The core of this OTOP model is to make fully use of local resource and develop local characteristic products, then to realize the purpose of revitalizing the economy. Thailand is one of the most successful countries that develop OTOP model after Japan, Thailand government even made the model as a supportive policy, and encouraged every town in whole country to develop local characteristic products, Support farmers to use local resources to create or produce products with local representation, not only agricultural products, but also other handicrafts, tourism, etc. then sell these products to markets of both domestic and abroad. This strategic did improved the life of the low-income population in Thailand and promoted the economy development in Thailand. In recent years, the Chinese government has also insisted on "One Tambon One Product" as one of the important strategies to speed up the development of modern agriculture, rural areas and farmers, and actively carry out the "One Tambon One Product" project in China. So this article will take a look at the developing situation, characteristic and existing problem of the “One Tambon One Product” model in China and Thailand, and make a comparison on marketing, effects and financial supporting in developing this model, and then get some inspiration and thinking about developing the “One Tambon One Product” model in both countries.

Keywords: One Tambon One Product(OTOP); Comparative Study; Comprehensive Analysis

1. INTRODUCTION

“One Tambon One Product” is a key economy project in both China and Thailand. The project in China began to spread as early as 1983, when Morihiko Hiramatsu visited China. However, till today the effects was not all good, they didn't got obvious characteristics, nor unified testing standard, what's more important, they didn't formed an standard brand. Thus the quintessence of the “One Tambon One Product” cannot show. In 2006, the minister of Chinese Agriculture Department Du Qinglin pointed out, the main problems of China's “One Tambon One product” are: similar production pattern, low extent of processing products, and low development level. In China, the “One Tambon one Product” model now is mainly carry out in agriculture economy, and the products are traditional. And this limited the areas where natural conditions are poor or not good for planting to develop the OTOP model.

Thailand gets some successful experience in this area. In Thailand, The OTOP model is not only used in traditional agriculture, but also used in handcraft industry, which can do better in dealing with developing local resource, developing economy and society, as well as culture inheriting and innovation. For example, Chiang Mai's second largest city of Thailand, Chiang Mai has 204 Tambon, different Tambon development with local characteristics of the arts and crafts. In 2013, when Chinese Prime Minister Li Keqiang visited Thailand, he had a special trip to Chiang Mai to visit the OTOP in Thailand; he said in the future China and Thailand could have some cooperation on the subject OTOP.

Table 1: Chiang Mai's famous handcraft Tambon Representative

Handicraft Tambon	Location	Representative Handicraft
Mu Ban Si Pan Khrua	Tambon Tha Sala	Bamboo Ware, Lacquerware
Mu Ban Wua Lai	Tambon Hai Ya	Silver, Lacquerware
Mu Ban Bo Sang	Tambon Bo Sang	Umbrella
Mu Ban Ton Phung	Tambon Ton Pao	Wood Carving
Mu Ban Roi Chan	Tambon Nong Khwai	Basketry
Mu Ban Nong Ap Chang	Tambon Sop Tia	Natural Dyes

The study of this article will start with the basic idea and developing stage of OTOP, and make a compare of the difference and similarity of OTOP in China and Thailand by analyze literature, compare and field survey. Taking consideration of developing stage, characteristics and exiting problem, than compare the marketing, goal and financial supporting of each country, thus et some inspiration and thinking about developing the “One Tambon One Product” model in both countries.

2. LITERATURE REVIEW

2.1 Literature overview and current situation of “One Tambon One Product” in China

Most literature research of OTOP in China is qualitative research. The first type is taking a specific place as study object by the professional scholar, for example, the “Current situation and countermeasure study of OTOP in Yunnan Province” by Qian Ninggang and Du Jianhui, it made a deep research on the current situation of OTOP in Yunnan, linking the theory with practice, clearly shows the advantage and disadvantage of OTOP in specific areas of China. The second type is more care about research of theory, for example “The development and experience of OTOP abroad” by Qin Fu in 2011. This article is mainly talk about the history, concept and essence of OTOP, and summarizes the experience of developing OTOP all over the world, and then gives judges of each one’s current situation. The third type is based on the visit and meetings in Japan, talking about the society background of how the OTOP began, and summarize the successful experience of Japan, link to the current situation of OTOP in China, at last make a summary of what we can learn from Japan to help us develop OTOP models.

2.2 Literature overview and current situation of “One Tambon One Product” in Thailand

The development of OTOP in Thailand was fast and effective, so there are many research of OTOP in Thailand. In general there are some types as: The first type are research on the current situation and effect of OTOP in Thailand. For example, Takanishi in 2003 by research the 19 province in northeast of Thailand, he got the conclusion that since the government generalize OTOP from 2001, it successfully lowered the low-income people enter business and revitalized rural economy. This article showed the OTOP has important effect on revitalizing rural economy, but cannot prove its effect to GDP. Takanashi and Izumi in 2007 had a research of how the OTOP was operated in rural place of Thailand, their research has more detailed on how the OTOP effected on rural family income. The second type is research about the influencing factor of OTOP. For example, Suekham(2004) 、Chetsada Noknoi、Wannaporn Boripunt、Sunchai Lungtae(2012), talked about the influencing factor of Five-star judgment standard in Thailand by researching of market, management, products development, policy supporting, financial management and so on. Nirunkiat Livkunupakan in 2007 by research of 5 provinces in southern Thailand, using the datas to analyze the similarity and difference of how OTOP effects on education, market selling and company operation. And the last type is by field research of the local farmers, to take a look at the developing stage and effects of OTOP. For

example, Kusuma Panyee is the pioneer in research of this area, he has analyzed the relationship between the sellers and the farmers in rural area, studied the distribution of interests in different stage of selling, and then gave the research of the income of local farmers.

By sort out this literature, I found that there are many research about OTOP in both China and Thailand, but all of them are in the research processing. As to China, there has no measureable and comprehensive research and conclusion on OTOP yet. And this is the innovation of this article by compare and analyzes the market and supporting policy of the two countries.

3. Comprehensive Analysis of OTOP in China and Thailand

3.1 Compare on developing characteristics of OTOP in China and Thailand

In developing OTOP, both China and Thailand has made fully use of local nature resource and human resource to crate more valuable products and service. But they have different goal, and factors affect their goal, like the economy development level, the implementation of national policies and support, different local resource. In China, the goal of OTOP is to develop rural economy and increase income of the farmers, while in Thailand; the goal of OTOP is to take part in the country's economy.

Table 3.1 Compare on characteristics of OTOP in China and Thailand

	China “One Tambon One Product”	Thailand “One Tambon One Product”
Basic goal	To increase the farmer's income	To promote the local economy
Sponsor	Central government	Central government and (“One Tambon One Product” the national executive committee
Financial support	Agriculture bank of China; Rural Credit Cooperation; Financial Subsidies of government	BAAC, Miyazawa
Marketing Management	Network marketing; trade show	Special OTOP store; Network marketing; champion product and quality competition; export expansion; Airport; trade rally; trade show

Participation conditions	Approve and record by Agriculture cooperation	Register by CDD of ministry of the interior
Policy supporting	Professional skill training; Concept popularization; management	Management; classification; package; marketing;; guarantee of quality

From the table we can see, the central government got important role in developing the OTOP in both China and Thailand, took all the strength to develop OTOP, and has professional department to manage and examine. While in Thailand, except for the low-interest loans from governmental bank and financial subsidies, they can also cooperate with BAAC to get a new loan project named syndicated loan, let more participant of OTOP obtain benefit. We can see the difference of OTOP in China and Thailand clearly by the marketing. Thailand pay much attention to the OTOP, there are all sorts of competition of products, the prize of champion can be get professional skill training abroad or get more attention to his own products and so on, this can fully arouse their enthusiasm. The Thailand government also made the standard of quality and safety, products up to the five-star standard can be export to the whole world. And they also run out of mind on building brand, to make sure the unified of profession and safety of their products. In China, many places have the trade show of local products, but they have no brand that got unified quality certificate, the quality and service are not steady.

In general, the OTOP in Thailand not only got better effects, but also has innovation on products and project. The central government makes unified quality and safety standard from agriculture to handcraft industry. While in China, although they are make fully use of their resource, but there has no management system to guarantee the quality, and no unified brand, the project is isolated in many places, so they can get less public trust, and the propaganda work is also weaker than Thailand.

3.2 The inspiration of Thailand “One Tambon One Product” to China

Firstly the government should be more supportive to promote developing of the OTOP. Do more propaganda work to let more farmers to know and participate. Secondly the leading team should be active in organization and management of the participants, carry out more supportive policy, for example, reducing or remitting taxes; encouraging the local company to be stronger; pay more attention to minority area; and solve the financial and technique problems in developing OTOP, then farmers can also show their products on platform like trade show. The most important is to build a unified brand and professional quality testing system, because only well-known brand can increase the product influence of OTOP. Finally, a nationwide

network of OTOP can be build, just like Thailand, so the market can be expanding, the product information can be showed, and it can also avoid the repetitive products.

4. CONCLUSIONS

No matter for Thailand, which has mature development of OTOP, or for China, which still in the processing of developing OTOP, both should make fully use of its local human resource, nature resource and culture resource, to crate more OTOP products. Although they're many difference of developing OTOP in China and Thailand, but it is the important economy concept from both governments, should learn from each other and complement each other. What China can learn from Thailand is, to build the brand, to expand overseas market, to crate more selling methods except network, and to build diversity management system. For Thailand, what they should do is keeping the good quality of OTOP products, expand oversea market, and also crate more marketing channel. However, when evaluate the results of OTOP, both China and Thailand should not take the economy data as the only standards, it need to take comprehensive consideration of product value, degree of participation, attitude of consumers and other social factors, thus to optimize the OTOP market and Increase the competitiveness.

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Research on the Development of E-commerce in Thailand

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Abstract

In recent years, the Ministry of information technology and communications of Thailand has been regarding "Striving for making the citizen more universally and fairly use communication information services" as the main task. With the development of information technology and the popularization of the Internet, e-commerce develops rapidly as a new online trading model. Therefore, the trend of the global information technology, the development of domestic information technology and the popularization of the network make e-commerce in Thailand develop rapidly. Today, the way of shopping in Thailand is gradually changing, online shopping (including shopping behavior on social networks such as Facebook and Instagram) has become part of the people's shopping culture in Thailand. Based on the market conditions, this paper conducts classification survey on all kinds of data of Thailand e-commerce B2C, B2B, B2G, analyzes the present situation and the existing problems of the development of e-commerce industry in Thailand, and puts forward the important development trend of e-commerce in Thailand in the future.

Key words: Thailand; Electronic commerce; Present situation; Development trend

Introduction

With the development of information technology and the popularity of the Internet, coupled with the popularity of smart phones, Thai people are more likely to access the Internet, which makes Internet users in Thailand grow gradually. Electronic Commerce has increasingly enter into the Thai people's lives. At present, Thailand e-commerce can be divided into two types: Firstly, entering online transactions through professional E-commerce platform, such as Lazada, Weloveshopping, Kaidee, Tarad and other large well-known E-commerce platform; secondly, entering online transactions through social network trading platform, such as Facebook, Instagram, social networking APP and other social networking platforms. However, people have been quite familiar with this channel since the social platform first appeared in Thailand. Thus promoting their products through the channel is also quite easy and simple, which is also a free trading platform. As a result, Thailand's e-commerce mainly focused on social platforms, rather than professional E-commerce platform.

1. E-commerce market conditions in Thailand

According to Thailand e-commerce market development report issued by Thailand ETDA, e-commerce market scale has reached 2.24514700 trillion bahts in 2015, in which the B2B market volume reached 1.3 trillion bahts, accounting for 59.45% of the e-commerce market. In addition, the agency is quite optimistic about this year's e-commerce market's expected scale, claiming that the total quantity will reach 2.5 trillion bahts, with an increase up to 12.42%, accounting for 40.08% of the country's goods and services.

At present, the assessment of overall scale of Thailand's E-commerce comes from a statistical survey conducted by ETDA. The survey collected a total of 527.324 thousand Thailand's electric business practitioner information, covering 8 industries, such as manufacturing, retail and wholesale, logistics and transport, accommodation services, media and communications, insurance, arts and entertainment and other service industries. Some small and medium enterprises are also involved.

The E-commerce development secretary Sulan Kana said, Thailand E-commerce market's better growth mainly lies in 3 aspects of support: Firstly, communication technology is continuously developing and the popularity rate of smart mobile phone is increasing; secondly, the government policy support efforts increase; finally, the financial business changes quickly, such as the use of officially promoted Thailand PromptPay, electronic credit card, the tax and electronic office system etc..

The survey results show that Thailand e-commerce market scale reached 22451.47 bahts in 2015, in which B2B market scale reached 13348.9 billion bahts, accounting for 59.45%; B2C market size reached 5099.9800 billion bahts, accounting for 22.72%; B2G market scale accounts for 17.83%, with a total of 4003.39 billion bahts.

In 2016, according to Bain & Company research, over 11 million Thai people have had online shopping experience, which is expected to grow exponentially in the next 3-5 years. "Strong demand for shopping", "attractiveness in price and quality", "easy and simple", "smooth logistics" and "flexible and diverse payment system" will be the driving force for growth. Moreover, more than half of the online shopping behavior in Thailand is completed by the mobile device, part of which is finished by the use of 4G data.

The following is the major event in Thailand E-commerce market in 2016

In January, the international logistics DHL opened Thailand's domestic express business

In February, Lotte announced the sale of all the shares of Thailand E-commerce Tarad

In March, linepay cooperated with offline trading platform Rabbit to form Rabbitlinepay integrating online and offline payment in Thailand. Thailand intends to use the "anyID" function to establish a national electronic payment system.

In April, Baidu wallet opened overseas payment business in Thailand. Zalora sells Vietnam and Thailand business to Thailand central group. Ali Group spent \$1 billion to acquire Lazada.

In May, the Thailand central bank warned: We-Chat payment business has not been authorized in Thailand. LINE launched O2O external delivery service LINE-MAN in Bangkok of Thailand.

In June, ant financial service planned to purchase 20% shares of Thailand payment company AscendMoney. Facebook test social networking payment functions in Thailand. Ensogo announced the closure of Southeast Asia E-commerce market.

In July, Thailand version of Tmall Wemall domain name was formally launched. In mid July, Thailand government fully implemented the electronic payment system PromptPay. South Korean electricity supplier 11street launched its Thai version platform and mobile App and entered into the Thailand market. Facebook first opened FacebookShop electronic business platform.

It is not difficult to see that, different powers march towards Thailand's E-commerce market, which is booming. Facebook's attempt in Thailand once again demonstrated a powerful social networking E-commerce opportunity in Thailand. With the introduction of the national payment system in Thailand, it will further stimulate the E-commerce activities in Thailand.

2. Classification of different categories for e-commerce industry in Thailand

At present, there are three major models for Thailand e-commerce industry, including B2C (transactions between enterprises and individuals), B2B (transactions between enterprises and enterprises) and B2G (transaction between enterprises and the government). The following part tries to learn the general situation of the development of e-commerce industry from different aspects.

2.1. Classifying according to the type of economic activities. As of 2013, Thailand e-commerce economic activities mainly adopt B2C model, accounting for 79.7%; which is followed by B2B, accounting for 19.3%; and B2G accounts for 1% (excluding government electronic auction).

2.2. Classifying according to the category of sales. The most popular item includes related online booking and services related to travel, hotel and other services, accounting for 24%; followed by clothing, jewelry and other ornaments, accounting for 23.3%; computer and related electronic equipment accounts for 19.2%, service industry accounts for 7%; printing and office industry supplies account for 4.9%; machinery and related products account for 4.1%; the other categories' goods account for 17.5%.

2.3. Classifying according to the number of direct employees. The major small e-commerce enterprises (namely 1-5 people direct employees) account for about 66.8%;

followed by medium-sized e-commerce enterprises (namely 6 - 50 people direct employees) that account for 26.6%; finally, the large e-commerce enterprises (namely over 50 direct employees) account for 6.6%.

2.4. Classifying according to the online and offline sales model. Around 61.9% of the E-commerce suppliers have both network sales and store sales; about 37.2% of the E-commerce suppliers only have online sales; 0.9% of the E-commerce suppliers combine the online sales with other sales (such as direct sales, consignment and other channels of retailing).

3. Problems existed in the development of e-commerce in Thailand

At present, there are still many problems in the development of e-commerce in Thailand, in which the major problems are:

3.1. It's susceptible to external factors. For example, affected by the global financial crisis in 2009, Thailand B2C model sales fell by 27.6%, causing that CAGR of e-commerce sales from 2009 to 2015 was only 7.2%, and the market scale accounted for only 0.8% of the global market.

3.2. The industry model structure is irrational. For example, online transaction volume of the most popular B2C trading model in 2015 was just 1 /6 against the E-commerce supplier market turnover, B2G model turnover still accounted for the most part.

3.3. E-commerce business tax issues. Rare people pay taxes even if Thailand's E-commerce industry develops rapidly. Therefore, the government intends to formally standardize tax regulations from 2015. Moreover, E-commerce associations strengthen the knowledge publicity and communication with operation providers, thus forming promoting mechanism for E-commerce practitioners to pay taxes.

3.4. Lack payment platforms with security guarantee. At present, Thailand still lacks payment platforms that can guarantee consumers' online banking transaction security, which greatly hinders the development of e-commerce in Thailand. China Alipay's perfect payment security system demonstrates that, it's imperative to gradually establish a reliable and secure e-commerce platform in Thailand.

4. Future development trend of e-commerce in Thailand

The year of 2014 is the hallmark year for Thailand e-commerce's leaping development. E-commerce has increasingly become the main way for consumers to have transactions with the rapid development of online sales and payment systems.

4.1. Mobile internet. Mobile Internet will become the major trend of e-commerce development in Thailand in the future. At present, an increasing number of 4G internet and other mobile phone users have joined the mobile internet. The collocation transaction security improvement for 4G service users will increase the online trading activity, so that the scale of

e-commerce sales will rise sharply. As a result, mobile Internet users will have increased demands for e-commerce in Thailand's future e-commerce development.

4.2. E-commerce internationalization is intensifying obviously. Nowadays, E-commerce in Southeast Asia and other countries of the world is extending to all over the globe, for example, Qutian shopping (China) sells goods to Singapore, Malaysia and Indonesia through the internet, which is expected to soon arrive in Thailand; Alibaba also came into contact with Southeast Asian countries, which will also soon enter Thailand; Thailand's duty-free group King Power officially entered China's market through the cross-border E-commerce, which all display that E-commerce is gradually moving towards the globe.

4.3. Personalized promotion and marketing. Different enterprises may have different situations and problems, thus their marketing strategies shall also be different. The internet marketing has been gradually put in focus and began to develop rapidly, selecting a personalized promotion methods will become a priority of internet marketing. After all, targeted promoting strategy can be a good way for companies' marketing.

5. Research methods

This paper mainly adopts literature research method. History, present situation and national policy related data on Thailand's e-commerce are mass collected for comprehensively and correctly understanding the relevant issues and carrying out qualitative analysis. This paper has a comprehensive macro understanding of Thailand's e-commerce, puts forward problems and searches for solutions and suggestions.

Summary

Compared with other countries in Southeast Asia, the Thailand's E-commerce market has the particularly obvious advantage, displaying by leading operator number, marketing methods and consumer behavior preferences. Meanwhile, there are many favorable promoting factors in Thailand's E-commerce market, such as the the digital economy strategy implemented by government, which focuses on the development of infrastructure and the law amendment etc.. In the meantime, the rapid development of mobile communication market also promotes the development of the E-commerce market.

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A study on the basic theory of power enterprise in its internal control of logistics storage

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Abstract

Storage, as one of core link of logistics, its types including warehousing storage in areas of production and supply as well as distribution center, free warehouse, Logistics warehouse and virtual warehouse which are play an important role in the whole logistics system. The software part of logistics internal control and managing system includes goods receiving, network management, order picking, platform management, replenishment management, operation in warehouse, cross docking, cycle counting, specification management etc and this part support the operation in this system. The hardware part of logistics internal control and managing system includes use automatic identification technology and wireless transmission technology to improve the accuracy of the data and speed of transfer. According to different types of enterprise, enterprises tend to integrate a set of management concept and flow that suitable for enterprise development so as to provide reliable and efficient logistics insurance for itself.

Keywords: Storage; Logistics; Plan; Design

Part 1 Interpretation

Connotation of Modern Logistics (totally divided in to five major categories): logistics activity, storage activity, storage purpose, storage condition and storage method.

1.1 Connotation of internal control

Logistics activity: Storage is one of activities of logistics activity, or in other words, logistics activity actually is an essential attribute of storage. Storage is neither production not transaction but one of logistics between production and transaction service. These relationships illustrate storage is just one of activities of logistics, and there are other activities of logistics, storage should exists in the whole logistics system, interacts and cooperate with other logistics activities. This point may totally different form the past “store management”.

Storage activities: Basic functions of storage including access to library, inventory, sorting, packaging, distribution and information processing of goods these six aspects, among which, entry and out storage and inventory management of goods as a the most basic point of storage, also is a basic function of traditional storage. Compare to the traditional storage system, the modern one has made an progress in the quality and means of management. As to sorting and packaging, they existed in the past but now only more general, deeply, meticulous even have mixed together with entry and out, inventory management and joint in the basic function of modern storage. Under the condition of modern economy, “distribution” was far from the original way but as a natural extension of storage, is a basic need for storehouse develop to distribution center and if the distribution disappear, storage naturally become a isolated storehouse. And information processing, is one of content of storage activities, has already became a common phenomenon in modern economic activities. If distribution separate form information processing not can it treat as the modern storage.

Purpose of storage: one of purposes of storage is to provide the need for upstream and downstream of supply chain which it could be a producer or may be a shop keeper even the internal demand. On the other hand, purpose of storage is to

establish the orientation of storage's role and service according to the whole need of supply chain.

Condition of storage: In the process of storage, some goods need to store in specific environment but it need the support of modern science and technology. Lacking of the modern science and equipment and information processing technology, modern storage could not exist in the world.

Methods of storage: Method and level of storage mainly reflect on the aspects of effective plan, implementation and command which as a basic connotation of modern management. A scientific, reasonable, meticulous storage can not work out without the effective plan, implementation and command.

Part 2 Background

2.1 Macro Background

Since the reform of national power system, China has set up two large power grids, are respectively the Power Grid Corp and China Southern Power Grid Corp. China has also established five power generation groups including Huadian, Huaneng, China Light and Power Company, State Power Crop, Datang. State Grid New Spring Holdings Limited is a wholly owned subsidiary of Power Grid Corp and units which mainly as a professional large company to engage in core business of pumping storage energy, responsible for the developing the construction and management of the national Power Grid Corp toward all pumped storage power station in the region.

New Spring Holdings Limited company's Construction and scale in the deployment and management of pumped storage power station continued to strengthen and has made outstanding contribution to the safety and stability of the power grid and economic operation since it registered on March, 2005. What's more, its supporting role on the construction of grid company intelligence constantly strengthen.

At present, Headquarter of the company is set up in Beijing, administer 42 sections, spread over 14 provinces, its total number of staff members reach 5600, has

already put conventional hydro-power capacity in to operation more than 4 million kilowatts, normal water and electricity under construction more than 23 thousand kilowatts, normal water and electricity has been delivered over 300 million kilowatts. Now, the company has been initially formed healthy pattern on the basic of sustainable development which to ensure the process of company power grid construction and efficient productive operation, put programming operation mixed with technology in information construction as a whole, use advanced information technology to drive professional ability improve constantly. The company establish the network of “The internet of things and connected intelligence”, achieve highly agreement and put together with information stream, material flow and job stream and “Content union in the whole chain, control in whole producing process, sharing with all information”. Building a logistics storage internal control system of New Spring Holdings has advantage in saving cost, improving efficiency of management, promoting emergency reaction ability of power station.

2.2 problems of company

Every item of unit logistics storage management in internal system has not established and paid a high cost in it with low management efficiency whatever in project under construction or has been put in to production.

At present, as a result of the initially established storage of various project unit, backward construction of infrastructure, a shortage of professional without systematic training, materials and information of each subsidiary of group company do not establish a kind of completed, united and shared data base and a efficient logistics storage management. Power producing requires many procedures including spare part, emergency supplies, producer goods, storing of the large materials and equipment, allocation, transportation, usage, depot which lead to low management efficiency, high cost of logistics storage. The major performances as the following aspects:

1. There is no identifiable code for goods, general condition for efficient computer management system, low service efficiency of basic information material management.

2. In-stock, inventory, allocation, delivery of cargo from storage also adopt the traditional ledger management without implement electronic information management.

3. Parts inventory system also use traditional inventory methods such as types of material, quantity, expiration date, quality test management even employ the way of check the parameter without establishing a system basic on network automation and automatic alarm.

4. Each grassroots units purchase warehouse material stores on the basic of the need of its daily power production, maintenance of equipment, overhaul. On account of the absence of establishing the unified query system of company that cause the low usage rate. As to the aspect of emergency supplied management, the company do not build the shared information system and the delay of usage and allocation of power generation emergency supplied management even influence the safety of power producing.

2.3 Ways of solving problems

Firstly, the company should establish a identified code system and code for the In-stock with classification. Secondly, they should establish a automatic inventory management system through using the established information identified system, complete In-stock, inventory, allocation, delivery, checking, expiration date, quality test operation procedure and generate automatic the go-down entry, transfer slip, outbound delivery order, quality inquiry. Thirdly, they should build the automatic query of supplies, alarm system because of the character of power producing company, difference form other industries of store's types and quantity. The traits of power company divide in to two types which are special materials and common materials, some are need routine maintenance and build a automatic checking system could be better to grasp the condition of store. Fourthly, they should build a virtual and regional central warehouse and purchase common materials unified such as official business, labor protection, maintenance of equipment, decide the plan of purchase and manufacturer, deliver a plan to the need of grass-roots projects, apply to virtual warehouse and slow down the store inventory. They should build a regional

center store in northeast, north, east of China, reserve equipment overhaul, technical promotion, emergency supplies, transfer it when company want, that measure not only slow down the store but also make allocation timely when they need come true. Finally, they should build a internet storage information system in company and make the material information share come true, take advantage of the regional central warehouse and virtual store, improve the usage efficiency of materials of warehouse and provide means for company supervision.

Data collection: the writer make use of China National Knowledge Infrastructure (CNKI) and official of New Spring Capital Limited and stock construction of state grid's system, accumulate the initial value, find the information of domestic and foreign advanced and leading logistics storage management , choose the storage management technology , idea, procedure, model and internet application etc, achieve the function of storage management system of this company.

On-the --spot investigation: the writer choose survey of productive power station and power station under construction of New Spring Capital Limited thorough the interview and spot investigation and the integrated study of various aspects of operation system, gain the first hand information provided of manager, complete the whole study of management system.

Contrasting analysis on industry: through the contrasting and analyzing of storage management system of power company, the writer find that advantages and disadvantages of power industry. By contrasting and analyzing the logistic company and hardware of storage management in other industry, information system, data \dealing system and so on, the writer study and take example by the advanced idea and method of information dealing to summarize reasonable suggestions account of the actual situation of company.

Part 3 Summary

Nowadays, logistics industry has developed rapidly and new technologies and new ideas has been applied in logistics industry. But power producing company also overcome the problem of improving the quality and efficiency and the promotion of management, need to build a efficient storage internal system and make the logistics

storage comprehensive and use the information management to create a favorable economic and social benefit.

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Research on Marketing Strategy of Shangri - la Tourism

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Abstract

In recent years, tourism as a strategic pillar industry of the national economy, in the adjustment of structure, stable growth, promote consumption and so play an increasingly important role. With the development of China's economy and society, tourism as a comprehensive industry in the economic and social development play a more extensive role in the impact of the times to give the tourism industry has also increased. For Yunnan Province, tourism is particularly a pillar industry, the vigorous development of tourism is very favourable to promote the social and economic development in Yunnan Province. Therefore, the study of Shangri-La tourism marketing strategy is very meaningful. Especially for a long time, most of the tourism project development scale is small, low-grade, repetitive construction, lack of planning, layout messy, seriously restricting the development of tourism destination. The market obviously needs a marketing strategy that is in line with the needs of the government to improve the investment environment, enhance the image of the city and develop the tourism industry, and meet the needs of the tourism supply after the tourism consumption upgrade. Therefore, in-depth study and analysis of Shangri-La's tourism status and marketing strategy are of great significance. Based on these preconditions and conditions, I will be selected in the topic of Shangri-La marketing strategy research. At present, the single tourism marketing model is difficult to meet the future development and promotion of Shangri-La tourism. Through the study of Shangri-La's marketing strategy, this paper finds out its shortcomings and puts forward the improvement plan, perfect and optimise the existing marketing strategy. Thus promoting the rapid development of Shangri-La tourism in the future.

Keywords: Shangri-La, Sustainable development, Tourism, Marketing strategy

1. Related theoretical basis and research methods

1.1 Research methods. In this paper, a variety of research methods is applied in the research of Shangri-La tourism marketing strategy, including: (1) data collection method: in the Chinese knowledge network and the Baidu literature, the local government open network and other sites, books and magazines as the most important source of receipts, from the beginning to prepare the writing to continue to read the contents of the relevant materials, from the history of the vertical Angle and geographical angle of the various aspects of the study, research, comparison, the use of historical research has been related to the study and seek a comprehensive understanding of the object, re-examine, to facilitate their own research methods. (2) field investigation method: choose Shangri-La (Zhongdian City, Deqin County, Weixi County, etc.) as the object of investigation, through the site observation method to investigate. Personally involved in the local tour group to study the local tour guide, and the local tourism bureau and other departments to visit, get first-hand information, improve the entire research system. (3) Questionnaire survey: This paper chooses the questionnaire survey method to investigate Shangri-La tourists, so as to understand the current problems in the development of Shangri-La tourism resources from the perspective of consumers. Questionnaires spread through the network platform, invited to have the experience of Shangri-La tourism tourists to fill out, and then through the statistics obtained questionnaire survey results.

1.2 Overview of the theories. (1) tourism marketing theory: tourism marketing refers to the tourism products or tourism services manufacturers to identify tourists on the basis of demand, by determining the target market can provide and design appropriate tourism products, services and projects to meet these Market demand process Tourism brand integration marketing is still the leading distribution of the tourism industry, the image of the spread of tourism to the current To achieve the quality of tourism products, the corresponding breakdown of the market demand, through the trend of tourism products The channel of the Focus, select the Focus Media, the Focus on the spread, And finally to achieve effective marketing market segments. Brand integrated marketing communication, is the brand as the carrier, a large number of tourism information compression, the formation of cohesion, and brand integration of all products, the formation of a unified image structure of the process. (2) circular economy theory: a circular economy theory is the American economist Boulding in the 20th century, 60 years put forward when the ecological economy. Bourdin was inspired by the launch of the spacecraft at that time to analyse the development of the Earth's economy. He believed that the spacecraft was an isolated and isolated system that would be consumed by the constant consumption of its own resources and that it would eventually be destroyed by the depletion of resources. The only way to extend life is to achieve the spacecraft within the cycle of resources, as little as possible to discharge waste. Similarly, the Earth's economic system is like a spacecraft. Although the Earth's resources system is much larger, the

Earth's life is much longer, but only to achieve the recycling of resources, recycling economy, the earth can survive.

2. Shangri-La background introduction

Shangri-La Tibetan meaning "the heart of the sun and the moon", is the Yunnan province Diqing Tibetan Autonomous Prefecture under the jurisdiction of the city and the capital is located in the northwest of Yunnan Province, the Qinghai-Tibet Plateau Hengduan mountain hinterland, Yunnan, Sichuan, Tibet three provinces border, World natural heritage "Sanjiang parallel" scenic location. Yunnan Province is the largest land area, the lowest density of one of the counties, the territory is rich in almost preserved the original natural and human resources. From 1992 to the formal opening of the tourism industry in 1994 to gradually start, and then to the original Zhongdian County in 2002 officially changed its name to Shangri-La County, solemnly hit the "Shangri-La" the world-class tourism and cultural brand, the county's tourism development Gradually mature. Shangri-La primitive ecology, snow-capped mountains, meadows, rivers and lakes staggered distribution, a variety of resource-intensive, Yunnan Province is one of the most important resource-rich areas. With the promotion of the brand, Diqing Shangri-La's tourism industry also showed a rapid development trend, this jump and "Shangri-La" cultural brand establishment and development process are extremely consistent. By 1998, Shangri-La tourism development accelerated, total tourism revenue compared to the previous year increased by 61%, reaching 17926.37 million yuan In particular, since the name of the county in 2002, Shangri-La County tourism has achieved rapid growth. 2015, the county received the number of tourists in 2002 is 6 times the total income of tourism society is 20 times in 2002. At the same time, the province's total tourism revenue reached 328.18 billion yuan, ranking the first 17. Looking at the world, the importance of tourism is growing. The driving force of the tourism industry to the urban economy, the driving force of social employment, and the promotion of culture and the environment are becoming more and more obvious. China's tourism industry from the initial bud to today's thriving experienced more than 20 years into a relatively mature period. The level of tourism resources development, the level of consumption of consumers, the number of tourists than the tourism industry started to improve. For Yunnan Province, tourism is particularly a pillar industry. The vigorous development of tourism is very powerful to promote the social and economic development of Yunnan Province. With these years people for the improvement of tourism quality needs, the development of a perfect and have the characteristics of the line to become an inevitable choice. It is in this context, the mysterious and beautiful Shangri-La has become a tourist destination, but in the past due to the limitations of traffic, many people can't understand this piece of pure land. Today, with the gradual improvement of traffic and information more and more developed, Shangri-La tourism has entered an unprecedented rapid development period, but also accompanied by some problems, such as: structural distortions of tourism products,

effective supply; population quality and public participation the degree of travel is not high; travel a single tourist service reception facilities capacity and so on. I would like to take this thesis to study and analyze the development of Shangri-La tourism and cultural issues.

3. Shangri-La tourism development status and problems

3.1 Shangri-La tourism development status .Distribution from the source point of view, in 2002 Shangri-La County has just changed its name, the main distribution of tourists in Yunnan Province, Sichuan Province, Chongqing city tourists, mainly short-distance tourists. Shangri-La was the significantly less influential international influence, the proportion of overseas tourists less than 5%. In 2005, Shangri-La source distribution has undergone great changes, visitors from all over the country, all over the world. At the same time in the year 720,000 tourists, overseas tourists reached 86,000 people, the proportion of more than 10%. In 2012, Shangri-La tourists jumped to 7.57 million, nearly 660,000 overseas tourists, tourists and countries have become very wide, almost all of the countries and regions to travel to China. From the tourism resources point of view, Shangri-La has five 4A-level scenic spots, including Pudacuo National Park, Tiger Leaping Gorge, Songzanlin Temple, Blue Moon Valley Scenic Area and Bala Zongsong. At present, the tourism industry is one of the four pillar industries of Shangri-La.

3.2 Shangri-La tourism development problems

3.2.1 Infrastructure construction is backwards. Shangri-La's current way of travel is relatively simple, for most of the Shangri-La has been the development of the use of tourism resources is not enough. Especially for some plateau lakes and wetland ecosystems are still very backwards, not scientific, but also the lack of scientific connotations. Or Pudacuo National Park, for example, as a Shangri-La region a larger tourist area, the construction of its supporting facilities there are still large problems. For example, the current Diqing tourism tour is along the southern edge of Pudacao National Park, the mileage is longer, the road level for the two. However, in the Pudacao National Park, Lake Bita and the Lake are not able to form a loop between the periphery also lack the corresponding facilities, such as hotels, shops and restaurants and so on. And in some other core areas, there are some facilities that hinder the landscape. The lack of supporting facilities and the lack of new ideas for the planning and design of tourism projects, so that Shangri-La's tourism resources, although already developed more, but has been the development of tourism resources can't form a high effect.

3.2.2 Tourism season is obvious. Shangri-La tourism mainly to the natural scenery, with obvious seasonal, off-season and the number of tourists during the season significantly different. Only the sightseeing tour of the primary tourism is difficult to stimulate the consumption of tourists, the overall amount of tourists is not large, uneven distribution of time period, the season is obvious, leading to scenic spots, food and accommodation and other travel business services business costs, planning packaging culture and entertainment Theme activities can't continue to carry out the peak season reception service capacity can not meet the needs of the off-season when the industry management services personnel idle, loss and other prominent.

3.2.3 Low level of tourism supervision

The existing management system and the construction of modern tourism management requirements there are gaps, and international rules are not integrated. From the industry management point of view. Despite the establishment of the Tourism Development Committee, but in the actual work of the bull management bottleneck still, exists. The right is not unified, the responsibility is not clear still exist. Weak function and high demand contradictory, there is "small horse pull cart" phenomenon. From the industry regulatory capacity, the tourism market chaos occurred, the tourism industry management has not yet included in the legal system, institutionalised, scientific track. Tourism law enforcement agencies and team building are weak, the quality of law enforcement officers is not high. From the level of service industry point of view. Some tour guides lack the local history and culture and physical geography of the system knowledge, failed to provide visitors with high quality and efficient service.

4. Shangri-La tourism marketing the overall purpose and direction

In the Shangri-la tourism comprehensive development process, we must first clear a general direction, that is, what is the purpose of our development. Shangri-La because of the fragility of the environment and their own can't accommodate too much noisy and development, but a place for visitors to release the mind, but also heaven and earth where the intersection. This is the Shangri-La Luck and life is where it is the value of tourism. So no matter what method we use to carry out development, can not deviate from the general direction, on the contrary, we should be in the direction of the overall direction of tourism development and construction. Tourism marketing strategy is developed in order to better enhance the quality of tourism, improve tourism services, mining tourism potential, rather than simply to increase the number of tourists as a basis for reference. On this basis, we have to develop Shangri-La tourism must follow the harmony between man and nature, harmony between people. While retaining and inheriting Shangri-La has a culture and folk customs, more importantly, is to protect its non-renewable ecological environment. Shangri-La to

build a world-class tourist boutique destination, it must be from the ecological environment and the mind yearning to start two aspects.

4.1 Strengthen infrastructure construction. First, to solve the traffic problem, to the airport, bus station, railway station, scenic spots, tourist service centres, Dali tourism distribution centre as the benchmark network, to achieve visitors "zero distance transfer", and the Internet scheduled seamless. Planning self-driving, RV camps and other travel travel travel products. Explore outdoor walking, cycling and other dedicated roads. Built "by car, the remote also car" self-driving rental network, improve the state-owned car tour system, supply system, emergency rescue system, management support system. All the statewide tourism resources all in series. At the same time to strengthen the scenic facilities, infrastructure and landscape will be combined to meet the needs of the reception while maintaining the scenic environment is not destroyed.

4.2 Develop new tourism projects. The use of Shangri-La has the original ecology, national culture, religious characteristics of a feature, the establishment of a variety of ways to promote regional integration of resources, industry integration and the whole society to participate in the depth of participation. To achieve tourism and agriculture, forestry, water conservancy, sports, culture, health, industry, commerce and other related industries and industries in-depth integration of development. The introduction of winter tourism, folk tourism, food tourism, travel by car, expedition travel, adventure tourism, geological tourism, research tourism, low-level tourism and other emerging formats. Regularly carry out the national sports activities, intangible cultural heritage festival, the national song and dance festival. And promote the interactive development of tourism and financial services, information consultation, cultural and creative, film and television entertainment, exhibition and other modern service industry.

4.3 Comprehensive regulation of market regulation. Conscientiously implement the relevant laws and regulations of tourism, improve the tourism market governance mechanism, speed up the rule of law, according to law travel process. The establishment of the tourism market blacklist system, out of the tourism business does not meet the Shangri-La illegal business. Give full play to the role of tourism command and dispatch centre and tourism police detachment, the formation of a comprehensive management of tourism law enforcement mechanism. The establishment of a comprehensive list of tourism market supervision responsibilities, a clear local government, relevant departments, tourism enterprises and the public "four in one" joint responsibility. To carry out market order rectification, to promote tourism management system, tourism industry supervision, product price formation

mechanism construction and implementation. To carry out the tourism system "Shangri-La Award" to create work. The implementation of tourists uncivilised behaviour records, exposure system, advocate civilised tourism.

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A Simple Analysis on the Influence of FDI on the Foreign Trade of Myanmar

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Abstract

Since the reform and opening up in 2011, Myanmar has showed a good growth trend of FDI attracted; finally Myanmar has become a hot spot for investment in the Southeast Asia in recent years. However, with the steady growth of FDI, Myanmar's trade deficit is increasing year by year. This paper simply analyzes the influence of FDI on the foreign trade to Myanmar and puts forward relevant recommendations at the same time from the perspectives of FDI attracted by Myanmar and current situation of foreign trade.

Keywords: FDI; Foreign Trade; Influence

Introduction

Myanmar, a country in the Southeast Asia with the largest area of continent, has fertile land, undeveloped agricultural potential, abundant natural endowments and cheap labor, which have great advantages in attracting foreign investment. Since the reform and open up of THEIN SEIN Government in 2011, foreign investments are increasing gradually. FDI plays an important role in developing countries like Myanmar. As few situations of foreign trade deficit of Myanmar exist before the reform and opening up, balance of payments always goes into the red after the reform; in the open economy, FDI influence on the foreign trade of Myanmar becomes increasingly distinct. Therefore, this paper observes and researches the influence of foreign trade on Myanmar by taking FDI as starting point.

I. Current Situation and Characteristics of FDI Attracted by Myanmar

(I) Current Situation of FDI Attracted by Myanmar

In March 2011, THEIN SEIN Government was in power elected by people. Myanmar government pays attention to the development of domestic economy and positively expands the opening up and even takes efforts to improve the investment climate and attract foreign direct investments. On November 2, 2012, a *Foreign Investment Law* was promulgated and on January 31, 2013, a *Foreign Investment Rules* was issued as well, both of which have largely improved the preferential policies of foreign investment and broadened the restrictions on the fields of investment. The FDI attracted by Myanmar entered into a new stage from then on. Myanmar's economy has obtained improvement and development in more than five years from 2011 to 2016, which was closely related to the entry of foreign capital. According to the statistics of Directorate of Investment and Company Administration (DICA): total FDI attracted by Myanmar was USD 23.414 billion from 2011 to Jan.31, 2016 during the period of THEIN SEIN Government, among others, the annual amount of FDI attracted by Myanmar during this period are showed as follows:

Table 1 Statistics of Myanmar Attracting FDI as of 1988—Jan.31, 2016

Statistics of Myanmar Attracting FDI as of 1988—Jan.31, 2016							
Sectors	1988-2010	2011	2012	2013	2014	2015 - Jan. 31, 2016	Total (Million USD)
Gas and Oil	13815.375	247.697	309.2		3220.306	2049.2	19641.778
Electric Power	14529.742	4343.978	364.201	46.511	40.11	47	19371.542
Manufacturing Industry	1729.643	32.254	400.716	1826.98	1502.013	839.362	6330.968
Transportation and Communication	313.272	0.634		1190.232	1679.304	1598.881	4782.323
Mining Industry	2794.463	19.897	15.334	32.73	6.259	2.183	2870.866
Real Estate	1056.453			440.573	780.745	345	2622.771
Hotel and Toursim	1064.811		300	435.21	357.949	112.83	2270.8
Others	23.686		14.766	18.534	357.32	226.71	641.016
Fisheries and Animal Husbandry	324.358		5.6	96.016	26.861	2	454.835
Agriculture	173.101		9.65	20.269	39.666		242.686
Real Estate in the Industrial Park	193.113					10	203.113
Construction Industry	37.767						37.767
Total	36055.784	4644.46	1419.467	4107.055	8010.533	5233.166	59470.465

Note: Data Source: the author edits and prepares pursuant to YEARLY APPROVED AMOUNT OF FOREIGN INVESTMENT, a report issued by Directorate of Investment and Company Administration in February 2016. (see also in <http://dica.gov.mm.x-aas.net/>).

(II) Characteristics

1. Concentrated Foreign Investment

Concentrated investment countries: the FDI attracted by Myanmar was dominated by Singapore, Thailand and Great Britain from 1988 to 2001. But since 2002, China and South Korea's investment in Myanmar grew rapidly; as at January 31, 2016, China's cumulative investment in Myanmar has reached USD 15.436 billion, and China became the largest investment country in Myanmar, and South Korea's cumulative investment was USD 3.396 billion. In the attracted FDI in 1998-2010, foreign investment in Myanmar was mainly from China (including Hong Kong, Macao and Taiwan), Singapore, Thailand and South Korea and other countries, which accounted for 81.67% of the total amount of FDI attracted by Myanmar.

Concentrated investment industries: Myanmar's foreign direct investment was mainly distributed in the natural gas and oil, electricity, mining industry, manufacturing industry, hotels and tourism, real estate, animal husbandry and fisheries, transportation and communications industry, industrial park development, agriculture, construction and other industries (See Table 1).

2. Gradual Increase of FDI of Tourism, Manufacturing Industry and Transportation and Communication

After 2013, electricity, oil and natural gas industries declined in foreign direct investment in Myanmar to some extent, and the proportion of manufacturing, transportation and communications, hotels and tourism industries significant increased significantly (see Table 1).

Tourism: as of March 2011, Myanmar's new government has been committed to the development of tourism in order to solve the employment of labor and promote economic development, and set 7% annual growth rate as its goal. With the reform and opening up in Myanmar and the gradual abolition of Western sanctions, tourists traveled to Myanmar are increasing year by year. According to *The New Light of My-*

anmar, the number of people traveling to Myanmar was 816,000 million passengers in 2010, and 1.09 million passengers in 2012, 2 million passengers in 2013, 5 million passengers in 2015; it is predicted that there will be 7.5 million passengers by 2020.

Table 2 FDI attracted by Hotels and Tourism of Myanmar

FDI attracted by Hotels and Tourism of Myanmar from 1988 to January 31, 2016	
Fiscal Years	Approved Foreign Investment (Million USD)
1988-2002	1031.061
2003-2004	0
2004-2005	3.5
2005-2008	0
2008-2009	15
2009-2010	12.25
2010-2011	0
2011-2012	0
2012-2013	300
2013-2014	435.21
2014-2015	357.949
2015-2016.01.31	112.83
Total	2267.8

Note: Data Source: Directorate of Investment and Company Administration

Manufacturing Industry and Transportation and Communication: For decades, the military government dictatorship has cut Myanmar from the rest of the world, and by 2011, Myanmar opened its doors to the outside world. Myanmar is rich in cheap labor resources and coupled with the abundant natural resources, it began to adopt a series of preferential policies to attract foreign investment in recent years. Multinational companies from Europe, Japan and other major economies of the world have entered into Myanmar to establish production bases. Myanmar will soon become

the new center of manufacturing in Asia due to its young population and rich natural resources.

Myanmar is one of the countries with the lowest popularizing rate of mobile phones in the world. In order to further stimulate economic growth, the Myanmar government implemented the telecommunications reform since 2012, and in addition to selling cheap mobile phone SIM cards, the government also held an international tender to attract foreign enterprises to open TELE business in Myanmar for the first time. After careful screening, the OOREDOO Telecommunications Company from Qatar and TELENOR Telecommunications Company from Norway won the bid. Relevant experts believe that foreign investment entering into Myanmar's infrastructure industry is of great significance to the country's economic development.

II. Influence of FDI on the Foreign Trade of Myanmar

(I) Current Situation of the Development of the Foreign Trade of Myanmar

From 2003 to 2011, Myanmar's foreign trade was trade surplus as a whole with the cumulative amount of USD 18.17 billion. Since the beginning of fiscal year 2012, Myanmar's foreign trade began to show trade deficit. Despite a small surplus maintained in fiscal year 2012, there was a large trade deficit in the following fiscal years of 2013/2014/2015. Total trade of fiscal year 2013 amounted to USD 24.963 billion, of which the export was USD 11.204 billion and the import was USD 13.759 billion, and the trade deficit was USD 2.555 billion. The trade deficits in 2014 and 2015 were further expanded with trade deficits of USD 4.11 billion and USD 4.352 billion, respectively.

1. Goods Structure of Foreign Trade of Myanmar

Myanmar's economic structure is still dominated by the backward agriculture. As Myanmar is rich in natural resources, the primary industry takes a large proportion; and the weak domestic industrial base and technology cause secondary industry not sufficiently developed. Therefore, with respect to the exported merchandise categories, Myanmar's primary products are agricultural products, aquatic products, livestock products, minerals and energy products, which not only have low added value but also result in the sharp decline in domestic resources and resource depletion in Myanmar. At present, the source of foreign exchange earnings of Myanmar is from oil and gas, jade, mining, agricultural products and tourism and

other industries. However, with respect to the import of Myanmar, the imports of foreign-invested industry ranked in the first position, followed by industrial raw materials, and finally the daily necessities.

2. Flow Direction of Foreign Trade of Myanmar

For the main source countries of import and export trade in Myanmar, taking fiscal year 2015-2016 as example, the top five countries of import and export were China (USD 9.34 billion), Thailand (USD 4.162 billion), Singapore (USD 2.78 billion), India (USD 1.153 billion) and Japan (USD 767 million) (refer to Table 3). China is Myanmar's largest trading partner mainly due to geographical location. China and Myanmar are trading frequently, especially the value of trade is extremely high in the frontier of Yunnan and Myanmar. In recent years, the fields of investment between China and Myanmar have driven import and export trade. Thailand, ranking in the second place, is a significant partner both in economic relations and political relations. Thailand has been Myanmar's largest exporting country since the beginning of the new century, and until 2010 Thailand has been Myanmar's largest bilateral trading partner.

Table 3 Statistics of Main Countries of Trade of Myanmar from 2015 to 2016 (January) (Unit: Million USD)

Countries	Export	Import	Total Amount
China	3779.215	5561.267	9340.482
Thailand	2537.063	1625.66	4162.723
Singapore	307.233	2473.028	2780.261
India	686.727	466.809	1153.536
Japan	114.01	653.64	767.65
Indonesia	122.489	500.768	623.257
Malaysia	131.682	459.533	591.215
Vietnam	41.13	227.721	268.851
South Korea	89.98	145.86	235.84

Philippines	5.3	17.778	23.078
Cambodia	0.002	0.688	0.69
Laos	0.395	0.1	0.495
Brunei	0.282	0.003	0.285

Note: Data Source: Myanmar Trade Board

3. Foreign Trade Policies of Myanmar

In 1988, Myanmar government had established to take market economic system as national economic system and objective of reform and adopted the opening-door policy. Furthermore, the government also issued the *Regulations on Import and Export Trade* (1991), *Law on Import and Export Goods* (1991), *Regulations on the Border Trade* (1991), and the *Enforcement Regulations of Import and Export Trade* (1992) etc., for the purpose of establishing a trade system taking market economy as center. In the meanwhile, Myanmar implemented the "Border Development Plan" to open border ports with Myanmar neighbors, such as China, Thailand, India, Bangladesh and other border crossings, and sign relevant border trade cooperation agreements to promote the development of foreign trade.

(II) Influence of FDI to the Foreign Trade of Myanmar

1. Positive Influence

(1) Upgrading of Industrial Structure

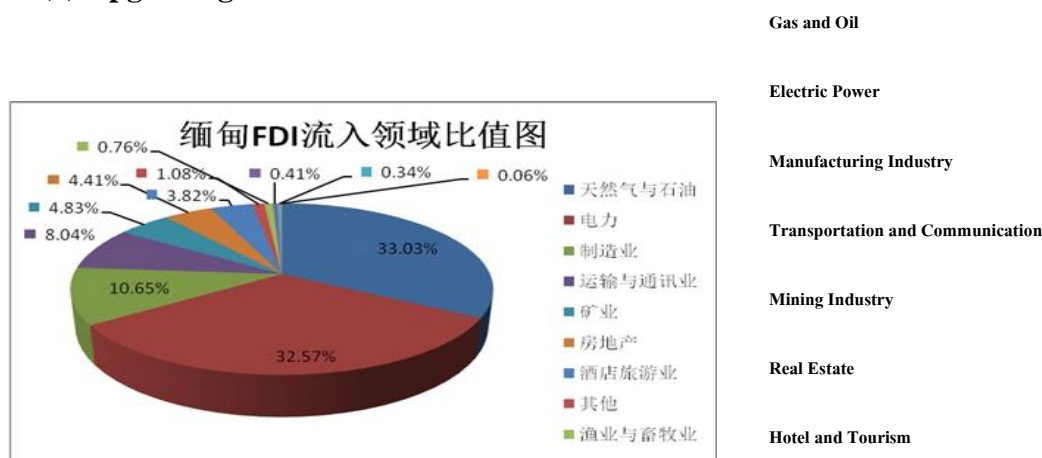


Figure of Ratio of Fields Myanmar' FDI Flowed into

Figure 1 Ratio of Fields Myanmar' FDI Flowed into from 1988 to 2016 (January)

According to the Asian Development Bank's data which shows the proportion of industrial structure in Myanmar's GDP in 2014, agriculture was 27.9%, industry was 34.4% and service industry was 37.7%. The three major industries accounted for GDP in 2011, the initial stages for reform and opening-up, were 32.5% of agriculture, 31.3% of industry and 36.2% of service industry. The agriculture in 2014 decreased 4.6% than that of 2011, and the industry and service industry increased 3.1% and 1.5%, respectively, which were closely related to the FDI attracted by Myanmar.

(2) Foreign Trade Scale Expanded with Intervention of Multinational Companies

After 2011, the inward FDI in Myanmar showed a steady growth trend in addition to a decline in 2012. According to Figure (2), it can be seen that Myanmar's FDI has the same trend with foreign trade. From the number of enterprises, more than 50% are clothing and footwear enterprises, other companies, including catering, plastics, wood and decoration business are more than 30%, the remaining 20% is the enterprises from the hotel, construction and gas and oil industry enterprises. Therefore, the inward FDI and the entry of multinational enterprises also eliminated trade barriers with foreign countries, so that the size of Myanmar's foreign trade and cooperation will be further expand.



Comparison of FDI and Total Volume of Trade of Myanmar from 2011 to 2015
FDI Attracting Annual Volume of Trade

Figure 2 Comparison of FDI and Total Amount of Trade from 2011 to 2015

(Unit: 0.1 Billion USD)

2. Negative Influence

(1) Impact Domestic SME

Myanmar is a country with a very low level of industrialization; with the gradual increase in foreign investment and the entry of foreign SME, the domestic market competitiveness gradually increased. The majority of domestic small and medium enterprises suffered great pressure in competition with foreign enterprises in terms of technology, products and capital etc., which made SME suffer difficulties in operation and further influenced the foreign trade of Myanmar.

(2) Influence the Export and Natural Environment of Host Country

The capital, technology, business management and other scarce resources brought by FDI attracted by Myanmar have formed the new productivity that is good for the reasonable allocation of resources of economy at home and abroad. However, the introduction of FDI will have adverse effects relatively. Since FDI is mainly concentrated in projects with high profits, short-term investments, high resource consumption and serious environmental pollution, such as natural gas and petroleum, mining, forestry, beverages, textiles and garments, which cause repeated introduction of these projects.

III. Countermeasures and Suggestions Using FDI to Promote the Development of Foreign Trade Development of Myanmar

(I) Encourage Investment in Three Main Industries and Protection of Domestic SME

As Myanmar's industrial level is very low, a large number of industrial products from daily necessities to large equipment and equipment are imported. Therefore, Myanmar government shall actively introduce FDI, the alternative trade, to Myanmar to produce to achieve self-sufficiency purposes. As a result of backward technology, the productivity was greatly reduced; therefore, the government should encourage investment in major industries to upgrade their technology, increase production and quality at the same time. The government should introduce the corresponding support policies and increase the cooperation between domestic and foreign enterprises.

(II) Guide Infrastructure Investment for Improving Trading Conditions

As infrastructure construction is obsolete and the industry is very backward in Myanmar, infrastructure constructions, such as transportation, energy, water and electricity, post and telecommunications, financial services, are weak and difficult to meet the needs of investors; also the development of trade and logistics has been influenced. Therefore, Myanmar should actively encourage infrastructure facilities and foreign investment to improve the investment environment and trade environment. In the meanwhile, the Myanmar government should actively seek cooperation with China's "One Belt and One Road" strategy of the project with the establishment of the Asian Infrastructure Investment Bank in 2015.

(III) Increase Technology Spillover Effect

It is necessary to guide the trend of FDI, improve the distribution of industries of foreign investment and encourage foreign enterprises to invest in the high-tech industrial fields. From the perspective of industrial structure of the trend of FDI, the Myanmar's foreign enterprises are mainly concentrated in the resource-development industry. The manufacturing industry in recent years had a larger growth, but it rarely involved in high-tech industries. It is necessary to give foreign investment enterprises with the required high-level technical and management personnel, and complete the introduction, digestion and innovation of high-tech and speed up the construction of domestic high technology industrial park.

(IV) Promote Environment Protection

The Myanmar government shall actively use FDI to promote environmental protection and the implementation of environmental protection projects: it is necessary to strengthen the comprehensive prevention and treatment of three industrial wastes of foreign enterprises and effectively control the emission of pollutants. However, it is required to improve and strengthen the use of foreign investment policy in energy saving and environment protection, restrict the foreign projects with low level, high consumption and high pollution in a strictly manner, and encourage to introduce the high-tech, suitable, energy-saving and cost-reducing technologies and equipment through FDI, such as solar power generation equipment.

Conclusions

With the reform and development of Myanmar, more and more foreign enterprises invest in Myanmar, which caused an investment boom and injected the impetus into the economic development of Myanmar. Although Myanmar has attracted FDI increasingly in recent years, it needs importing a large amount of basic equipment and various industrial products as its backward infrastructure and low industrial level. However, the trade deficits of Myanmar are expanding increasingly because of competition of product structure and the entry of foreign enterprises in recent years have increased the import of large industrial equipment and other reasons. Accordingly, the Myanmar government shall make the best use of FDI attracted positively and increase the technology spillover effect to strengthen the competitiveness of the domestic SMEs, and further optimize the industrial structure and increase the international competitiveness, so that the Myanmar's economy and foreign trade will be properly developed.

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A Study on the New Urbanization Construction Model in the District of resource Aggregation in Pingding ShanXi

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Abstract

The purpose of this paper is to study the economic structure, resource allocation, regional planning, public policy, cultural background and future development direction of Pingding, Yangquan City, Shanxi Province, with a view to summing up a set of new resources Basic Model of Urbanization Construction. And put Pingding into a resource-gathering area in Shanxi Province, the image of a new model of urbanization.

In the process of research, may involve the specific problem

1.For successful case analysis, a new type of urbanization construction in different parts of can be concluded that the success of the model, to reasonable analysis was carried out on the weights of the factors influencing the success, it is concluded that the regional economic, public Policy, the allocation of resources, cultural background factors such as the weight ratio;

2.Understand Pingding County's main agricultural projects, understand its production content, production data in recent years; understand the Pingding several major private enterprises, and understand the Pingding plans to attract investment projects; investigation Pingding ecological construction process;

3.Learn about Pingding's plan for industrial transformation and optimization of economic structure, and know which public policies are supported.

Keywords: New urbanization Regional Analysis Modular construction Resource allocation

INTRODUCTION

1.1 Definition of related concepts

The new urbanization is urbanization, which is based on urban and rural integration, urban and rural integration, urban and industrial interaction, conservation, ecological livability and harmonious development. It is a small town, a new type of rural coordinated development.

It is important to note that the new "urbanization" of the new urbanization lies in the realization of urban and rural infrastructure integration and equalization of public services without sacrificing the costs of agriculture and food, ecology and the environment, and the promotion of economic and social Development, to achieve common prosperity. New urbanization is not a simple increase in the proportion of urban population and scale expansion, but stressed that the industrial support, living environment, social security, lifestyle and other aspects from the "township" to "city" change, to achieve urban and rural planning and sustainable Development, and ultimately to achieve "people's indifferent development."

1.2 Necessity and Feasibility Analysis

1.2.1 Economic

Pingding in the past history of the role played by the public sense of the rural areas, the main income is the cultivation of mineral resources development. For such a low consumption and inefficient industrial structure, the state not only adjustment at the same time, but also hope that through the construction of new urbanization to adjust the industrial structure of Pingding.

Urbanization is a worldwide socioeconomic phenomenon. According to the explanation of most scholars, urbanization is a decentralized population, labor and non-agricultural economic activities continue to gather space and gradually transformed into urban economic factors, urban towns correspondingly grow into the main driving force of economic development process. The new benefits of the new towns, such as the comparative benefits, economies of scale, aggregation benefits and balanced benefits, provide economic impetus for the formation and development of

urban towns and even the development of the country. Now, countries need to be similar to Pingding, including many cities and towns economic recovery after the reorganization, the use of local economy and policy, social, cultural and other macro-factors to promote the local economic remodeling, and thus enhance the local economic strength (Figure 1-1).

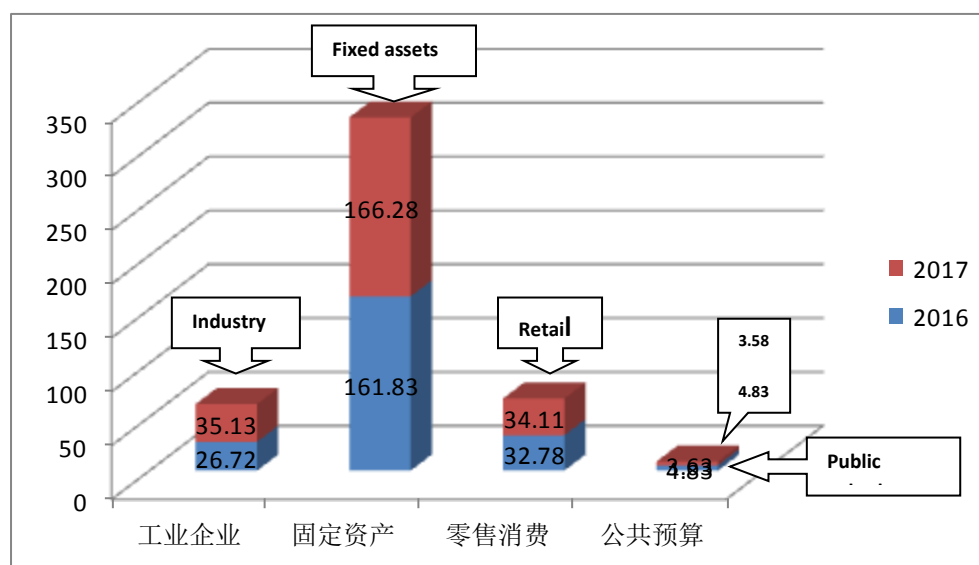


Figure 1-1 2016 - 2017 Pingding Economic Investment Trend

1.2.2 Political

Throughout China's national conditions, the CCP put forward a policy of development around the "scientific concept of development". Promote the new urbanization construction is to adhere to the scientific concept of development, to promote the transformation of economic development mode, to achieve industrial structure optimization and upgrading of the inevitable requirement, it seems that the promotion of new urbanization construction reflects the fundamental purpose of socialist social production.

The core of the new urbanization is people-oriented, the fundamental purpose is to continuously meet the people's growing material and cultural needs, improve people's living standards and quality of life.

In recent years, China's policy support for Pingding, the purpose is to Pingding's new urbanization construction to provide theoretical support, and in the actual construction process to provide help as much as possible.

1.2.3 Social

Pingding in the development process, completely experienced the social and livelihood problems of the test, education, health care, the gap between rich and poor, the environment and many other problems plagued the development of Pingding. The construction of new urbanization is not to stay in the construction of reinforced concrete, embodied in all aspects of people's lives.

Promote the construction of new urbanization, to attract more rural transfer population into the city to live and work, so that farmers and their families enjoy the same urban residents and basic public services (education, health care, pension, etc.). Promote the development of urban and rural integration, narrow the gap between urban and rural areas, so that all people share the fruits of economic development and achieve common prosperity.

1.2.4 Culture

As mentioned above, Pingding's cultural heritage is profound. But the cultural content included is mixed. Pingding, the new urbanization in the construction of cultural problems, is to remove the dregs of culture at the same time, carry forward the construction of a harmonious society in line with the excellent culture.

The process of cultural revitalization is an important indicator of the new urbanization. Urbanization has brought new opportunities for the prosperity and development of culture, and culture has provided new impetus for the development of urbanization. At present, culture has become an indispensable spiritual resource and production factor in the process of new urbanization. Historically neglected cultural resources, cultural industry and cultural capital are becoming the engine of pulling the process of urbanization

Makes Recommendations

2.1 Makes Recommendations

2.1.1 Science and technology

The main principles of the new urbanization of Pingding, which is people-oriented, is not at the expense of agricultural production for the cost of new urbanization development. Scientific and rational use of modern technology, is to complete the guarantee of this commitment.

The new urbanization construction of Pingding's resource gathering area should be controlled by modern information technology. From planting to harvesting, the agricultural production process should be controlled, and the crop production cycle should be strictly quantified, and the plants should be computerized and simulated. Temperature and other factors, like the factory as the production line, making the crop to reduce the dependence on natural conditions, so that not only can improve the quality of agricultural products, the output will be a great increase in terms of the number.

2.1.2 The Change of New Commodity Economic Model

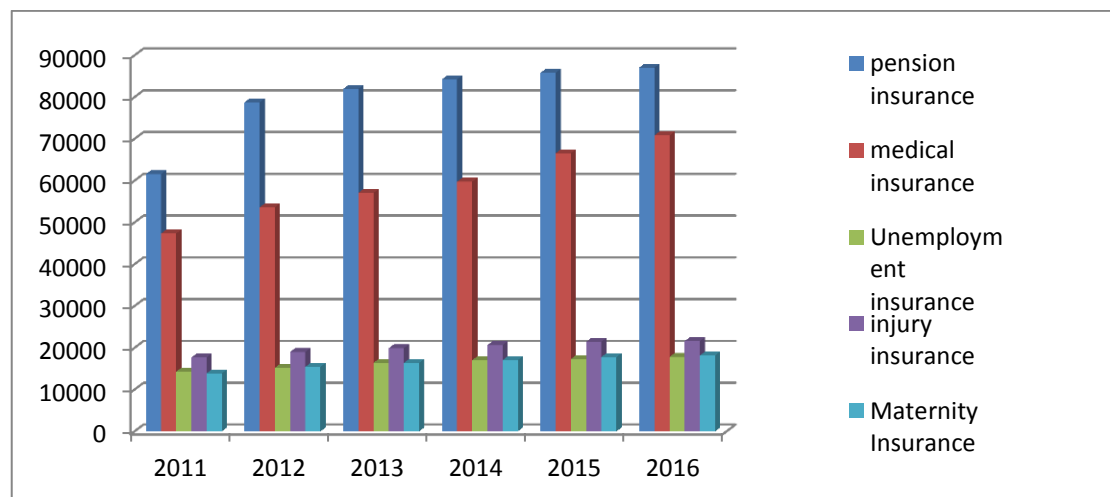


Figure 2-1 The number of social insurance insured in urban residents in recent six years

The lack of a unified management mechanism and different product quality standards, resulting in Pingding, the vicious competition between the villages and towns, is not conducive to win-win development.

The industrial chain to a reasonable division of the villages and towns to carry out modular production, making it a win-win industry groups.

2.13 To carry out rural reform

The new urbanization construction, its bearing meaning far more than the economic field, is not limited to meet the social needs of the productivity category, touched the structural changes in social relations. Therefore, the three major reforms, such as the new urbanization, the household registration system, the land system and the social security system, can not be bypassed because the three reforms are an interrelated and indivisible organic unity. It would be futile to reform or simply push one of the reforms to make a new urbanization effort.

2.1.4 Improve the comprehensive carrying capacity of cities

Improve the employment capacity of Pingding, the ability of disaster prevention and mitigation, and the level of infrastructure such as transportation, communication, sewage and waste disposal, water supply and drainage, and comprehensively enhance the production and living function of Pingding. It is a substantive project to be solved in Pingding.

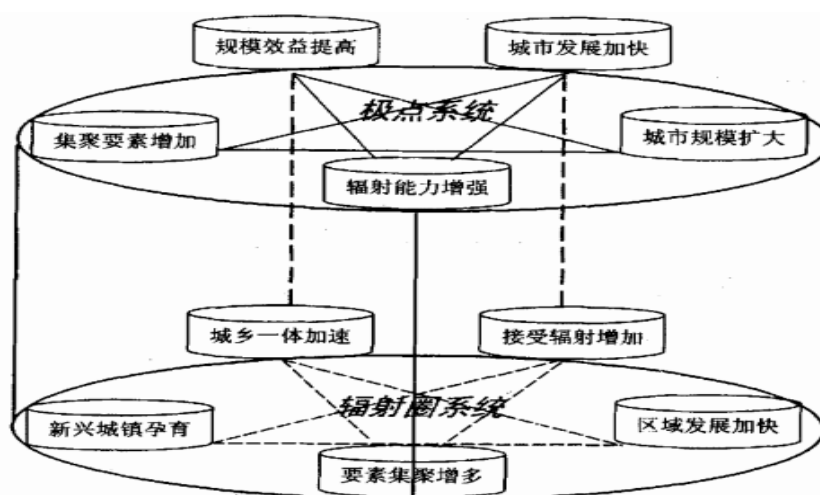


Figure 2-2 Growth and radiation

Improve the infrastructure and public facilities, a good living environment, is to promote urban economic development, improve the comprehensive carrying capacity, build a harmonious society an important foundation and conditions. In the infrastructure, in particular, to improve the transportation, hydropower,

communications, residential and education, science, literature, art, health, sports and other facilities.

2.1.5 Strengthen education and training to improve human capital

The new urbanization is not only the process of urban population expansion, but also the process of upgrading the quality of urban residents civilization, in the new urbanization construction of Pingding, which need for Yangquan to provide higher education resources for the region to train high-quality follow-up talent.

2.1.6 Improve the financing channels of urbanization

The core of the new urbanization is the urbanization of human beings. The essence is the gradual realization of the agricultural population. Agricultural transfer population in the process of urbanization, will produce a wide range of financial needs.

To this end, Pingding need to establish a new land financing model, make full use of the new urbanization process of land capitalization of the dividend, with this part of the funds to solve the farmers and return home college students entrepreneurship problems, infrastructure construction, Maintenance and other issues.

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PHYSICAL BOOKSTORE DEVELOPMENT STRATEGY AND CUSTOMER CONSUMER BEHAVIORAL ANALYSIS

A CASE STUDY OF TAIWAN ESLITE BOOKSTORE

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Abstract

Nowadays, retail sectors are undergoing a major transformation driven by digital, internet impact to retail marketing, and technology is changing the way people shop, as well as how retailers operate. A new model bookstore emerging since E-commerce effects our life everywhere, like kindle, and has a huge impact to traditional physical bookstore.

This paper purpose is finding the way to solve the problem how to improve survival environment of physical bookstore, and analysis strategy to competition with online bookstore. For the traditional bookstore, E-commerce based model is a key trend of future development trend. Therefore, my paper will analysis the causes of the current physical bookstore business difficulties, it's important exist, and a significant for people's life. At the first part of my paper I will introduce about physical bookstore and online store situation in market, such as customers reading behavior, advantage of traditional bookstore, reading experience effects customer behavior, how physical bookstore change strategy to development in future, for example (1) Change operation philosophy; (2)Diversification and modernization combination; (3)Provide customized service; (4)Policy support;(5)A case study about Eslite Bookstore (which is a bookstore from Taiwan); (6) Omni-channel marketing in bookstore business.

In this paper I will collect data compare retail bookstore and online store influence data in market; in the following chapters you will gain insight into my research. It based on consumer behavior and physiology analysis, and how traditional retail marketing model can be innovation, how to increase conversion rates on all your selling channels, the audiences and their motivation for purchasing. Recent years, many traditional retail bookstore struggling operate, even there many research about E-commerce model analysis, but almost of them research advantage of E-commerce, I will discuss from new perspective, more concern on retail bookstore internal problems

and potential threat in nowadays retail market, online bookstore can't replace physical store. In future, retail bookstore trend will back in main market.

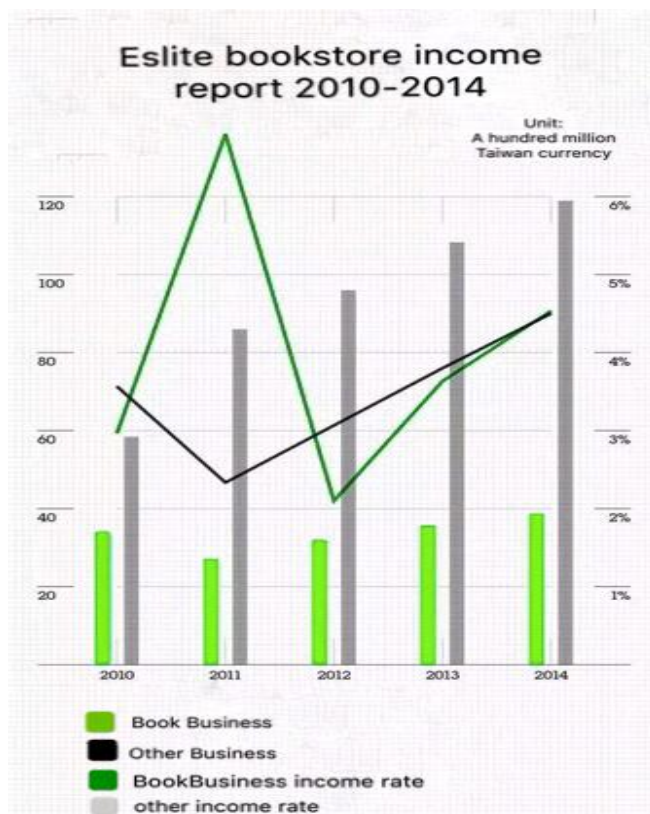
Key words: *physical bookstore; Omni-channel retail; customer behavior; E-commerce; innovation; management strategy.*

Introduction

When last wave of the E-book coming, online book store wave rise up, Amazon the biggest internet book shop in U.S, DangDang the biggest online book store and Kindle the biggest online reading website they makes a large number of physical bookstore lost living space. Some authorities said physical bookstore is almost dead in China, online store will replace retail bookstore. However, those online bookstore start transit to physical bookstore, since last year, Amazon opened the first physical bookstore in Seattle. This year, Amazon will speed more brick-and-mortar bookstore, Mathrani the present from Amazon marketing sectors, she said that Amazon will opening brick-and-mortar bookstore 300 to 400 in future (chan, 2016), from a interview people think bookstore is important its make a city with a culture and youth should never forget a physical bookstore. China major Dangdang onlie shop also planning to open physical bookstores, according to Chengdu Commercial Daily, Zhang Wei the assistant president of Dangdang (Jingwei, 2015) said that offline bookstore is not like e traditional bookstore anymore, but a cultural complex instead and it will come in the forms of supermarket-style bookstore, combination offline and online shop, completed customer culture experience, buying book not just a book sale process also a interest share with others. Online and offline sales will be fused together, in future physical bookstore development will focus on O2O model and Omni-channel model. Physical bookstore its not just a simple purchase, also a cultural atmosphere and experience (Aamoth, 2013), now bookstore become a place for leisure, learning, it shows development of diversity cultural experience.

Eslite bookstore is one of the largest retail bookstore chains in Taiwan, it established in 1989. At first Eslite just same as other bookstores, but then Eslite become an icon of a city, many tourism and culture promotion activity start look at Eslite. This place has become friends meet place, people who have passionate about literary they can meet here. Eslite store could be envy of any other bookstores in the world, because there are more visitors during the nighttime hours than many others throughout the daytime. When people come to Taipei they can stat here for a whole day (Ma, 2016), Eslite is separate to several part include restaurant, coffee shop, music appreciate, flower shop, mall and stationer which is Eslite corporate with famous painter or author, produce some artwork. A pluralism model is Eslite application in market, in other hand Omni-channel model is Eslite new sales way.

Figure1: Describe Eslite bookstore income from 2010-2014



According to Eslite Company economic report from 2010 to 2014 (figure 1), at first 10 years Eslite as same as other traditional bookstore, even loss for several years. Since 2010 Eslite transform to a multi model, they start not just only focus on "BOOK" instead of other business, such as Eslite restaurant, musician room, movie early screen, sense of design stationery and so on. In 2010, Taipei Eslite bookstore majority book income around 38 billion Taiwan currency (12 billion US dollar), other business income about 60 billion Taiwan currency (19 billion US dollar), bookstore market share 33.6%, other business (include stationery, music sectors) market share about 59.2%, restaurant business market share 7.2%. After that in 2013, book sale business only 28%, Eslite restaurant and self-brand become majority income. Eslite owns bookstore, galleries, cafes, restaurants, and other proprietary brand wine cellar. The proprietary brand personality characteristic conforms to the tide of nowadays consumers taste, build Eslite culture image. The management content layout, ideas, innovation, and follow Eslite idea "chain stores but not copy store" mode, Eslite has the effect of further promoting the whole industry chain development.

Omni-Channel model defined as a multichannel approach to sales that provide the customer with different shopping experience whether the customer is shopping online from a desktop or mobile device, by telephone or in retail store. They can buy things anytime, anywhere with same price and quality. GOOGLE defined it as ensuring retailer-marketing strategies are geared toward enabling customers to cover on any channel. Bookstore actually as culture consumption, is different from other material needs of a more diverse consumer demand. When you use mobile or PC check booklist online, and Eslite will have many activity at shop, provide a space to people who like same authors and same musician, they can join in.

Eslite strategy Analysis

1.1 Omni-channel marketing

Eslite bookstore through website and mobile app updates new books, give some preview and recommend book, use blog, Facebook create it own page update each day activities to bookstore member. Omni-channel becomes more about providing an experience, the editor from big commerce magazine (Wallace, 2016), she provide idea that customer experience is transcending any one medium and simply providing shoppers what they want, when they want. The majority customers begin to choose a boutique, which already fit their taste, (Chih-peng Chu, Wen chuang guo, Fu chuan, 2012) they can reduce time on search product, however, and price is not the only factor that can sway a consumer to purchase.

For this case study analysis, I will through six sectors analysis Eslite advantage in bookstore market, compare with Chinese other bookstore marketing way, and analysis strategy for traditional bookstore development. Strategy is divided into six parts, the product characteristic, target market selection, culture and creativity, competitive advantage. The core of Eslite bookstore are basic on culture, art, and create the atmosphere of the bookstore, these make it different with others.

1.2 Product Selection

Eslite bookstore crossover department stores and bookstores, when choosing books category, they are different with traditional bookstores, transit from monthly statement model into consignment model, more focus on discuss content promotion. When choosing products, food, clothes, music, they are cover all age's people. Moreover Eslite bookstore has own restaurant and wine cellar, so high quality customer's services are their core strategy. For customer group choosing, mainly for a healthy life, environmental protection concept is given priority to, choice of home appliance products, clothing are simple and good quality.

1.3 Experience Consumption

Customers are desire an experience, not just a low price. The shoppers now want a shopping experience than a price; almost retailers tend to think the value come from product they sell, but customers disagree (wittenstein, 2013) . The founder of story Miners Mike think most customers make purchase decisions based on the overall experience, not only on the cost and quality dimension, ease of use, convenient and a taste of store. Shoppers appreciate stores that remake the in-person buying experience, like use image, reviews, compare, when people shopping online they want to touch and get feeling about a product. (Morris, 2016)Hubspot website ecommerce marketing manage Susannah said that encourage customers review, like post on facebook , tumblr ,blog ,instagram, it possible gap people who want have interact with product. When Eslite start run a model different with others, they use special way, open 24 hours, people feel interesting and special things they want share with friends, let people know this shop not only open 24 hours bookstore, they are bookstore with wine, and musician.

Experience consumption is Focus on the fun, entertainment, feeling, and fantasies aspects of consumption, (Morries. B.Holorook&Elizabeth C.Hirschman, 1983) It's based on this paradigm, the prevailing information processing model is contrasted with an experiential view that focuses on the symbolic, hedonic, and esthetic nature of consumption, consumption is same important with customer decide behavior and more concentrate on consumption behavior that does not necessarily require purchase transaction.

1.4 Create A Recognizable Brand Image

Traditional physical bookstore may start open online store and close physical bookstore, they think that online store become a trend nowadays and rent cost rate more and more expensive. However, a physical bookstore make customers safety guarantee, some people refer to select it on online shop and pick it up at physical store if nearby they don't want wait for delivery. In fact, many of the most successful retailers are Omni-channel commerce businesses, meaning they have both online and brick-and-mortar stores. Elite bookstore now is an icon in Taipei, someone said when you go to Taipei and you don't go to Elite bookstore your travel experience is not complete. Since 2010, Elite bookstore start invite famous authors communicate with customers, people who interested in and some ideas they will go to. Then, authors, musicians, artist when they want open exhibit or meeting with fans they will contact Eslite. CEO of Eslite said this name come from Elite, witch means elite in all areas, they make an elite image and a high taste of culture. Eslite famous activity is weekend day, people can bring their second hand book in weekend day exchange with others. As Eslite (lin, 2016)ads said lover will expire, food will expire but acknowledge never expire, and you will benefit eternity.

Literature review

A professor from Xiamen University (jia, 2013) pointed out that the physical bookstore has a relatively national policies, public management bookstore do not need to consider shop rent cost because government will pay for land rent cost, but their sales market also affects by online bookstore, labor cost and operating cost rise up, e-book and online shop store changed people reading habits. At same time, physical bookstores without policy protect were suffered a greater impact (Grabar, 2012), some bookstores year after year loss, barely keep run bookstore business; many bookstores closed since online bookstore in the market. Furthermore, now physical bookstores gradually become online bookstore sample shop, people like go to physical bookstore to find their own books, record the bibliography name, author, and go to online bookstore to buy.

According to publishing research statistics, in China there were total of 1189 public bookstore, supply cooperatives stores total around 3200 shops (Fan, 2011)Individual retail bookstores are 108130 shops in 2009, then public bookstore reduced 16.34%, supply cooperatives shop reduced 3.57% and private physical bookstores reduced 48.88%. Now many cities in China are hard to find a bookstore. Since e-commerce giant Alibaba bookstore and Amazon kindle, young people like reading on mobile more than print book. Physical bookstore (Yuan, 2013)think that problems in physical bookstore market: (1) in the form of books, e-books affect the sales of paper books, paper books segmentation is key; (2) in the book retail market, network more convenient than physical bookstore; (3) in book customers

group, reading group differentiation, people reading habits have great changes. Retailers need to focus on creating compelling reasons for patrons to visit bookstores, like recommendation services (Billy. H, 2011) he said bookstores face a "trilogy of threats". The traditional bookstore is doomed by e-readers and online sales of hard copy books (Gary.B&Richard.P , 2011) Nobel laureate economist Gary Becker think new era sale strategic options is only way to help physical bookstore rise up in future.

Conclusion

The Bookstore from the traditional business model to Omni-channel business model, retailers need to set up below aspects of innovation:

- (1) Customer interaction. When marketing channel become more and more, customers have more choices and comparison, if retailers need attract customer they should consider digital way (young, 2009), to improving service and differentiation consumption. Nowadays online shop make products more availability, retails not only sale products itself, more member and fans management, people like loyalty consumption it make them feel safe than an unknown shop. With new and interesting marketing and interactive experience, build own unique image.
- (2) Omni-channel Products segmentation. Retailers want lock customers target, that should understand brand positioning, understand the role of each channel, for instance, activity and promotion strategy interact customers, build image and online offline corporation. Products segmentation decides bookstore customers group, price, packing and culture.
- (3) Products innovation. Under Omni-channel s environment, retailers should understand market need, combination online data, and offline shop customer's type. If like Eslite bookstore, they know people interested in which artist, musician, children interested in what kind of activities to join, communication with customers are important key for bookstore continue working.
- (4) Avoid online shop impact offline shop. In Omni-channel marketing, online shop supplement, consumption experience is key advantage of offline store, retailer should make offline more interesting than online shop, not only convenient delivery, available selected it online, but also different customer service.

In sum up, many customers still think physical bookstore have to be exist, and more interesting than E-book and shop online. Japanese author Arai Hifumi said "I moved to Taipei and left Tokyo the only reason is I can visit Eslite bookstore anytime when I want." Culture image build is important for a bookstore management, selling book no more majority income for bookstore business, but based on bookstore business, a store with culture and interesting are suitable for present bookstore market.

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Research on the development strategy of flower retail industry in Kunming, China

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Abstract

With the development of economy and the improvement of people's living standard, people have increasing demand for flowers, and flower store is the most convenient channels for people to buy flowers, so Yunnan, as the largest flower export province, has its favorable conditions and brings great potential for the retail of Kunming's flower shop. However, Kunming's flower retail industry also has some disadvantages, such as, the imperfect management system, ignoring the Development of Enterprise Culture, Imperfect service system, the lack of Floral innovative technology, the problem of the foreign exchange and so on. All these shortcomings, to a certain extent, restricts the development of the whole flower industry, these problems should be improved and explored in order to ensure the Kunming Flower retail industry develop stably and healthily.

This paper focuses on how to promote the development of flower retail industry by improving personnel, finance, service, product quality standardization management of flower shop, which is conducive to the development of Kunming flower industry, to enhance the level of service, to increase Kunming flower industry's competitiveness in the domestic market, etc. It is of great significance to the development of the whole industry.

Key words: Flower retail industry; management status; development strategy

1. Introduction

In the past 3 decades, Yunnan's flower industry plays an important role in the agricultural industry, which has become the growth point of the economy. According to Chinese flower statistics in 2015 that the Chinese Agriculture Ministry announced in July, Yunnan flower exports are still thriving and the value of export amounts to \$245 million, accounting for 39.46% of the Chinese total export of flowers. The fresh-cut flower is the main export of Yunnan, but the potted plant, the edible and medicinal flowers, the bonsai, the industrial and other uses for flowers, the bulb flowers and the seeding flower also have a large number of exports, the exports amounting to \$6 million 652 thousand, \$10 million 350 thousand, \$10 million 110 thousand, \$40 million 835 thousand, \$4 million 230 thousand, \$19 million 713 thousand accordingly. In the following year, 2016, the fresh-cut flowers' trading volume in Dounan market, Kunming reached 6 billion 70 million, an increase of 347 million over 2015; the volume of business reached 4 billion 720 million yuan, an increase of 458 million yuan over 2015. Therefore the development of flower shop in Kunming plays an increasingly important role in the future economic development. In the flower development, Kunming city has a climate resources, plant resources, and other aspects of incomparable advantages, at the same time, labor is relatively cheap, laterite resources also has a certain advantage, so that Kunming City Florist retail industry development has many advantages that other provinces do not have. But Kunming City Flower retail industry started lately and is not mature, so there are some problems of development and some problems have restricted the florist industry, such as, the Floral technology and technical personnel training, the management rules and regulations as well as the marketing. This study, through the discuss of the problems of Kunming City Flower retail industry and the absorption of successful flower shop's experience and practice at home and abroad, hopes that Kunming's flower industry makes full use of its own advantages and combines with the actual situation to establish suitable florist industry development system from technology to sales, from the environment to market that promotes flower shop toward superior quality, service first so as to make greater contributions to the economic development of Kunming.

2 .The development situation and existing problems of Kunming Florist retail industry

2.1 development status of Kunming Florist retail industry

Kunming is located in the middle of the Yunnan-Guizhou Plateau, southwest of China, next to the Dian Lake and surrounded by mountains on three sides. Kunming, as a frontier and Chinese gateway to Southeast Asia, South Asia, the Middle East, Europe and Africa, has favorable zone bit, which connects Guizhou with

Guangxi to the coast in the east, crosses Sichuan and Chongqing to the Central Plains in the north, passes Vietnam and Laos to Thailand and Kampuchea in the south, and connects Burma, India and Pakistan in the west. Its total area has 21473 square kilometers, consisting 7 municipal districts, 1 county-level cities, 3 counties, and 3 autonomous counties with its 6.67 million total population. In 2016 it achieved local GDP of 430 billion 43 million yuan of which the primary industry achieved an added value of 18 billion 810 million yuan, the second industry achieved 58 billion 838 million yuan, and the third industry achieved 219 billion 352 million yuan. According to the resident population, the Local GDP per capita is \$59686. As the first industry of "Dounan flower", it plays a dominating role with 116 thousand acres of fresh flower planting and 4 billion 967 million flower production. Kunming is one of the three most suitable regions for planting flowers in the world. Kunming flower sales ranks first in Asia and second in the world, which accounts for 70% national flower sales. Although the development of Dounan flower market leads and drives the rapid development of flower industry in Kunming and the development of the flower industry in Kunming is better, the flower shop industry has not followed the pace of the development of the flower industry. In general, the development situation of the flower shop industry in Kunming can be attributed to the following points: (1) Blind location: it is significant to select the address of the florist. In order to catch the new year, Spring Festival, Valentine's day, some people select a site in a hurry so that the results can not achieve the desired effect. So the location of flower shop is particularly important. (2) Unscientific management: the development of flower shop did not pay attention to the content of business content, business management, business positioning, developing the direct chain mode. The design of marketing should consider all aspects, from the flow of funds to purchase of each flower, so the flower shop management use special managements: pay attention to financial management, strengthen the management of staff mobility and other issues. (3) Do not pay attention to business details: now, the vast majority of flower shops have opened a door-to-door service, which is not only convenient for consumers to buy flowers, but also can effectively enhance the credibility of the flower shop, increase the revenue of the florist business. However, in the actual operation, there are a lot of flower shops do not pay too much attention to detail, they take it for granted to guess the customer's psychology and do bad things with good intentions, so that consumers are not satisfied. (4) The emergence of new flower shop and the change of flower consumption mode: with the advent of the Internet era and the expand of the florist business volume, shop management system came into being. They can show managers the customers, orders, billing, etc. clearly so that managers can make the operation more efficient and reduce the error probability. Nowadays, more and more flower shops are using this kind of modern management tools. The mode of "Internet plus flower shop", as the terminal retailers, make the florist retail industry keep pace with the times through good customer service and emotional communication.

Although the city of Kunming has the largest flower trading places, all kinds of flowers wholesale and scattered flower shops, but the specialty of the florist industry is not enough to be improved.

2.2 Problems of Kunming Florist retail industry

With Kunming's proposal of "plateau characteristics of urban modern agriculture ", the auction mode, the e-commerce transaction mode and the rival trading mode of Dounan flower market lead and drive the development of flower industry in Kunming and lay a solid foundation to build the "World Spring City" for Kunming. But the development of flower retail industry also appeared a lot of problems. Kunming is known for the flower industry, however, with the improvement of people's living standards, the demand for flowers is also growing, leading to the emergence of some problems:

(1) Lack of independent local characteristics and innovative Flower Technology

Kunming, as the capital city, has different nations with rich kinds of national culture, in the flower technology, it does not focus on local characteristics but learn and adopt characteristics from other countries or regions so that local flower shops lost their unique characteristics of floral development and lack innovative flower development and research.

(2) Inadequate consideration of store location

It is vital to select shop address, but some people, in order to catch the New Year, Spring Festival or Valentine's day, select a site without careful consideration. So the results did not reach the desired effect.

(3) Disordered scope of business

Many shop aims to provide flowers, potted plant, dried flower and wedding services, but they do not sale other supporting goods and services to improve the comprehensive economic benefits of the florist.

(4) Lack of scientific leadership and management

Management is the life of an enterprise, but most of the shop did not adopt the scientific management mechanism for the management of the shop. Whether the personnel management or financial management, we should adopt scientific management methods. Because most of the flowers shops are small and the overall quality of personnel is not high, it is hard to manage well.

(5) Lack of brand awareness

The florist do not pay attention to their reputation, they can not gain trust from the "repeat" and new customers. And externalization is increasingly prominent in the modern society, however the shop did not make good use of this point to develop their own brands.

(6) Ignoring the cultural development of enterprises

Flower shop, in the management of employees, should give punishment or reward from the first time. In particular, the incorrect behavior of employees should be corrected in time, for it is difficult to correct formatted habits. This is corporate culture that enterprise should emphasize in the management.

(7) Imperfect service system

Whether physical or online florist shop, it should establish and clarify the service standards from the most basic employee service quality to serving the customers wholeheartedly and to differentiation service system , so that enterprises will form their own unique characteristics.

(8) Less development of foreign exchanges

The florist industry exchanges have improved significantly in recent years, especially after the appear of such words as the floral salon and all kinds of floriculture competition, people in the industry developed their vision and found their own floral gap. The hold of floriculture Games such as in Shanghai, Beijing, South Korea, Japan and other places , improved the floral technology, but there are little communication between the florist.

3.Development strategy of Kunming Flower retail industry

3.1Strengthening the standardized management of flower industry

On the one hand, it is important to establish a "people-oriented" management philosophy and thinking, especially in the era of personalized development. In the management of flower shop , it is difficult to manage due to the high staff mobility , so we should pay attention to train the sense of achievement of staff , listen to opinions and suggestions from employees and encourage the staff challenge themselves in floral technology and innovation through the target management. On the other hand, it is helpful to establish financial management system to strengthen the work of forecasting and analyzing for the operation of the florist. Finally, by means of information technology to establish the management of information systems and then to improve the standardized management of the flower shop.

3.2 Paying attention to the management system of florist industry

Flower shop establishes a standardized and rational human resource management system and defines the maximum benefit of each post in its work. It is important to continuously improve and optimize the training process of flower craft personnel, establish the mutual supervision mechanism between different positions, in order to seek the common development of flower shop.

3.3 Improving the service system of the florist industry

Building a professional and standardized service system is to satisfy the customer. It is necessary to focus on their products, customer needs, store operating conditions of differentiated services. At the same time, it is significant to conduct regular training of staff professional service knowledge, making them have a good sense of service so as to improve service efficiency. It is also vital to strengthen communication skills, enrich the knowledge of the product, and cultivate the spirit of teamwork.

3.4 Promoting the foreign exchange of flower industry

Under the government plan of "World Spring City", the florist shop in Kunming should seize opportunities to cooperate and exchange with other areas, expand their external development space, promote the multi-level exchanges with other shop in different areas and enhance communication by regularly organizing regional exchange activities. It is beneficial to encourage employees to participate in the exchange of activities in the flower technology, and enhance the communication channels of flower shop by the use of convenient Internet.

3.5 Innovating floriculture technology of flower shop industry

The florist should be based on the characteristics of the local culture to develop personalized products with Kunming's local characteristic so as to bring more competitive advantages for the development of enterprises.

3.6 Developing enterprise culture of the florist industry

In order to develop better, a good florist should have a distinctive corporate culture. They can use their own shop logo to show the meaning and connotation of the florist shop, wear unified work uniforms, have their own treasure products and unique feature service. It helps florist develop better to establish their own rules and

regulations, human management. It is also helpful to clarify employees' mission and values, emphasize employee spirit, allow employees to participate in the construction of the florist by join in outdoor activities, and enhance team cohesion, so as to make enterprise culture ingrained in every aspect.

4. Conclusion

With the development of economy and the improvement of people's living standard, there are increasing demands for flowers. And flower shop is the most close channels for people to buy flowers , so the largest flower export province, Yunnan, with favorable conditions not only brings enormous advantages for the development of the flower retail industry but also plays an important role in the economic development of the city. The management of florist plays an significant role in the development of the flower shop, so it is vital to strengthen the standardized management, pay attention to management system, perfect service system, innovate floral technology, promote foreign exchange and develop enterprise culture so as to develop florist better and bring greater benefits for enterprises.

At present, the relevant theory and practice of the florist retail industry need to be improved and supplemented. Some enterprises try different methods of operation and management, but the complete system has not yet formed. Therefore, the Kunming flower industry should strengthen their own business and management to achieve scientific management of the flower shop so as to provide better service for the industry.

In general, the florist's management is one of the important criteria for the development of the flower industry, which is an important evaluation criteria to weigh the market competitive advantage. In the context of modern market economy, enterprises should focus on scientific management, do comprehensive research to find out management method that belongs to their own enterprise and build their own management system in order to actively promote the development of enterprises.

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A Research on the Enterprise Financial Management From the Perspective of Cash Flow Management

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Abstract

With the steady development of market economy and the transformation among enterprise management mechanism, the enterprise cash management has become a very important factor for the survival and development of enterprises; also, it attracts the attentions of investors, creditors and decision-making level. Accordingly, cash flow becomes a significant indicator for operating performance and financial position of an enterprise. Focusing on the information of cash flow, enhancement on the analysis ability of cash flow information and improvement of cash utilization efficiency are always the keys to enterprise operation and management.

Keywords: Cash Flow; Cash Management; Financial Management

Introduction

As the root of an enterprise, the normal operation of the enterprise needs the support of cash flow management; undoubtedly the cash flow management has become a priority among priorities of enterprise management. According to the survey, most of companies bankrupted are profitable from their accounting records; however, what forces them to go bankruptcy is cash-out rather than book loses. With the continuous development of market economy and the increasingly complex market competition environment, strengthening the enterprise cash flow management has become very urgent. The enhancement and emphasis of enterprises to their respective cash flow management may not only improve the efficiency of financial control and reduce the risk of decision making but also enhance the ability of sustainable management of enterprises; finally, the enterprise may realize the goal of enterprise

value maximization. Any enterprise that would like to develop sustainably and soundly must adapt the requirements of modern enterprise system, which is the principle that any enterprise are requested to observe. If, however, any enterprise want to ensure the quality of business operation, it shall increase the operational cash flow. Especially, the survival, development and expansion of enterprises are closely to the cash flow in the process that enterprises develop increasingly and their scales continuously expand; therefore, the information of cash flow gets more attentions of the senior enterprise leaders.

I. Problems of Chinese Enterprise Cash Flow Management and Analysis

1.1 Problems in Operating Activities

In daily business activities of enterprises, the main problem of cash flow management of enterprises is to ignore the management of cash flow. For business operators, whether the enterprise can form a benign cash flow can be directly and objectively reflected in the business objectives, but the importance of cash flow is not attracting Chinese business managers' attention; the benign cash flow problem has not been concerned about; the business managers are weak at the management of capital flows and funds operation. Enterprises can only use the investment or borrow new debt to make up for lack of cash flow and maintain the normal operation of enterprises.

Profit indicators received the attention of enterprises, but they looked down on discount cash flow indicators. Enterprise's payment ability is illustrated based on cash flow indicators. The real payment ability of enterprises cannot be reflected by the profits of enterprises obtained in certain periods of enterprises. Enterprises occur this situation that according to the income statement, the enterprises' operating performance is very good-looking, but the serious financial difficulties are placed in front of enterprises. As an increase in corporate accounts receivable, no cash flows will be increased in operating activities with the increasing of profits. If the accounts receivable cannot be recovered in time, or even cannot be recovered and form bad debts, this not only affects the speed of corporate payments, but also reduces the loss caused by corporate profits as a result of bad debt. At the same time, by reducing the credit policy, the income will be increased. With the false increase in profits, related value-added tax and income tax and other taxes and fees must be paid by enterprises, which greatly increases the burden of enterprises. Therefore, cash outflow of enterprises will also increase.

It is a wrong understanding that the more cash deposited, the better gains will be obtained. Cash is a non-profit asset that cannot or can rarely provide returns. Excessive cash accumulation will not be able to put the normal turnover into operation but idle instead; finally, the level of making profits will be reduced. Many managers do not know that the enterprise are in the normal production and operation

stage; the cash flows generated from operating activities are most accounting for the cash inflows of enterprises, and business activities hold the lifeblood of enterprises.

1.2 Problems in Investment Activities

The unreasonable investment decision-making is the main problem in the investment activities. Most companies do not have a strategic vision and only consider the immediate interests. Enterprise operators do not often consider whether the enterprise's decision-making can adapt to the development stage of enterprises and their own strength, which results in lower investment returns and less cash back. Similar to this situation, once the investment project fails, a lot of money will become a sunk cost, which increases the risk of breaking the chain of funds.

Enterprises buy fixed assets without purpose, which will be a serious lack of corporate funds. An enterprise's productivity and technical level are reflected by the number of fixed assets owned by enterprises. Therefore, some managers of enterprises misunderstood this concept and put aside the actual development of enterprises, and do everything possible to purchase advanced equipment. As a result, the normal development of enterprises has been seriously hampered, including: repeated purchase, and poor cooperation among internal units and associate organizations. The plan for periodic equipment renewal is not formulated and the investment in fixed assets is not forecasted and determined; a failure of conducting the feasibility study related to investment projects, and enterprises renew blindly. In addition, the unreasonable purchase of fixed assets, resulting in survival and development of enterprises facing a huge funding gap, is not conducive to the stable and healthy development of enterprises.

Paying attention to the feasibility of investment projects and decision-making is the problem of FDI of enterprises. Most of enterprises have realized that the feasible research and decision and risks and benefits of investment projects and even formulated relevant management methods with respect thereto. However, the management and supervision after approval and initiation of investment projects haven't been focused by the enterprises, which cause increased risks of cash flow.

1.3 Problems in Financial Activities

The greater the net cash flow generated by corporate financing activities is, the greater the pressure on corporate debt service will have. Too much idle funds have not been paid attention by enterprises, which causes more opportunity cost lost; this is adverse to the long-term development of enterprises. As lack of advanced use of capacity, the capital exceeding the ability of using of enterprises are often invested by enterprises blindly. As a result, the non-performing loan will be increased and the investments cannot be recovered as scheduled, both of which are bad for the

long-term development of enterprises. As low investment benefits and credit level of some enterprises, banks are reluctant to accept the loan and other businesses. Therefore, enterprises can obtain the liquidity through mortgage, high interest, mutual guarantee and other private means, resulting in unstable corporate liquidity. Once a problem is discovered in the middle part, it will trigger a series of chain reaction, and the risk of financial crisis of the enterprise will increase.

Relatively large-scale debts of enterprises are easy to form financial risks. At present, there are bank loans, issuing shares, issuing bonds, finance leasing and business credit and other corporate financing. Each kind of fund-raising method has their own advantages and disadvantages; if the choice is not appropriate, the additional costs of enterprises will increase and the enterprises' interests will shrink accordingly. Further, the cash flow of enterprises will be negatively impacted and financial risk level will therefore be greatly improved.

With unscientific arrangement of debt maturity structure, for example, short-term borrowing should be used to raise long-term funds, or long-term borrowings should be used to raise short-term funds, both of which have increased the level of funding risks of enterprises. Therefore, enterprises should also take into account the due time of debts and selection of borrowing, so that enterprises in the debt repayment period will not appear any debts due as a result of failure of repayment and cash flow difficulties.

1.4 Financial constraint with weak investment ability, which are difficult to control the tendency of investment

The main sources of corporate funds are from banks and other financial institutions, and occupy an important position in the vast majority of enterprises. However, influenced by traditional concept and impact of administrative intervention, as well as the lack of specialized lending services for enterprise financial intermediaries and loan guarantee agencies, enterprises are difficult to attract financial institutions to invest. Short-term investment is the target of some enterprises; because of the small size of enterprises who are facing the large risk of investment loans, these companies always want to recover investment as soon as possible, but they have no plans to develop long-term business, rarely or hardly. In addition, the financial management of enterprises is backward and enterprises lack scientific financial forecasting, decision-making, budgeting, analysis, so it is difficult to control the direction of investment.

After putting into operation of investments of enterprises, there may be inconsistent input, return and decision therein. The actual amount of investment and return on investment and decision-making are clearly different, under which the expenditures of some companies are not strictly controlled; in the meanwhile, the investment decision-making is not changed. With continual investment, enterprises

hope to change this situation by virtue of inputting large investment and obtain a higher rate of return. However, enterprises have plunged into a state of vicious capital increase in fact. In addition, companies will have the idea of blindly following the trend in the capital investment activities and fail to conduct pre-market research and prediction and prevention of future risks.

II. Recommendations for Solving Problems of Chinese Enterprise Cash Flow Management

2.1 Preparing Cash Budget and Strengthening Capital Adjustment and Control

Cash budget is the main content of cash flow management. If the enterprises' ability to raise funds is weak, it is necessary to make a cash budget. In order to ensure the realization of strategic objectives, enterprises can plan cash budget and control cash flows. The preparation of capital budget is based on cash flow as a starting point, which can ensure that cash flow will be smooth and will not make the company suffer a financial crisis of financial fracture. In order to make up the balance in a timely manner, enterprises understand and access to cash inflows and outflows through the cash budget. Enterprises which retain the appropriate cash balance are based on production and operation and whether the surplus cash can be reasonably used. In the event of cash shortages, shortfalls in cash can be replenished through debt financing and equity financing. In case of cash surplus and idle, enterprises can look for investment opportunities to increase business income.

Cash flow planning and the temporary idle funds in the plan period can be expected by enterprises in advance, and then short-term investment decisions can be made in advance, so that it is easy to make the cash surplus in a reasonable level. The control of total investment, debt level and asset status of enterprises are carried out through cash budget management. The investment and financing of future major projects and the repayment of principal and interest of large amount of debts will be arranged as well. By virtue of the daily cash management, it is required to ensure an orderly and never-ending cash flow, and thus the production and business activities of enterprises can be guaranteed for enterprises to achieve value creation. In addition, for the preparation of cash flow planning, financial staff can plan the solvency and profitability of enterprises, etc., to facilitate the improvement of enterprises' future financial position and operating results.

Cash flow planning has two means: the preparation of cash budget and the preparation of the expected cash flow statement. Sales revenue cost of sales and profit budgeting of enterprises are the basis for the preparation of a cash budget. Cash inflows and outflows during the business budget period are reflected in the cash budget. However, the insufficiency of preparation of the cash budget can be made up

by the preparation of the expected cash flow statement. This will be helpful to understand the turnover of capital and enterprise operating capacity in the planning period, and be capable of manifesting the influence of some fund procurement and long-term planning used to the enterprises in the planning period.

2.2 Strengthening the Audit of Fixed Assets Investment Benefits and Medium-term and Later-period Management of FDI Projects

If enterprises strengthen the audit effectiveness of fixed asset investment, this is the key section of ensuring enterprises to recover the cash used for fixed asset investment by virtue of reducing the blindness of purchased fixed assets and inspecting the effectiveness of fixed asset investment. The evaluation and analysis of the audit effectiveness of fixed asset investment play a positive role in improving the scientific level of decision-making, promoting the standardization of investment activities, improving project management and investment efficiency, etc.

Enterprises shall pay attention to the medium and late-period management in foreign investment projects. In order to enhance cash flow management, enterprises' value can be maximized. It is necessary to carry out all-around investment activities rather than the maximization of net cash flow, and then give full play to the "hematopoietic" function of cash flow generated by investment activities and resolutely avoid deterioration or even disruption of enterprise cash flow management. The control on the management, supervision and evaluation after establishment of investment project shall be caused enough attention by the enterprise, and it is required to establish relevant post responsibility system to confirm relevant departments and positions of authority. The specific projects should be designated with investment project managers and project supervisors, requiring the project superintendents to be responsible for the effectiveness and benefits of investment and requiring the project supervisors to track the implementation and supervision of the whole process and formulate specific reward and punishment system.

2.3 Reasonable Arrangements of Financing Methods

Enterprises shall timely predict cash flow and formulate relevant financing plans. The cash flow statement method is the most common method in cash forecasting that can predict the short-term cash flow of enterprises and be helpful the daily cash management and formulates the short-term management plan according to the forecast result. The forecast is made on the basis of the balance sheet and income statement and is the estimation of cash flow statement for long-term development of enterprises that the surplus or shortage of funds of enterprises after a few years can be concluded as well; it is helpful to the formulation of long-term strategic plan of

enterprises. Moreover, enterprises shall also pay attention to controlling the financial situation and determine solvency at the same time.

Enterprises shall take full account of their short-term and long-term solvency and then develop the relevant financing plans to avoid the cash liquidity problems in the financing process, affecting the normal production and business activities of enterprises.

Enterprises shall balance risk and return and then arrange the methods for financing. As one of the measures to avoid risks, arranging and raising the corresponding period of liability funds shall subject to the length of the use of funds. If enterprises want to satisfy their own demands of permanent liquid assets and fixed assets, they shall take appropriate financing policies, and the temporary current asset shall be satisfied by short-term liabilities. This not only avoids risky policies under the high-risk pressure but also circumvents the idle funds and waste under the sound policy.

2.4 Improvement of Velocity of Turnover of Cash Flow, Enhancement of Evaluation of Investment Programs and Prevention of Investment Risks

The velocity of cash flow refers to the time from being paid to the recovery; cash turnover ratio is used as a measurement index thereof. The circulation of cash flow will take a certain time, and efficiency of operation of cash and safety of investment recovery will be influenced by the time period of cash cycle in a directly manner which will influence the management efficiency of enterprises. The process that cashes are put into production and operation and finally turned into the cash again is called Cash Turnover Period that is divided into three periods, that is, inventory turnover period, receivables turnover period and accounts payables turnover period. If, however, an enterprise wants to shorten the cash turn over period, it can be realized by reducing the receivables turnover period and inventory turnover period and extending the accounts payables turnover period and other measures; finally the cash turnover ratio will be increased. Reasonable planning, shortened periods and improvement of turnover ratio of circulation of cash flow will reduce the amount of occupation of working capital of enterprise correspondingly and avoid unnecessary waste of cash, so that the service efficiency of cash can be greatly improved and value of enterprises will be increased therewith. Enterprises, who want to increase their income, may carry out credit sale business. Compared the income from credit sale business with the increase of relevant expenses, we can compare the gains and losses to confirm the credit term and select clients of credit sales. It is necessary to take various measures to collect funds and payment for goods, so that the cost of collecting accounts and loss of bad debt can be reduced to the minimum level.

Facing with the investment of significant projects, enterprise managers and financial staff shall communicate effectively if enterprises want to manage relevant funds of investment, so that the financial staff will participate in the decision making. With respect to industrial investment, it is necessary to grasp opportunities and occupy the market and recover investment rapidly, and finally provide sufficient cash flow to ensure continual development of enterprises.

Conclusions

Relevant theory and practice of current cash flow management need to be perfected and supplemented. Even though some advanced enterprises are trying to adopt modern scientific management methods in the actual management, a complete management system has not yet formed. Any contents referred in the book are not completely consistent with the practice, so they should be concluded and summed up in the practice. Therefore, Chinese enterprises enhance the management on cash flow, which have realized the transformation from experience to scientific management with regard to the cash flow management in order to service enterprises perfectly.

The root cause of enterprise value creation is cash flow. It is necessary to analyze the cash flow from the factors of cash flow and combine the effective analysis model to provide the most objective basis for cash flow management. Cash flow has been important for a long time because the development of world economy has become more prominent. In the context of international finance, the best choice for an enterprise controlling sufficient cash is to maintain the good cash flow.

The true and objective business condition of enterprises is reflected by the cash flow of operating activities, which plays a role in improving the financial status and operating results of enterprises and enhancing the ability of continuous operation. Therefore, in all kinds of cash flows of enterprises, the most important thing is the cash flow from operating activities. Increasing the accumulation of internal capital is the main source of cash inflows from operating activities, which will provide solid financial support for enterprises to expand production, develop new markets and repay debts. If enterprises want to enhance the profitability of enterprises, they must rely on benign cash flow from operating activities. In addition, the development of enterprises cannot entirely rely on external financing; the cornerstone of enterprise development can only be a solid internal accumulation.

Due to the increasingly fierce competition in the market today, more and more difficulties need to be solved by enterprises; the survival and long-term development of enterprises are facing a number of severe challenges. Enterprises shall take the cash flow as a basis to meet competition and challenges. By virtue of high-efficient and scientific cash flow management, enterprises can obtain advantages in the competition only sufficient cash flow can be guaranteed, and finally enterprises will get long-term and sound development.

To sum up, as one of the most significant standards of evaluation, cash flow management is an important assessment criterion to balance the market competitive edge of enterprises. In the context of modern market economy, enterprises should pay more attention to cash flow management and comprehensively research relevant measures of cash flow management suitable to their own enterprises. Moreover, enterprises shall construct the cash flow management systems for their own enterprises to promote the sustainable development of enterprises.

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China's electric vehicles to enter the Thailand market strategy research

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Abstract

Over the past twenty years, with the popularity of electric vehicles in China, electric vehicle because of its clean environmental protection, lightweight flexible, cost-effective features, has become the most practical short-distance transport in China.

Motorcycle in Thailand and the whole southeast Asia retain and use the most popular vehicles. Electric vehicles and motorcycles is an alternative strong products. Facing the current China domestic excess capacity, industry upgrading transformation; At the same time, Thai 'Industrial 4.0' plan to promote environmental protection and energy saving of electric vehicles provided objective feasibility.

The purpose of this research is that combination of two rounds of Bangkok area transportation potential customers for all kinds of two rounds of transportation products experience, looking for Thai consumers demand for environmental protection transport points, analysis of products of alternative relationship between electric vehicles and motorcycles, explore electric vehicles for the traditional comparative advantage of the motorcycle, electric vehicles in China production enterprise to produce products suitable for the region to provide specific solutions.

This paper will combine the literature analysis, the use of light transport between the two countries China and Thailand present situation analysis; Using investigation method, in Bangkok, Thailand region analysis of the traffic environment and traffic tools, to develop electric vehicles to enter the Thailand market method and strategy.

The research results show that in Thailand to promote electric vehicles for the Chinese electric vehicle production enterprises adjust the competitive strategy, encourage enterprises to improve production technology, improve China's manufacturing low-end image abroad; Second, as an important part of the ASEAN countries, Thailand has great effect on the region economy development; Finally, the promotion of electric vehicles in Thailand, which is beneficial to promote the green environmental protection of Thai private transportation, improve transport in the Bangkok area, improve the level of transport.

Keywords: electric vehicles, Thailand market, product strategy, marketing mix

1. Literature review

1.1 Research on electric vehicle industry

Research on electric vehicles is associated with the birth and began the development of electric vehicles. Electric vehicles was born in 1985, the rapid development began in 2003, after nearly five years of acceleration, industry scale and volume has remained more than 50% a year, two years from 2005 to 2006, the development of electric vehicle industry has entered a boom, the end of 2006, China's electric vehicles has already amounted to 56 million. Developed by TSINGHUA university from 1995 until now, the first light electric vehicles was born after 21 years of development, the electric vehicle industry has been very mature.

For the development of electric vehicles and research history, generally recognized by the industry into three development stages: the initial stage of electric bicycle, production scale in the early stage, speeding development stage. Early in April 2000, the battery industry according to *The electric vehicle battery development present situation and the outlook*, types and application analysis of electric vehicle batteries, and the future development direction, this phase of research direction is electric vehicles parts and the basis of the core technology, in order to improve its usefulness; The middle of the 2003 "China electronics news" published *Electric vehicles present situation and trend*. And early *China bicycle* industry such as authorities continue to research electric vehicle technology breakthrough. In April 2006, *Chinese journal of safety science* for the safety of the electric vehicles also conducted a series of analysis, points out the realistic traffic problems brought by the electric vehicles. The phase of the study began to focus on marketing and electric vehicle products on the market brought about by a series of problems; At present, in 2008 *Electric bicycle traffic characteristics research* had to the security of electric vehicles characteristic reflection. In 2014, *China bicycle* published that in 2016 *Electric bicycle traffic main trends in the development* show that Chinese electric vehicle market competition in recent years. The phase of the research direction by the technology of electric vehicles products to the domestic and international market competition analysis, reflection and corresponding security of the problems of electric vehicles to the improvement of the traffic management system.

In Japan and Europe and America areas, mainly for electric vehicle technology to improve research and enlightenment of new green energy use of the product. Including 2012 *The Application of topology optimization to design an electric bicycle main frame* topology optimization design of electric vehicles in 2013, and *International Journal of Automotive Technology*, new energy electric bicycle controller, and *Journal of Cleaner Production*, 2016 about enterprise how to extend the research of new energy vehicles.

1.2 Research for market entry

Market research is the enterprise in order to make our products smoothly into the target market, and the way to enter and access to the strategy. In the target market is selected, select the right market entry strategy implementation of the enterprise target market is very important. Because of China's electric vehicles product yet to enter the Thailand market, for the research area is less in Thailand, and the current study for market entry. The reason of the Chinese enterprises to enter the international market and model research, points out that participate in the international economy is an important aspect of how to make the company's technology, management mode, products or services effectively to enter the international market, it involves the enterprise of international market entry mode choice. In numerous entry mode, each has its inherent advantages and disadvantages of each enterprise in the internationalization strategy, market positioning and industry status differences on different means in the choice of mode. Scientific and rational choice for the international market entry mode of this enterprise is especially important.

Through many years of marketing theory and practice, summarize the common practice of market entry strategies including:

1. The early stage of the strategy, the low cost area factories, reducing distribution costs;
2. Rapid preempted market differentiation, better service customers;
3. Continue to reduce transportation costs, reduce the cost of sales, the market price rationalization, better appeal to consumers, to seize market;
4. The regional characteristics of practical marketing strategy, develop marketing way, make the enterprise to the survival and development in areas.

Enterprise market strategy to the main process includes:

1. The performance analysis of self-evaluation and competitor analysis, internal and external macro environment and micro environment analysis.
2. With this assessment at the same time, set goals. These goals should be a time plan of synchronization, short-term and long-term goals.
3. The goals for the analysis of the situation and put forward a strategic plan, this plan will provide details on how to achieve these goals.

2. The selected topic purpose and meaning

With the economic globalization and regional economic integration trend of strengthening, and closer economic ties between China and ASEAN countries. In this context, for China, China's domestic facing overcapacity and excess foreign exchange assets, and the problems of industrial upgrading transformation, in terms of Thailand, in order to promote 'Industrial 4.0' of the Thailand, need to use high and new technology, innovation technology push its economic development. China and Thailand two state-owned common requirements and conditions of the cooperation and mutual benefit.

As a component part of the manufacturing, clean, convenient and balloon transportation is more and more applicable to urban road traffic. In China, November 10, 2016 the Chinese public security traffic meeting results electric vehicle ownership in China has exceeded 200 million. For Thailand, Thailand is the world's ninth largest exporter of motorcycle, motorcycle across Thailand has more than 3900, with the Japanese motorcycle brand is given priority to, flexible, lightweight motorcycles will become the important means of transport for citizens to travel, only motorcycle ownership of Bangkok to reach 5.7 million units.

The purpose of this research is that combination of two rounds of Bangkok area transportation potential customers for all kinds of two rounds of transportation products experience, looking for Thai consumers demand for convenient and balloon transport points, analysis of products of alternative relationship between electric vehicles and motorcycles, explore electric vehicles for the traditional comparative advantage of the motorcycle, for domestic electric vehicle production enterprises manufacturing products suitable for the region to provide concrete improvement plan.

This topic research significance lies in: first, electric vehicles for China enterprises to develop new markets. As power to promote green transportation, the current electric vehicles has not yet formed a fixed market in Thailand, and China's domestic market tends to saturation, since 2012 to enter the Thailand market, is advantageous to the electric vehicle production enterprises to adjust the traditional low price competition strategy, develop international vision, encourage enterprises to improve production technology, improve product function, improve China's green energy vehicles influence in the world, improve China's manufacturing low-end image abroad; Second, as an important part of the ASEAN countries, Thailand in economic strength, the geographical position and has great effect, regional influence for China in the ASEAN regional promotion of the product has a good lead role; Moreover, in Thailand to promote electric vehicles, which is beneficial to promote the green environmental protection of Thai private traffic; Traffic jams in the world is more outstanding, vehicle exhaust emissions great Bangkok, promote electric motorcycle can link urban road traffic congestion, promote the improvement of the Thai city overall air condition; Finally, it can promote cooperation in the field of green transportation, all the way for our country ", "region" strategy and the correspondency of Thai 'Industrial 4.0' provides more, promoting economic and trade relations between the two countries.

3. Main text

3.1 Research and analysis

At present, many cities in China, everywhere have driving electric vehicles. Following the emergence of many a second-tier cities public bicycle, Beijing and other parts of the city and even the public electric vehicles sharing this type of vehicles, electric vehicles in the recent 20 years in China developing rapidly, with the popularity of electric vehicles in China, the development and perfection, electric vehicles because of its clean and environmental protection, lightweight flexible, cost-effective by the vast number of consumers love, has now become the most practical short-distance transport in China; In Thailand, the streets are a driving motorcycle, motorcycle in Thailand and the whole southeast Asia retain and use the most actual light vehicles. From use kind, use requirements, product features, and many other respects, electric vehicles and motorcycles is an alternative strong products. Throughout Thailand, and even the most economically developed areas as Bangkok, but can't see people use electric vehicles. Part of the electric vehicles domestic enterprises have been towards the world, because of various policies, or consumer preferences, product quality standards issue failed to achieve the goal of entering the Thailand market.

With the development of recent years, in terms of China's domestic facing overcapacity and excess foreign exchange assets, as well as the problems of industrial upgrading transformation; In terms of Thailand, in order to promote 'Industrial 4.0' of the Thailand, using high and new technology, innovative technology to promote the implementation of the green environmental protection, Thailand's economic sustainable development become a Thai industrial development direction in the future. Again under the background, to promote environmental protection and energy saving of electric vehicles in Thailand have realistic feasibility.

Based on the above reasons, the purpose of this paper is to use survey method, literature analysis, quantitative analysis and other methods to collect China, Thailand and other relevant data. Based on the market marketing related theory, combined with actual, Thailand for the Chinese electric vehicle products into Thailand provide strategies and basis.

3.2 The research process

This article uses the research methods include roughly check method, the traffic light for analysis, in Bangkok, Thailand region and do some Chinese cities traffic tools use survey, from the consumer preference for transportation, evaluation, economic analysis and so on various aspects of electric vehicles to enter the Thailand market method and strategy.

First is the method, firstly, choose Bangkok, Thailand and China to observe individual cities at different sites, to understand and the area traffic, vehicle usage, and make records.

Followed by literature analysis method: refer to a large number of books about marketing theory, analysis of market access, consumer market, product positioning,

competition, marketing mix strategy of related literature, build the theoretical basis; The Thai consumer spending habits, consumption culture, product preference factors, etc.; Research on electric vehicles industry in recent years, such as Electric bicycle, China electric vehicles, The battery industry and other related journals, newspapers and other information, analysis of China's electric vehicle industry development present situation and the strategy of the product to enter the Thailand market.

Finally is the quantitative analysis methods: by random survey data, analysis including Thailand light vehicles use present situation; Electric vehicle products to enter the Thailand market access form, the related product quality standards; Consumer product cognition from Thailand, Thailand consumer behavior, preferences, product expected data such as building the right product strategy.

3.3 The feasibility analysis

Case analysis to China's electric vehicle products successfully entered the Vietnam electric vehicle market as an example:

Vietnam belong to Asian countries, China is close, the transportation is convenient; National population density is bigger, the vast consumption market; Domestic gap between rich and poor is bigger, most people are relatively poor; Domestic political stability, has good diplomatic relations with China, for export. Is located in the southeast Asia, Vietnam, since the 1990 s, Vietnam's economy develops slowly, motorcycle with good performance and moderate prices, market recognition in Vietnam, Vietnam has also become the deserved "motorcycle kingdom". As the road condition and the change of consumer demand, make prices more affordable electric transport demand in recent years, rapid growth, Vietnam has also gradually become the export of electric vehicles in China one of the major countries. The popularity of electric vehicles, to the "kingdom of motorcycle" Vietnam brings a revolution. More and more Vietnamese begin to accept electric vehicles travel this both environmental and economic tool.

China electric transportation companies in Vietnam, in 2014 two years earlier, electric vehicles has has more than 2 million cars, Vietnam national transportation safety board, according to data by December 2014, Vietnam has more than 2.5 million cars, electric vehicle relative to the Vietnam more than 9000 population, huge market development space. Currently on the market of Vietnam electric bikes there are two main sources: one is the Vietnam produces its own, that imported from abroad, and Vietnam imported electric vehicles mainly China, Taiwan, China and Japan brand.

Compared to Vietnam, Thailand has a lot in common. Thailand and Vietnam, is located in the southeast Asia, most of the region into a tropical monsoon climate, road traffic conditions suitable for electric vehicles on the road; All the way with the ASEAN countries, is China's "area" the downtown of participating countries, many economic and trade exchanges; A population of 67.95 million in Thailand, Vietnam a population of 91.7 million, Thai consumers purchasing power per head is higher than Vietnam, both market has huge potential; Similar to Vietnam Thailand use motorcycle more light traffic, electric vehicles to to enter the market easily accepted by consumers in Thailand.

4. the problems existing in the research

1.Literature analysis of immediacy: due to the rapid changes and development of electric vehicle industry, the lack of a lot of the latest data, may affect some investigation and function change of the product.

2.Observation practice influenced by geographical factors: in the process of observation, Thailand region lack of electric vehicle products, the user evaluation survey is easy to be affected by the subjective factors. Can undertake empirical research situations in the conditions.

3.Analysis of Consumer preferences, quantitative analysis of the factors are susceptible to makers of subjective factors, there is not comprehensive, will have certain influence on the results of the survey.

4.About the interpretation of electric vehicles. Meaning in this paper, electric vehicles, electric bicycle and electric motorcycle, referring to China's domestic given its produce ahead of electric cars, so the Chinese meaning of electric vehicles is refers to the electric bicycles and electric motorcycles. English interpretation for the electric cycle including electric bicycle and electric Motorcycle.

5.Conclusion

As the power to promote green transportation, in the case of meet the demand of Thai consumers, the product differentiation strategy and effective advertising, Thai consumers can widely accepted electric vehicles; In the long run, and constantly improve the quality of electric vehicles such as charging efficiency, waterproof device, such as range, electric vehicles can be replace the motorcycle green transportation. China electric vehicle products can enter the Thailand market, promote the adjustment of the electric vehicle production enterprise the traditional low price competition strategy, develop international vision, encourage enterprises to improve production technology, improve product function, improve China's green energy vehicles influence in the world, improve China's manufacturing low-end image abroad; As an important part of the ASEAN countries, Thailand in economic strength, geographical location and has great effect, regional influence in other countries in the ASEAN region for China to promote electric vehicles products play an exemplary role; Furthermore, in Thailand to promote electric vehicles, effectively reduce vehicle exhaust emissions, green environmental protection, more let Thai private traffic; Promote electric motorcycle also can alleviate the urban road traffic congestion, improve the efficiency of the Thai people travel; Finally, it promoted the cooperation in the field of green transportation, all the way for our country ", "region" strategy and the correspondency of Thai industrial 4.0 provides more, close economic and trade relations between the two countries.

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Research on Risk Analysis and Control of Import and Export Trade of China Railway Resources Corporation

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Abstract

With the development of economic globalization, enterprises are facing a variety of risks, which are the actual results deviating from the expected losses, which are negative consequences of non-subjective intentions. Risks that enterprises face are diverse involved in human property, production, supply and marketing and other links.

China Railway Resources Corporation is a multinational company, under the circumstance of continuous development of global trend, and market environment where economic ties are becoming increasingly close, China Railway Resources Corporation is continuously expanding its breadth and depth of competition, and its competitive level is also deepening. Metallurgical enterprises are not only capital and personnel intensive, and its production process has a very strong continuity. For resource enterprises, whether the general metallurgical ones or those who have met the innovative standards of metallurgical enterprises, the main reason for their failure to avoid the risk of bankruptcy through continuous innovation is that they are not able to effectively analyze the risks, especially the significant risks of continuous innovation, and to put forward appropriate and effective management measures. In this environment, only around the strategic objectives, integrate risk management concepts into the company management in all aspects, cultivate a good risk management culture, establish and improve a comprehensive risk management system, to avoid, prevention, decision-making investment, procurement, operation, sales, finance and other risks, will have great practical significance for the development of China Railway Resources Corporation.

Key words: nonferrous metals; risk assessment; risk management

Part 1 Related theoretical basis and research methods

1.1 Research methods

The research methods of this paper are as follows:

1. Literature research method: trimming research through searching relevant information from library and the Internet, comparative analysis of the subject from different angles through the information, make use of historical research and the existing research to find a comprehensive understanding of the object, and a method facilitating own research.

2. Case study: through the analysis of the actual case of China Railway Resources Corporation, analyze the company's business management to carry out in-depth research on the company's trade risk, and also put forward feasible suggestions and strategies for the avoidance control of the company's trade analysis.

3. Comparative analysis: through the analysis of strategic risk management of China Railway Resources Corporation, compare the internal control of enterprises with other similar enterprises, and analyze the characteristics of the enterprise risk.

1.2 Related theoretical overview

1.2.1 Risk management

Enterprise risk management is a scientific management method to identify, measure, analyze and evaluate various risks that may be generated within the enterprise, and take timely and effective methods to prevent and control, and use the most economical and reasonable method to deal with the risks in order to achieve maximum security. The practice and theory of risk management first appeared in US insurance industry in the 1930s, and developed into a management science in the 1950s. In the 21st century, Enterprise Risk Management (ERM) has formed a specific concept, which comes from the "Enterprise risk integration framework" issued by the US National Anti-False Financial Reporting Committee Initiator (COSO Committee) in September 2004, which systematically provides a logical framework based on internal control for modern enterprise management (including boards of directors, management, executive and other employees), it is applied to the multi-dimension of the enterprise strategy, and the risk process management. It provides an effective guarantee for enterprises to achieve business objectives. In addition, ISO 31000 standard issued by the International Organization for Standardization (ISO), that is "risk management - principles and guidelines", also provides a set of effective standardized process for enterprise risk management. In 2006, in order to guide the central enterprises to carry out comprehensive risk management work, to further improve the enterprise management level, enhance the competitiveness of enterprises and promote the steady development of enterprises, the State-owned Assets Supervision and Administration Commission of the State Council formulated and issued the "Central Enterprise Comprehensive Risk Management Guidelines", which established an important framework system for all central enterprises. The so called "comprehensive risk management" refers to around the overall business objectives,

through all aspects of business management and business processes in the implementation of the basic process of risk management, cultivate a good risk management culture, establish and improve a comprehensive risk management system, including risk management strategy, risk management measures, risk management organization functions system, risk management information system and internal control system, so as to provide a reasonable guarantee of the process and methods to achieve the overall goal of risk management.

1.2.2 Risk assessment

With the rapid development of economy, the demand for internal control risk assessment of Chinese enterprises and the whole management field is becoming stronger and stronger. At the same time, under the constant experience of foreign experience and painful lessons, our relevant departments and nonprofit organizations have formulated and implemented regulations and policies on enterprise risk assessment testing related internal control. The "accounting basis work norms" promulgated by the Ministry of Finance in 1986, clearly defined the internal control risk. Zhang Yalai (2014) puts forward the risk assessment of virtual enterprises in the paper "Credit risk and control research of SME financing guarantee business". They think that risk assessment and management is an important guarantee for the successful operation of virtual enterprise. Quantitative analysis of risk is virtual prerequisites for risk management. In this paper, he proposed a virtual enterprise risk assessment model based on matter-element analysis, which provided a new way for virtual enterprise risk assessment. Liu Jinying designed integrated evaluation method to guide the enterprise risk assessment in the "Internet P2P loan model risk control research" in 2014, the risk factors of the enterprise are determined by calculating the weighted average score of the various risk factors of the enterprise, and the comprehensive evaluation of the enterprise risk situation is obtained by determining the respective measures of the risk factors of the enterprises which are not related to each other. Li Xiaoya, Su Ming (2012) conducted a preliminary study on the internal control risk assessment in "safety risk control in production and operation", and discussed enterprise risk assessment, risk prevention and information disclosure, and put forward some valuable opinions: Risk assessment information needs disclosing; Risk assessment criteria should be formulated; Risk assessment evaluation norms should be formulated so that auditors can evaluate enterprise risk assessment; Enterprise risk early warning index system should be established; (5) To make a definition of enterprise risk assessment and evaluation; Put forward recommendations on the construction of enterprise risk prevention system. Based on the review of the relevant strategic risk research at home and abroad, in "Safety production risk management system in the application of substation operation analysis", Zhong Qingzhi (2014) redefines the connotation of strategic risk, and points out that the strategic risk comes from the various factors. And then he puts forward the strategic risk identification factor model composed of the elements of strategic management, including strategic objectives, strategic management process and strategic environment. Then, the strategic risk of each factor is analyzed and elaborated. In "Build a world-class precious metals investment and management of banks," Ma Xiong (2014) presents that the risk of enterprise control has increasingly become a major part of business management activities, its analysis and management has become the first task of modern enterprises. In this paper, he discusses the various risk

identification, analysis, measurement and continuous management of enterprise management, which provides the basis for enterprises to improve their own risk control ability and management level.

1.2.3 Import and export trade risk

The meaning of import and export trade risk

The risk of import and export trade refers to the change of economic loss caused by the natural existence in the process of import and export trade and in special environment and special period. The occurrence of import and export trade risk is inevitable and complex.

The constituent elements of import and export trade risk

Import and export trade risk is composed of factors such as import and export trade risk factors, import and export trade risk events and loss of import and export-trade risks.

1. Import and export trade risk factors. It refers to a certain obstacle may appear in the process of import and export trade, a factor that threatens the smooth progress of international trade, which are the conditions and causes of the risk of import and export trade.

2. Import and export trade risk events. It refers to the occurrence may lead to economic losses of one or both sides as the role of import and export trade risk factors, which is the reason for the occurrence of risk loss of import and export trade.

3. Import and export trade risk loss. It refers to the import or export trade risk factors that lead to the occurrence of import and export trade risk events, resulting in the reduction economy, reputation or other aspects of unintentional, unplanned and unanticipated interest of one or both sides, which includes not only direct loss, that is, property damage, loss of income or loss of costs, etc; but also corporate image, business reputation, social benefits and other losses.

1.2.4 The basic type of import and export risk

According to different standards, import and export trade risk can be divided into different types.

1. Import and export trade risk is divided into natural risk, social risk, economic risk, technical risk, political risk and legal risk according to the causes.

2. Import and export trade risk can be divided into static and dynamic risk according to the nature of the risk itself, .

3. Import and export trade risk can be divided into credit risk, business risk, foreign exchange risk according to the different content of risk.

Part 2 Introduction of China Railway Resources

Company

The parent company of China Railway Group Co., Ltd. is a large central enterprise directly under the management of the State-owned Assets Management Committee s - China Railway Co., Ltd. exclusively set up by China Railway Engineering Corporation, ranking 95 in the list of world's top 500 enterprises in "Fortune" published in 2011.

China Railway Resources Group Co., Ltd. was established by China Railway Co., Ltd., China Railway Resources Limited was registered and established on June 25, 2008, which was reorganized as China Railway Resources Group Co. in May 2009. The current registered capital is 3 billion yuan, with headquartered in Haidian District, Beijing. Up to now, China Railway Resources Group Co., Ltd. has a total of 24 wholly-owned, holding and shareholding companies within and without the borders, three offices and two branches. China Railway Resources Group Co., Ltd. is mainly engaged in domestic and foreign mineral resources investment and development, the current mineral varieties are mainly coal, copper, cobalt, gold, molybdenum and so on. The company's business scope includes: precious metals, nonferrous metals, ferrous metals and non-metallic resources such as mining, sales; warehousing services; domestic and foreign natural resources development of technical research, technical advice, exploration and design; cargo import and export; construction general contracting; project investment.

China Railway Resources Group Co., Ltd. established a management level composed of shareholders (exercising shareholders' responsibilities), board of directors, board of supervisors and managers according to the corporate governance structure of modern enterprises, and introduced external directors, external supervisors and staff supervisors. As the main body of China's iron resources business sector, China Railway Resources Group Co., Ltd. adheres to the enterprise spirit of "Have the courage to cross, with the pursuit of excellence" of China Railway Co., Ltd., pioneering and innovative, determined to make progress, efforts to achieve the strategic objectives of "China Railway" in the country and global resources field.

Part 3 Trade Risk Analysis of China Railway Resources

Corporation

3.1 Risk identification

3.1.1 Investment risk

Investment risk refers to the uncertainty of future investment income, loss of revenues and profits even loss of principal may appeared in investment. The risk born in order to obtain uncertain expectations of the benefits. It is also a business risk, usually refers to the uncertainty of expected return rate of the enterprise investment. As long as the risk and efficiency under the unit condition, investment behavior can be effectively adjusted.

3.1.2 Procurement risk

Procurement risk usually refers to some unexpected situations that may occur in the procurement process, including human risk, economic risk and natural risk. Specifically, if the procurement forecast is not accurate to meet the production requirements or exceed the budget, capacity decline of the supplier group leading to not timely supply, the goods do not meet the order requirements, dull material increases, procurement staff work errors or dishonest or even illegal behavior between suppliers. These conditions will affect the achievement of the expected objectives of the procurement.

3.1.3 Operational risk

Operational risk management, The so-called operational risk refers to in the course of business operation, due to the complexity and variability of external environment and the limited cognitive ability and adaptability of the main body, resulting in operational failure or likelihood of operational activities fail to achieve the desired goal and its loss. Operational risk does not refer to a specific specific risk, but rather contains a series of specific risks. Operational risk and Compliance Committee assists the Executive Committee and the Board to jointly monitor the establishment of a good operational risk framework and monitor the Group's operational risk profile.

3.1.4 Sales risk

Sales risk refers to the changes of sales environment bring the various losses to sales activities. The change in the marketing environment is absolute, objective, and often occurs, and thus in the marketing process, it is full of sales opportunities, while there will be many sales risk. As a result, salespeople should be good at analyzing the risks that may arise from environmental changes, discovering risks and avoiding risks in a timely manner, minimizing losses that they may suffer.

In the process of selling goods, environmental changes are likely to produce opportunities, and it may bring risks. Risk is the possibility of difficult to achieve a certain purpose due to losses brought by changes in the objective environment.

3.1.5 Financial risk

Financial risk refers to the risk that as the unreasonable financial structure of the company and improper financing may lead the company lose solvency then leading investors to decline in expected earnings. Financial risk is a real problem that enterprises must face in the process of financial management, which is objective. Enterprise managers have only taken effective measures to reduce the risk to financial risk, and can not completely eliminate the risk.

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The sustainable development research of Shangri-La tourist business in Yunnan, China

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Abstract

This thesis is studying the sustainable development of Shangri-La city tourism enterprises in Yunnan province. A Shangri-La city tourism enterprise attracts tourists to there, mainly rely on the natural environment from the geographical advantage, strange landscapes which is formed by natural scenery and climate change. Starting from the tourist business is quickly into a process of rapid development. In recent years, the structure of tourist market is changing obviously; the radio of outbound tourism growth greatly, is becoming the first big tourism market in China, and also makes the whole tourism enterprises have taken place in. Individual tourist has become more popular so that the proportion of domestic group tours reduced.

Key words: Shangri-La, recourse, tourism, sustainable development

1. Research background

Shangri-La city is located in the northwest of Yunnan province. Sichuan, Tibet, triangle areas are located in the center of diqing. The ministry of civil affairs under the State council for approval of People's Republic of China in December 12, 2001, from the original ZhongDian Country renamed. Shangri-La city is also bordering daocheng, make two counties of Sichuan province. The other side of it is the Jinsha River. The city is covering an area of 11613 square kilometers. In addition to the main ethnic Tibetan and han, the naxi, yi, yao, bai, dai, zhuang, miao, hui, lisu, wa, yao, jingpo, the blang nationality, buyi, aching, hani, xibo, pumi, Mongolian, clan and jino, deang, drung of two dozen nations.

Shangri-La tourist has a lot of resources, are divided into physiographic landscape, astronomical landscape and climate, building facilities, toueism commodity and cultural activities and the other kinds of unique local characteristics of tourism resources. Shangri-La has rich tourism resources: economic industry, market

dominant. For example, totally 4155 tourists always visit here a day in October 11, 2016, up 34% from a year earlier. The rapid development of tourism enterprises is also facing to problems. Under condition of all kinds of large and small problems, such as the lack of talented management leads to the phenomenon that is blindly pursue the highly profitable development, makes thing simple, not reasonable. The most of resource-based enterprises are resulting of the formation, the ecological environment of blind spots in destruction. Just like this time, is bound to fail.

2. Research Significations

2.1 Theory Significations

At present, researching on tourism enterprise sustainable development strategy is more and more deep. The numbers of studies have also made many achievements, such as religious culture tourism, analysis theory as an important theory of the sustainable development of tourism enterprises. But the less research of Shangri-La region tourism enterprise sustainable development.

3. The resources of Shangri-La tourism

Shangri-La has lots of the existing travelling resources. They are can be divided into geographical landscapes, water scenery, biological landscape, landscape and climate, the sky site landscape, building facilities, tourism commodity and human activities, the local characteristics, such as the unique tourism resources. Landscape: the internal earth's landscape and the external combination of lithosphere of the earth's gravity by various phenomena and things in general. The landscape scene of Shangri-La, mainly distributed in its southeast margin of the Tibetan plateau, to the ubiquitous mountains sanjiang rift zone water: water scenery under the water, all kinds of geological physiognomy, climate, biology and human activities, and many of other factors, the influence of different types of landscape water, also known as the water scenery from cooperation. The mainly water scenery such as bita, tongyangqu, the grand of tiger leaping gorge so many attractions three parallel rivers region. Biological landscape: plants and animals where are they related phenomena. The main wildlife plant resources biological landscape of Shangri-la such as golden monkey, little panda, bears, leopards, primroses, forceps saneness, lily, bulb of fritillary, snow. Sky and climate landscape: the sky scenery and climate means that the background of environmental protection and tourism activities. It is an important ornamental objects and astronomical phenomena and climate landscape of rainbow and cloud. Cultural relics: tourism resources are refer to the requirement of tourists. It is ability to meet the visitors experience, can also be used. For the economic benefits of tourism, snow mountain nature reserve, mainly on the world heritage and the famous tea horse road. Buildings and facilities, it is point to number of tourism infrastructure and buildings

and sites dedicated to the development of the tourism industry, such as Shangri-la rare animal's ecological park, the pagoda built in integrations. The floorboard of the tourist commodities: worth of tangible or intangible goods has certain tourism culture in the process of buying travel tourists. Mainly of local tourism products collocation dressed in CangZhuang Chinese caterpillar fungus fritillaries. Human activities: refers to the social conventions of body reflects social environment, cultural education and humanities culture. The most of main human activities in Shangri-la is Lahm Kangba art festival, etc.

4. Shangri-la tourism enterprise development

Since from the development of Shangri-la city tourism, it has two seriously levels of differentiation (disadvantages and advantages). With brand of Shangri-la ascension, the rapid development of tourism is beyond the normal, the establishment of cross-domain culture brand's development extremely. Since Shangri-la in diqing in 1998, the city tourism revenue growth of sixty percent, according to ten years for a deadline. After the name has changed in gross domestic product for 3.595 billion Yuan, the output value of tourism is 5.812 billion Yuan, more than 29.97 times before the name changed. The economic development of Shangri-la is also substantial changes because more and more people want to come here and see there. The original swamp is all be rebuilt in house, some types of rural home inns, some types of riding stable. The way to Shangri-la is turned into the tarmac.

Shangri-la city tourism starts quickly, inviting visitors to cope with many science spots in city. At the same time, the awakening of synchronous or planning and development, is still lacking of detailed. To create a variety of nationalities, no one reflects the mood of religious harmony. Therefore, the tourism development is still lacking of experience.

5. Economy analysis of scale of tourism enterprise in Shangria-La of China

Since the tourist trade developed, Shangria-La targeted on "build the most prosperous county in China, top one of China, the most well-known tourist area in the world" and combine with the fact according to the power of brand and brought a peak of construction of tourism. A t that time, Shangria-La has improved its road condition and formed a specific communication system with all foundation in stable and its products and projects have already enriched because of they pay attention to the sign construction and made a lot of considerable strategy and has made a good economic benefit. All these on account of the big break of the propaganda and management of tourism which is led achievement of the whole industry. In 2015, the population of tourist reached 2.09 million, its income arrived 166 million compared to 2001, and it was a big progress. In these following yeas development, Shangri-la has increased

hundreds of hotels and restaurants and shops and this mean a great progress of a developing city and make the tourist system of Shangri-la more completed.

6. Market analysis of Shangri-La's tourist enterprise

For the condition of current international market, people now tend to use spare time to relax their mind and body, however, the best way to relax them is going to a beautiful place to let them feel happy. On the other hand, Shangri -La may be the most well-known beauty spot over the world, for this, it laid a solid foundation of Shangri-La's tourist trade. As a result of this foundation, Shangria-La makes a completed plan for the investment of manpower resource which is a extremely well qualified benefit of the whole tourist market.

Shangri-La, is come from Zhongdian of Diqing prefecture of yunnan province of China, continue to develop its tourist industry, has formed a completed tourist industry system of entertainment. The whole prefecture has total 415 different kinds of hotels and restaurants including 65 star grade hotels, 22 travel agencies, 52 tourist areas, 13 state levels A developed scenic spot and it open the air line cut-through Lhasa, Chengdu, Guangzhou, Shanghai with other cities of China. The Dian-zang highway of Shangria-La has completed and the report in site selection of civilian transportation airports of Deqinmeili Snow Mountain had been sent to state censorship. Meanwhile, the ideal city call "Dukezong" of the Zang nationality has built in Shangri-La on the basic of Buddhism.

7. Factors of sustainable development of tourism enterprises in Shangri-La

Shangri-La tourism enterprises, if it wants to continue to the sustainable development, they should meet the following conditions. First of all, Shangri-La tourism companies must face the challenges of big data and the need to face the difficulties. Secondly, Shangri-La tourism enterprises should learn to deal with the contradiction between tourists and environmental pollution. Thirdly, the marketing environment of Shangri-La tourism enterprises should keep up with technology, management, service with the mainstream not only refers to its environment.

8. Conclusions

Shangri-La, for China even for Yunnan province is a good tourist attraction and has been become more completed without any experience. In more than one decade, Shangri-La have changed drastically, at the same time, when it developing its tourist trade, there is some bad influence accompany with it, such as the contradiction between natural environment and development of tourism, problem between national style and tourism development, influence of city etc, all these problems need to be control and solve.

As the development of tourism, Shangri-La should persist principle of protection, use a appropriate and scientific attitude to develop the ecological tourism resources. Shangri-La should pay attention to local resident, avoid the bad influence of development of tourism, increase the village attraction, strengthen the design of tourism crafts and souvenir, encourage the development of travel products, promote the development of travel equipment industry, with the fully help of culture, physical, information, communication such industries to achieve the complement of each industry. What's more, products of tourism industry need to be colorful, innovative. Shangri-La should satisfy the need of tourist and the tourism management, deepen the market institution. Increase the innovative of construction; create a health and favorable environment of tourist trade. Last but not least, Shangri-La should strengthen the safety guarantee system, safety management of various kinds of sightseeing machines, only to achieve the balance of different aspects can we make the sustainable development come true.

9. Expectation

An Ecological, cultural and sustainable nature of Shangri-La: not only pay attention to natural ecology, but also pay efforts to the cultural ecology. Pudacuo National park has made a gratifying achievement after their found out some methods to solve the natural ecological system take example for the construction of Pakistan Gallagher case. The traditional culture as the soul of Shangri-La culture and brand, we should pay more attention to the construction of the national culture of sustainable development. In the development of tourism, we should continue to concern and reshape the local folk culture, build a strong national culture, create a "Shangri-La" cultural conception and all aspects of entertainment.

Shangri-La should build a market environment norm, focus on talent introduction: Scenic Spots Cheating in mature resort as a result of the unreasonable phenomenon of service, and it is not a rare thing. Tourism is a kind of spiritual experience, tourists taken advantages of by the street venders will seriously affect the mood of tourists, and this problem has played a huge negative impact in the image of the region. To create a good mood when traveling to Shangri-La not only reminds us to pay attention to put an end to cheating, but also can prevent the unbalanced

development of the tourism industry in Shangri-La. We should pay attention to simplicity, integrity and image building of tourist city.

Shangri-La should expand cooperation and exchanges with other tourist area, establish a joint marketing mechanism because of Shangri-La's tourism resources and regions are highly complementary. Tourism development need to take the initiative to go out and actively cooperate with other provinces and cities, especially Sichuan, Tibet, Lijiang, Dali, Nu River and other regions . They should make rational use of limited funds and strengthen its research ability of market in order to improve marketing studying, the level of sales and development of tourism market.

Shangri-La should boost the electric power marketing and the image should be advertise through the newspaper, magazine, television , consultation service, the network promotion, the traveling festival activity and so on . They should pay attention to the propaganda, develop the traveling market, speed up the traveling construction of information.

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WORK-LIFE BALANCE IN A SELECTED SURGERY CLINIC IN CHONBURI

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Abstract

The purpose of this study was to investigate the work-life balance behavior of the employees in a selected surgery clinic in Chonburi. The researcher employed quantitative research as the research design, and a survey was used as the research strategy. The sampling of this study was 28 employees of a selected surgery clinic in Chonburi. The data were statistically analyzed in terms of frequency, percentage, mean, and standard deviation by using the SPSS program. The results show the behavior on work-life balance components of the employees in the following parts: *Self-management*: it was found that employees who work in a selected surgery clinic in Chonburi do not smoke, do not drink alcohol, and learn new things all the time. *Time management*: it was found that employees spend time efficiently each day, and manage time effectively is the most important thing, they do not waste their time, and they can prioritize their time to do things effectively. *Stress management*: it was found that employees could get stress both at work and in their daily life, they do not express their stress with their family, and they can deal with pressures from stress. *Change management*: it was found that employees think that changing task process may increase more stress, they can learn new thing well, and they can work collaboratively with new employees. *Technology management*: it was found that employees think that technology is important for both work and life, they use technology to relax themselves more than to work, with technology they can work more effectively, and they always use a technology in their daily life. *Leisure management*: it was found that employees give themselves some reward to compensate their hard work, they always do some activities for themselves, and they spend their holidays for travel. This study will be beneficial to both employees and company in terms of the development of work-life balance (WLB) in HRD and further studies in this field.

Keyword: Work-Life Balance

Background of the study

Work-life balance (WLB) has always been a concern of those who are interested in the quality of working life and its relation to the broader quality of life. In the modern world, balancing the demands of work and other activities is becoming increasingly difficult. A lot of people are having a more difficult time finding balance in their lives because there have been cutbacks or layoffs where they work (Uscher, 2013). Many organizations are interested in ways to help their employees maintain this balance (Greenhaus, Collins, & Shaw, 2003). WLB involves the ways to develop human capacity by improving the relationship

between work and life of persons in organizations. In our increasingly complex and busy lives, this has become an important issue for many people, especially for those in leadership roles.

The pressure of work has been intensifying in recent decades. Factors such as advances in the information technology and information load, the need for speed of response, the importance attached to the quality of customer service and its implications for constant availability, and the pace of change with its resultant upheavals and adjustments to all demands of our time can be sources of pressure (Guest, 2002).

An important aspect of WLB is the amount of time a person spends at work. The more people work, the less time they have to spend on other activities, such as personal care or leisure. The amount and quality of leisure time is important for overall well-being, and can bring additional physical and mental health benefits (OECD, 2016). The study of Hay Group Inside about WLB in Thailand found that most employees felt that the organization was not supportive for balancing their career and life. So, they were not happy with their workplace because they thought that they had more stress at work and no time for their personal life to relax (Hay Group, 2012).

The surgery business has more problems about stress at work because they had to deal with the health and safety of people. There is a shortage of skilled employees who can work in the surgery business. It is often a major source of conflict between administrators and staff, which can potentially negatively impact the quality of care. As a new generation enters surgery and as the number of women in the field is slowly increasing, one could hope that this also changes the surgical culture. Despite the fact that women still reported more struggles to achieve a good WLB, the surgical culture was indeed changing and surgeons were no longer expected to devote every waking hour to their jobs. Moreover, this change did not only affect attitudes towards WLB in general, but also attitudes towards child caring responsibilities (University of Exeter Psychologists, 2014).

Objective of the study

To investigate the work-life balance behavior of the employees in a selected surgery clinic in Chonburi.

Significance of the study

1. Staff can understand WLB in the organization and learn how to balance their work and life.
2. Company owners will be able to establish and create vision, missions, objectives, company goals, and action plans according to the success of WLB.
3. Human Resource managers can understand and gain more information and knowledge about WLB and how the organization can develop WLB in the organization.

Scope of the study

This study used quantitative research as the research design to study about the “work-life balance in a selected surgery clinic in Chonburi.” The data collection method in this study was the questionnaire. The research used SPSS software for data analysis. The sample and population in this study were 28 employees who worked in a selected surgery clinic in Chonburi. The Independent Variable (IV) was the demographic data which consisted of gender, age, marital status, education, work

experiences, position, income, and expenses. The Dependent Variable (DV) was behavior on work-life balance components data which consisted of self-management, time management, stress management, change management, technology management, and leisure management.

Conceptual framework

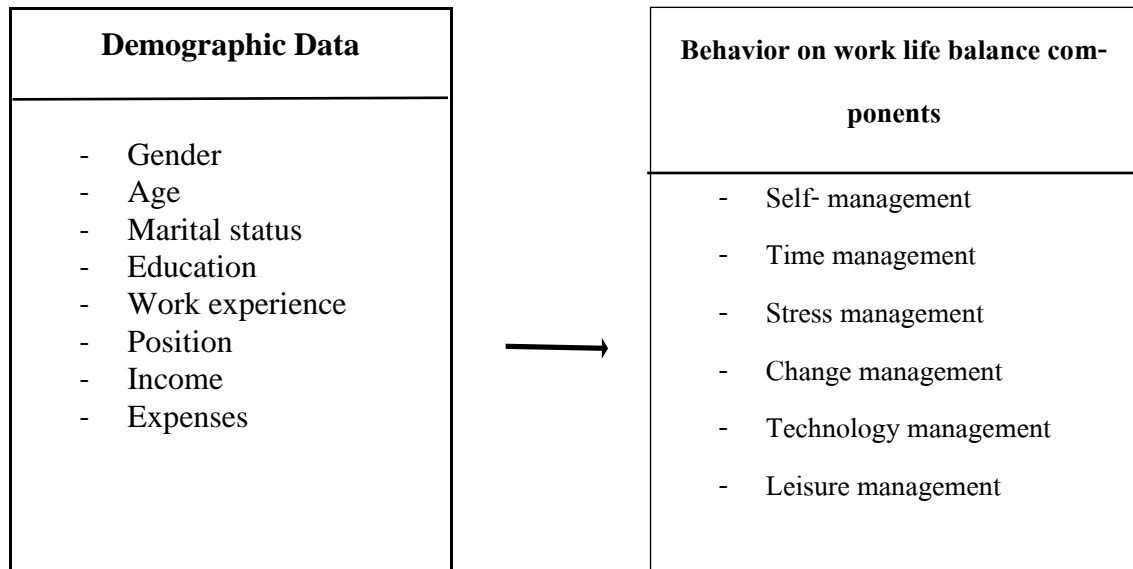


Figure 1.1 Conceptual framework

Literature Review

Work-life balance definition

Kalliath and Brough (2008) summarized that the term work-life balance (WLB) is widely employed, and an agreed definition of this term has proved elusive. The variety of work-life definitions and measures provide limited value for both the theoretical advancement of the construct and for practical human resource (HR) interventions.

Many scholars have defined WLB from different points of view. For example, Greenblatt (2002) stated that WLB is mostly described as “the absence of unacceptable levels of conflict between work and non-work demand” (p. 179), whereas, Hobson, Delunas, and Kesic (2001) defined WLB as employees having the ability to fulfill both work and other responsibilities. Debates about WLB often occur without any clear and consistent definition of what we mean by WLB (Guest, 2002).

WLB can be defined as multiple roles. The view that WLB is drawn from an individual’s multiple life roles derives from the early recognition that non-work (family or personal) demands may carry over into the work day and adversely influence individual health and performance at work. Kirchmeyer (2000) suggested WLB as “achieving satisfying experiences in all life domains and to do so requires personal resources such as energy, time, and commitment to be well distributed across domains” (p. 80). Clark (2000) also focused on individual satisfaction within the description of ‘work/family border theory’ and defined WLB as “satisfaction and good functioning at work and at home with a minimum of role conflict” (p. 751).

Furthermore, WLB is also defined as a relationship between conflict and facilitation. Researchers have focused on the psychological constructs that compose WLB, noticeably conflict and facilitation. Thus, WLB has been defined as an absence of conflict and a presence of facilitation: “low levels of inter-role conflict and high levels of inter-role facilitation represent work–family balance” (Frone, 2003, p. 145). This definition can also be tested through the assessment of the four bidirectional conflicts and facilitation constructs:

The scope and concept of work-life balance

The overall trend in organizations to keep employee turnover rates down is to offer significant programs that provide a WLB. A WLB is an organizational concept that empowers employees to split time and energy between work and other important areas of their life successfully. Companies can implement specific work-life practices within their organization to increase morale, productivity and profits (Lombardo, 2016).

WLB is a concept that supports the efforts of employees to split their time and energy between work and the other important aspects of their lives. WLB is a daily effort to make time for family, friends, community participation, spirituality, personal growth, self-care, and other personal activities, in addition to the demands of the workplace. WLB is assisted by employers who institute policies, procedures, actions, and expectations that enable employees to easily pursue more balanced lives. The pursuit of WLB reduces the stress that employees experience. When they spend the majority of their days on work-related activities and feel as if they are neglecting the other important components of their lives, stress and unhappiness result. WLB enables employees to feel as if they are paying attention to all the important aspects of their lives. WLB is challenging because many employees experience a personal, professional, and monetary need to achieve. Employers can assist employees to experience WLB by offering such opportunities as flexible work schedules, paid time off (PTO) policies, responsible time and communication expectations, and company sponsored family events and activities (Heathfield, 2016).

WLB describes the relationship between your work and the commitments in the rest of your life, and how they impact on one another. Employers, employees and governments want to maximize participation in the workforce. However, in our demanding lives many people struggle to balance work and the responsibilities of caring for children, family members with a disability or elderly parents. For other workers, it's often difficult to find time outside work for study, volunteering, taking care of their own health or participating in sports and recreation. There is no ideal WLB; everyone is different and the right balance may alter over time as families grow older and personal commitments change.

Having options about how work is organized makes managing work and life demands possible by allowing employees to work in non-traditional work patterns and locations that better fit their personal commitments. Overall quality of life improves and businesses also benefit from employees' higher morale and commitment.

For employers, the capacity to negotiate flexible work arrangements provides an antidote to loss of skills and experience, and the high cost of recruitment and retention in a competitive labor market. Employers who provide flexible work options immediately gain a competitive edge in the labor market by becoming employers of choice (Government of South Australia, 2012).

Research design and strategy

The researcher employed quantitative research as the research design. According to the research objectives, the subjects in this research were asked to answer the questionnaire. To be more specific, a survey was used as the research strategy.

Research methodology

The population in this study was the employees who worked in a selected surgery clinic in Chonburi. The population was 30 employees at a selected surgery clinic in Chonburi, and 28 samples was purposively selected from the population, as determined by Krejcie and Morgan (1970). The instrument for data collection in this study was a five-rating scale questionnaire.

Data collection

The researcher contacted the responsible officer of the selected surgery clinic in Chonburi for permission to collect the data. Questionnaires were distributed as printed copies. The questionnaires was translated to Thai and all questionnaires were distributed to all the respondents who were the sample group and were working in the selected surgery clinic in Chonburi. The researcher distributed the questionnaire by himself, and the completed questionnaires copies were given back in 1 week. The details of the data collection procedure are as follows: *First*, the researcher completed the questionnaire paper in English. *Second*, in order to make sure all of the respondents could completely understand the questions, the researcher translated the questionnaire into Thai. *Third*, the researcher sent the application letter and an example of the questionnaire to the owner of the company asking for permission. *Fourth*, after getting permission, the researcher sent enough questionnaires to the employees of the companies, and told them the details of the questionnaire. *Fifth*, the researcher administered and collected the questionnaire after one week, and then thanked the employees who helped the researcher to do the questionnaire. *Sixth*, the researcher separated the valid and invalid questionnaires. *Seventh*, the researcher conducted and analyzed all of the valid questionnaires, and then got the complete data results.

Data analysis

All of the returned questionnaires were checked for completeness, then were keyed into the computer. The researcher used the SPSS (Statistical Package for Social Science) program to analyze the data. The statistics used in this study were included as percentage, mean, and standard deviation. The rate of return for the questionnaires was 100 percent.

Validity and reliability

The validity of the questionnaire was confirmed by three experts who were asked to validate the questionnaires using the IOC process (Item Objective Congruence = 0.5 – 1).

The reliability of the questionnaires was confirmed using Cronbach's Alpha split-half reliability approach.

Ethical consideration

In this study, all data was treated as confidential by statistics. Any information that was used to identify individual respondents was removed before the

data was handed over to the researchers and the individual responses were not identifiable from the results. All data was kept confidential and coded in order to protect the subjects.

Results

The results show the behavior on work-life balance components of the employees in the following parts:

Self-Management - they did not smoke ($\bar{X} = 4.43$), they did not drink alcohol ($\bar{X} = 3.86$), and they have learned new things all the time ($\bar{X} = 3.50$).

Time Management - they spent time efficiently every day, and manage time effectively was the most important thing ($\bar{X} = 4.04$), they did not waste time ($\bar{X} = 3.96$), and they could prioritize their time to do things effectively ($\bar{X} = 3.75$).

Stress Management - they could get stress both at work and in their daily life ($\bar{X} = 4.29$), they did not express their stress with their family ($\bar{X} = 3.79$), and they could deal with the pressures from stress ($\bar{X} = 3.75$).

Change Management - they thought changing task processes may increase stress ($\bar{X} = 4.11$), they could easily learn new things ($\bar{X} = 4.04$), they could work collaboratively with new employees ($\bar{X} = 3.93$).

Technology Management - they thought technology is important for both work and life ($\bar{X} = 4.00$), they used technology more for relaxing than to work ($\bar{X} = 3.96$), they could work more effectively with technology, and they always used technology in their daily life ($\bar{X} = 3.89$).

Leisure Management - they give themselves some reward to compensate their hard work ($\bar{X} = 3.75$), they always do some activities for themselves ($\bar{X} = 3.36$), and they spend their holidays traveling ($\bar{X} = 3.32$).

Additional Comments - It was found that employees who worked in a selected surgery clinic in Chonburi get not enough sleep each day, not enough exercise, but they do have a physical examination every year, they could not manage their time between work and family, they could not control emotions caused by stress, they can learn from changes and adapt them to benefit their life, they always interested in updating new technology, and they always use a technology in their daily life, but they could not find their time to travel with their family, and not to do some activities for relax.

Discussion

Responses to the research objectives “to investigate the work-life balance behavior of the employees in a selected surgery clinic in Chonburi”

Self-Management: it was found that employees who worked in a selected surgery clinic in Chonburi did not smoke, did not drink alcohol, and learned new things all the time. The term WLB implies that one dedicates an equal portion of time to work and life. Catalyst, a research firm focused on women in business, uses the phrase work-life effectiveness, and suggests striving for a situation where work fits with other aspects of your life. Researchers Jeffrey Greenhaus and Gary Powell expanded on this concept and recommended that work and personal life should be allies and that participation in multiple roles, such as parent, partner, friend, employee, can actually enhance physical and psychological well-being — especially when all of the roles are high quality and managed together (Riordan, 2013). In addition to hiring, training, employment contracts, and regulatory considerations,

ensuring that employees are both healthy and satisfied at work is well within the purview of human resources departments (Boundless, 2016).

Time management: it was found that employees who worked in a selected surgery clinic in Chonburi spend time efficiently each day, manage time effectively is the most important thing, they do not waste time, and they can prioritize their time to do things effectively. It is congruent with Riordan (2013), who said that many people enjoy spending a lot of time at work because they like what they do. Thus, long work hours are not necessarily burdensome to them. Each of us should take the time to find a job that ‘fits’ us. When possible, we should set our own boundaries. Many successful executives who work long hours suggest that they put parameters and limits on work.

Stress management: it was found that employees who worked in a selected surgery clinic in Chonburi could get stress both at work and in their daily life, they do not express their stress with their family, and they can deal with the pressures from stress. Climbing the organizational ladder often requires employees to work long hours and deal with difficult and complex issues. Some days on the job are likely fun and positive and other days are tension-filled and stressful. A common dilemma for many people is how they manage all of the competing demands in work and life and avoid letting any negative effects of work spill over into their personal lives (Riordan, 2013).

Change management: it was found that employees who work in a selected surgery clinic in Chonburi think that changing task processes may increase stress, they can easily learn new things, and they can work collaboratively with new employees. It was found that 80% of the First Fortune 500 companies rate WLB as the most important workplace attribute. They found that employees who feel they have good WLB worked 21% harder than those who don’t (Warke, 2014). People who are constantly tied to their jobs deal with the symptoms of stress and burnout. Overworked employees are more likely to suffer health problems, more likely to be absent or sick, less efficient, less sociable, and overall more difficult to work with (Boundless, 2016).

Technology management: it was found that employees who work in a selected surgery clinic in Chonburi think that technology is important for both work and life, they use technology more for relaxing than to work, they can work more effectively with technology, and they always use technology in their daily life. Technology has improved people’s lives in many different ways. People can live longer, healthier lives because of technological advancements. With email, texting, instant messaging, and fax, people can communicate instantaneously. With the advancements in smartphones, laptops, and tablets, employees are able to leave the office but still do their work. This has allowed more employees to bring their work home with them. While such access does allow them to spend more time at home, it has blurred the lines between work and life (Boundless, 2016).

Modern technologies, providing constant accessibility to internet and mobile devices, can blur the boundaries between work and non-work. Some employees’ workplaces are portable—traveling in the car or airplane, and residing at home or other locations – thus pushing work activities into what were traditionally non-work spaces. Conversely, employees easily can import personal activities (e.g., online shopping, videos, music, texting family and friends) into the workplace. This new capacity created by technology appears to be a mixed blessing for employees and their organizations. By creating pressure for employees to be “always on,” technology’s constant accessibility may lower employee satisfaction and productivity,

which defeats its purpose. If employees feel obligated and are rewarded for responding to incoming technological communications, they may develop a compulsion to instantly check their messages, which interrupts the flow of their personal lives (Tarafdar, Tu, Ragu-Nathan, & Ragu-Nathan, 2011).

Leisure management: it was found that employees who work in a selected surgery clinic in Chonburi give themselves some reward to compensate their hard work, they always do some activities for themselves, and they spend their holidays traveling. Research shows that employees tend to feel comfortable attending to their non-work related needs (e.g., by taking family or health-related leave that they are legally entitled to) only when organizational policies, cultural norms, supervisors, and surrounding coworkers also demonstrate a commitment to WLB (Kossek, Baltes, & Matthews, 2011). In other words, organizational support is critical to promoting a healthy WLB for employees. Human resources can alter organizational culture, enforce vacation time, offer flextime, and advise overworked employees to avoid the pitfalls of imbalanced work-life dynamics (Boundless, 2016).

Recommendations

For Human Resource, the results of this study play an important role in WLB. The results found that if companies give a lot of work that will affect the employees' life, and the employees will not be happy to work in this company. It makes the turnover rate so high and the company will lose the cost for training a new employee. So, if Human Resource Development (HRD) knows about the problem and the effect of this research, HRD can balance work and life of employees for better work and a better life, and the company will get its target as fast as possible.

For further studies, the limitation of this study is the area studied. The scope of this research is "work-life balance in a selected surgery clinic in Chonburi." The time limitations of the study did not cover all. The recommendation for future research is to study in qualitative terms in order to know how to make balance between work and life.

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RESULTS OF EFFICIENT GOODS RECEIVING

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ABSTRACT

Purpose – To handle wide product mixes efficiently in streamlined manufacturing and avoid redundant inventories flexible material supply is needed. To evaluate how flexible material supply affects downstream process performance to goods receiving (GR) process is chosen to investigate. Flaws in the GR process might cause ripple effects on downstream processes which makes it interesting to investigate. Hence the purpose is;

- *Explore the JIT effects of efficiency improvements in the goods receiving process*

To answer the purpose two research questions are constructed.

1. *What does the current state look like in the goods receiving process at the case company?*
2. *How can wide product mixes be handled to make a process operate efficient in JIT manufacturing?*

Method – To gather empirical data different methods was used. During the case study both interview and observations was performed to collect relevant data. A literature review was also constructed to make it possible to pattern match findings from data collection methods with theory.

Empirical data – The goods receiving process at the case company is divided in to several sub-processes. These sub-processes include value adding and non-value adding process activities which are basis for optimization.

Result & Conclusion – The sub-process “Unpacking and repacking” is identified as a non-value adding process activity and are therefore selected as subject for process optimization. To optimize the process, it is suggested to work on supplier relationships and get suppliers to deliver products in company specific packaging. This would result in a more

responsive and flexible value stream and make the company adapt to change in customer demand more quickly.

Keywords: Goods receiving, production management, lean tools, value stream mapping.

1. INTRODUCTION

1.1 Background

The manufacturing industry applies many different concepts to become and/or stay competitive within chosen market segment (Porter, 1985). Lean manufacturing (LM) which was developed at Toyota in the beginning of the 20th century challenged and successfully changed the view of mass production methods and thinking to become competitive globally (Bevilacqua, Ciarapica, & Paciarotti, 2015; Holweg, 2007). LM acts as a culture at companies in which employees aim to continuously search for process improvements (Apreutesei & State, 2013). Lean manufacturing deals with making the manufacturing process “thinner” which is achieved by removing wastes and reducing lead time (Mohamed M & Gosling, 2011). Wastes or Muda as it is called in lean terms is a company’s process activities that doesn’t add value to the final customer (Cuatrecasas-Arbós, Fortuny-Santos, Ruiz-de-Arbulo-López, & Vintró-Sanchez, 2015).

In order to achieve the perceived quality in manufactured products and at the same time minimizing the logistic costs and lead-times, the lean concepts are suitable to apply on companies’ value streams (Dombrowsky & Mielke, 2014). Just-In-Time (JIT) are approaches connected to lean manufacturing that aims to produce and deliver products in the right amount with the right condition and at the right time which help lower logistic costs (Karimi, Srinivasan, & Han, 2002). A consequence is that these concepts require complex manufacturing systems that are able to meet the JIT supplying requirements and according to Karimi, Strinivasan and Han (2002) logistic costs can differ from around 3% up to 20% of a product’s purchasing price which makes the reduction of these costs relevant in today’s logistics improvement efforts. To help achieve the JIT manufacturing the lean tool Value Stream Mapping (VSM) makes optimizable processes visible and show relations between processes with a holistic view to prevent sub-optimization (Lamia & Fredj-Ben, 2016).

A process which is interesting to take a deeper look at is the goods receiving process due to its key role in the overall value stream performance (Miernczyk & Holweg, 2004). Rogers (2009) states that in order to have a smooth material flow through the company the goods receiving process needs to run correctly to provide assurance that materials will be at the right place at the right time and in the right amount. If not, miscommunication or shift in demand could lead to a ripple effect on downstream processes (Ivanov, Hartl, Dolgui, & Sokolov, 2014). Another consequence that cause value stream inefficiency is a wide and complex product mix (Bartezzaghi, Turco, & Gianluca, 1992). Companies with a JIT approach strive a thin manufacturing process which results in complications if handling a wide product mix. This requires capable processes to handle the uncertainty (Claycomb, Germain, & Dröge, 1999)

1.2 Problem Description

In manufacturing plants the goods receiving process faces problems of supplying companies internal value stream. These problems often origin from a wide product mix with a lot of product disparity and product variations (Malhotra & Mackelprang, 2012). With a wide product mix the company faces problems of supplying downstream processes with the right products, at the right time and with the right amount (Claycomb, Germain, & Dröge, 1999; Malhotra & Mackelprang, 2012). The solution to these problems often is excessive inventories in front of processes which increases the logistic costs. If inventory is to be reduced, internal processes needs to be flexible, which results in problems for the JIT practice since a wide product mix makes is difficult for the JIT practice to work (Bowersox, Carter, & Monczka, 1993). This makes it an important process to map and investigate to get a deeper understanding on how optimizations in the goods receiving process affects value stream processes.

1.3 Purpose & Research Question

As explained in the background and problem description, manufacturing companies need to be cost efficient and have a streamlined manufacturing process to become or remain competitive (Porter, 1985). In order to have the manufacturing processes streamlined and achieve JIT manufacturing, either redundant inventories or flexible material supply is needed to handle wide product mixes and variations. To evaluate how a flexible material supply affects value stream performance, the goods receiving process is chosen to investigate and optimize. Flaws in the goods receiving process causes ripple effects on downstream processes that affects the overall value stream performance which makes it a key process to investigate. Hence the purpose of this study is;

- *Explore the JIT effects of efficiency improvements in the goods receiving process.*

To help achieve the purpose two research questions was formed. By collecting the information necessary to answer following research questions the authors are able to find feasible improvements and have a guideline and a reference point to coordinate throughout the report. To carry out the purpose and have a basis for locating process to optimize and find wastage to eliminate a current state analysis is needed (Lamia & Fredj-Ben, 2016), therefore, the first research question is;

3. *What does the current state look like in the goods receiving process at the case company?*

Processes needs to be flexible to achieve desired value stream performance (Bartezzaghi, Turco, & Gianluca, 1992). This relates with the goods receiving process due to that companies with wide product mixes faces efficiency problems in the goods receiving process which needs to be handled to increase the value stream performance. This form the second research question;

4. *How can wide product mixes be handled to make a process operate efficient in JIT manufacturing?*

1.4 Scope & Delimitations

The scope of this study is to explore challenges and the impact of efficiency improvements in the goods receiving process at a manufacturing company. The scope includes lean manufacturing methods to map and optimize processes within the value stream. To get a clear picture of the case area, delimitations has been made to only include the sub-processes within the goods receiving process. A wider approach is used to evaluate what these efficiency optimizations could lead to for following processes. Delimitations to only include the goods receiving process is done to evaluate the value stream effect of efficiency in the goods receiving process.

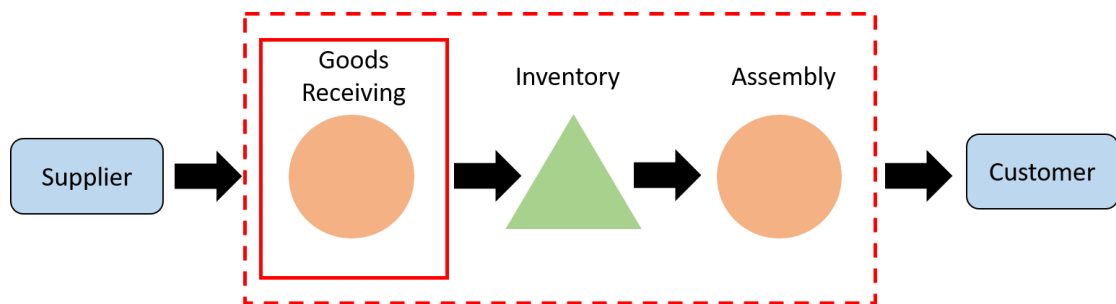


Figure 1, Scope & Delimitations

To locate relevant sub-processes to optimize a view of the current state is needed. The tool VSM will be used to map the current value flow in the goods receiving process and locate sub-processes to target. **Error! Reference source not found.** shows the main processes in the value stream from supplier to customer. The red box shows the case area and the dotted box shows the downstream effects of optimization improvements within the focus area.

2. METHODS

2.1 Data Collection

Interviews is chosen as data collection method to get an overall picture of the current situation and information of how the process is perceived by the employees. It was also selected due to the method is targeted and focus directly on the research questions and aim of the study (Yin, 2006). The weak spot with interviews as method is that it could acquire lapses in memory, poorly worded questions and distorted answers by the respondents (Yin, 2006). The authors tool to handle these weak spots is to record the interviews and spend much time with forming the questions. Due to the recording of the interviews the interviewers could put all the focus on dialogue with the respondents and obtain the information needed. The down-fall with recordings is according to Patel & Davidsson (2011) that the recordings needs to be transcribed which is time consuming and also that respondents might feel insecure to answer some of the questions due to being recorded.

Interviews will be performed both individually with the value stream members and in groups with managers who have good knowledge about the supply chain. The interviews will be semi-structured with wide and open character questions in the beginning and later ending up

with more specific and narrow questions about the problem area. The open character structured questions are according to (Yin, 2006) a great way to gather information about the actual situation and gives a possibility for the respondent to become an informant. If the interviewers manage to generate an informant out of a respondent, the possibility to a successful case study increase (Yin, 2006). In **Error! Reference source not found.** the interviews that will be performed is presented.

According to (Yin, 2006) good case study's base their information on more than one information source and due to the great complement to interviews, observations were chosen as a method in this study. In addition, observations were chosen as data collection method given that the method describes events in real time (Yin, 2006). Observation will be carried out before the interviews performed in form of a Gemba walk, this to gather information about the current situation and the factory to base interview questions on. Further on, observation will be conducted after the interviews to verify the data collected and later mapping the value stream. This study will contain structured observations which is motivated by that problem is specified to the content that it is certain which processes and situations that should be included in the observation (Patel & Davidsson, 2011).

The observations make it possible to follow the material flow through the factory and the information gathered by observations makes the value stream mapping achievable. All observations will be conducted with both authors in order to increase the reliability of the study (Yin, 2006).

2.2 Data analysis

To analyze case data, the analyze process has base in the literature review. From the literature review a theoretical framework is composed to form a foundation for the analysis process. The case study collects primary data from interviews and observations which will be analyzed against the theoretical framework to get a result. **Error! Reference source not found.** shows the case study's analysis process.

The theoretical framework sets theories that will be investigated in the case study. The empirical data from interviews and observations will be matched against the framework to find joint patterns. This way of analyzing data is according Yin (2006) called pattern matching. To find these patterns the empirical data collected will be matched against the theoretical framework continuously.

2.3 Literature review

Value stream mapping

A company's value stream is the processes and activities that create the product to the customer. Michael Porter (1985) introduced the concept which later was embraced by many other scientists. The value stream mapping is the mapping of customer value through these activities across the value stream. This study is dependent on the ability to map current value streams within the studied supply chain. By doing a current state analysis and map these value

streams a full-scale view of the case company's process activities is gained. When a complete overview is achieved, the locating of value added and non-value added activities will begin.

Just in time (JIT)

Just-In-Time (JIT) is an inventory strategy within Lean philosophy. The fundamental ambition with JIT is to eliminate waste in the supply chain by producing the right products to the right place at the right time (Claycomb, Germain, & Dröge, 1999). The idea with JIT is that item needed for a certain activity is delivered just-in-time through a pull system to satisfy the demand (Claycomb, Germain, & Dröge, 1999) and through this optimizing the inventory. The concept when optimizing the inventory is to have the stock as low as possible (Bowersox, Carter, & Monczka, 1993), this is why Bowersox, Carter & Monczka (1993) calls the JIT approach for "Zero inventory"

Production mix efficiency

The production mix is the number of various products and modifications that is Offered to customers. Companies strive to obtain a production mix efficiency in the manufacturing process to handle different customer demands in the best suitable way (Weeks, Gao, Alidaec, & Rana, 2008). Bevilacqua, Ciarapica & De Sanctis (2016) interpret the production mix efficiency as operational responsiveness and explains it as the ability to rapidly react to changing market demands and requests. The ability to change the capacity in volume is also seen as a production mix efficiency and have a big impact on inventory levels due being able to raising the capacity when demand increases or lower it when demand decreases (Bevilacqua, Ciarapica, & De Sanctis, 2016).

2.4 Validity & Reliability

Validity is the criteria that shows how well a tool is measuring what it is supposed to be measuring (Erin D, 2009). It is a hard concept to grasp due to even if the validity is high in one case study it is not valid in another (Erin D, 2009). Validity is divided into two different kinds of validity called internal and external validity. Internal validity means that conditions leads to other conditions (Yin, 2006) or as Patel & Davidsson (2011, ss. 102-103) states "to know what we examine is about correspondence between what we say we are examines and what we actually is examining". This is according to Yin (2006) the causal relationship between events. To ensure this study have high internal validity the authors will apply Yin's proposition pattern matching. This method relates different kinds of information units from a single case to theory hypotheses and thereby show if a pattern exists. If the pattern matches it shows that the study has high internal validity. Also, the interview questions and the observation objects will be linked to the theoretical background which ensures the internal validity (Patel & Davidsson, 2011).

External validity is the generalizability of the study, which means that the outcome of the study should be applicable on a similar study object (Patel & Davidsson, 2011; Yin, 2006).

A study's reliability is its ability for another researcher to receive the same result and conclusions by using the exact same approach as the original research did (Yin, 2006). Erin D. Maughan (2009) also talks about this in the article "Validity and Reliability, what do these terms mean?" where she states that when the reliability of a case study is to be ensured the results you get one day match the results of the second day. To increase a case study's reliability, the authors' needs to have an exact documentation on how the study was performed so other researchers can with ease follow the same pattern and achieve same result. A case study's reliability is crucial to be able to minimize flaws in the research (Yin, 2006).

Documentation on how this study is performed have been done narrowly which according to Yin (2006) increase the reliability. Yin (2006) also states that in order to increase reliability the case study should be done with as many operational steps as possible. The idea is to perform the study in such detail as if there was someone who regularly checked your work (Yin, 2006). This case study will be controlled by a supervisor which increases the reliability.

3. EMPIRICAL DATA

3.1 Company description

The case study has been conducted at one of the largest heavy truck manufacturing companies in the world with a history of manufacturing trucks for 90 years. Their vehicles are sold and serviced in more than 140 countries all over the world with 95% of their production capacity in Sweden, Belgium, Brazil and in the USA. Throughout the company, the focus is on their core values; Safety, Quality and Care of the environment. This results in the fact that the company are branch leader in manufacturing safe and innovative high quality products with an environmental awareness for their customers.

The case study has been conducted at the factory located in Bangkok, Thailand. In this factory, there are two different base models produces. Trucks are made to order where the customer has a great opportunity to customizing the truck in the way that suits best.

The company's goods receiving process handles incoming goods received by truck or container from both local and oversea suppliers. The goods receiving process is divided into eight different sub-processes which handles goods from point of arriving to plant until component storage. Each of these sub-processes are either value-adding, non-value-adding or necessary non-value-adding activities. The individual lead time of the sub-processes results in the total lead time of goods receiving process.

3.2 Current state

Unloading is the first step of goods receiving. The unloading process is about receiving trucks and containers at the plants six goods receiving locations. Three location are used to unload trucks and the other three for containers.

The next step after unloading is **Check Oversea Package**. This sub-process involves comparing the invoice with the number of received packages to check that the right amount is delivered.

The third step of goods receiving is **Admin Arrange document**. In this sub-process one employee inserts package information in to internal excel files.

Unpacking and Repackage is the fourth step and consists of two stations. One station handles overseas incoming goods while the other handles local incoming goods. These two stations begin with unpacking goods delivered with “one-way-packaging”. These packages are made out of carton and are repacked to the case company’s own standard packaging to ease further handling in downstream processes.

Admin GR is sub-process number five in the goods receiving process. This station consists of insert package information in to the internal data base with help of excel files from admin arrange document.

Label scan is the sixth sub-process and consists of two stations, Label scan local & Label scan overseas. These two stations scan, with help of PDA, labels printed by previous process.

Next step in the goods receiving process is **Attach internal label & repack** which is the seventh step. In this sub-process, employees working with attaching new labels from the internal computer system and repacking packages.

4. RESULT & CONCLUSION

These findings on how the case company’s goods receiving is performed provides a basis to pattern match with theory to find efficiency improvements. When looking at the company’s value stream it is possible to evaluate which processes that are value adding or non-value adding. Every process that contributes with a value adding activity for the end customer is a process which is necessary and those who don’t contribute with value are not seen as necessary. The goal is to increase the value-added time percentage during the goods receiving process which is done by minimizing or eliminating the non-value adding process activities. To increase the percentage of value adding time in goods receiving the chosen process to target is the unpacking and repacking process. This is because it is not seen as a process that adds value to the end customer. To make this process efficient the company need to reduce the number of packages received by “one-way packaging”. To do this it is needed to work with supplier relationship and get suppliers to use the company specific packaging when delivering products. For every successful change of supplier transportation packaging the number of products that are received with one-way packaging is reduced, which means that the overall percentage for value adding time is increased. The overall goal should be to make every supplier that uses one-way packaging use the company specific packaging instead, which would result in an elimination of the entire process if 100% is reached.

The conclusion of this is that if this process is optimized and made more efficient, the overall value stream performance would be increased and production mix efficiency gained. This is due to the reduction of lead time at the same time as increasing the percentage of value adding time. Another conclusion is that when the lead time is reduced the company becomes more flexible and responsive. This is due to being able to cope with changes in customer demand in a more rapid way. The result is that more components is ensured to be delivered in the right time, with the right amount and at the right conditions for downstream processes which is a result of a successful JIT approach.

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ORGANIZATIONAL COMMITMENT OF EMPLOYEES IN MICHELIN SIAM CO., LTD IN LAEM CHABANG INDUSTRIAL ESTATE

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Abstract

The objectives of this research were 1.) To study the level of organizational commitment of employees in Michelin Siam Co., Ltd in Laem Chabang Industrial Estate categorized by personal factors, 2.) To study the relationship between job characteristics and organizational commitment of employees in Michelin Siam Co., Ltd in Laem Chabang Industrial Estate. Data collection tool was the questionnaire. The sample group was 400 employees in Michelin Siam Co., Ltd in Laem Chabang Industrial Estate. The statistics used for data processing were percentage, mean, standard deviation, and hypothesis testing.

From the results, it was found that the majority of the sample were males, those aged between 25-30 years; those with education level lower than undergraduate degree, those with between 2-5 years of working experience; and those with operational support as work position. When hypothesis was tested, it was found that education, years of working experience, and work position had an impact on organizational commitment. Job characteristics factors that influence organizational commitment were autonomy, diversity, challenging, participation, and expected work advancement impacted the organizational commitment of employees in Michelin Siam Co., Ltd in Laem Chabang Industrial Estate.

KEYWORDS : ORGANIZATIONAL COMMITMENT, EMPLOYEES IN MICHELIN SIAM CO., LTD IN LAEM CHABANG INDUSTRIAL ESTATE

Introduction

Organizational commitment is the key factor to achieving the organization's mission, because committed employees are dedicated to the organization and perform their duties better than those with little or no organizational commitment. Commitment will occur only if the purpose of the member has been fulfilled by the organization. This is the responsibility of the corporate executives to try to create a positive attitude towards the organization in order to valuably keep members in the organization. Creating member organization commitment will yield maximum benefit to retaining the workforce to stay with the organization for a long time. Additionally, organizational commitment is more stable than job satisfaction. Commitment will slowly start to be developed but once developed, it will be stable

Based on the mentioned importance of organizational commitment, the researcher was interested to conduct a study on organizational Commitment of Michelin Siam Co., Ltd., Laem Chabang Industrial Estate, the leading tire company in

the world with a production base at Laem Chabang Industrial Estate, Chonburi province for the research results to be used in the presentation to the management to acknowledge the current level of staff commitment to the company to find ways to improve the human resource management to be more effective for the loyalty And organizational commitment to be strengthened. This will also retain the organization valuable employees.

Research Objectives

1. To study the level of organizational commitment of employees in Michelin Siam Co., Ltd in Laem Chabang Industrial Estate categorized by personal factors.
2. To study the relationship between job characteristics and organizational commitment of employee of Michelin Siam Co Ltd., Laem Chabang Industrial Estate.

Research Hypotheses

1. Employees of Michelin Siam Co., Ltd, Laem Chabang Industrial Estate with different personal factors will have different organization commitment level
2. Job characteristics of employees of Michelin Siam Co., Ltd, Laem Chabang Industrial Estate are related to organization commitment.

Research Scope

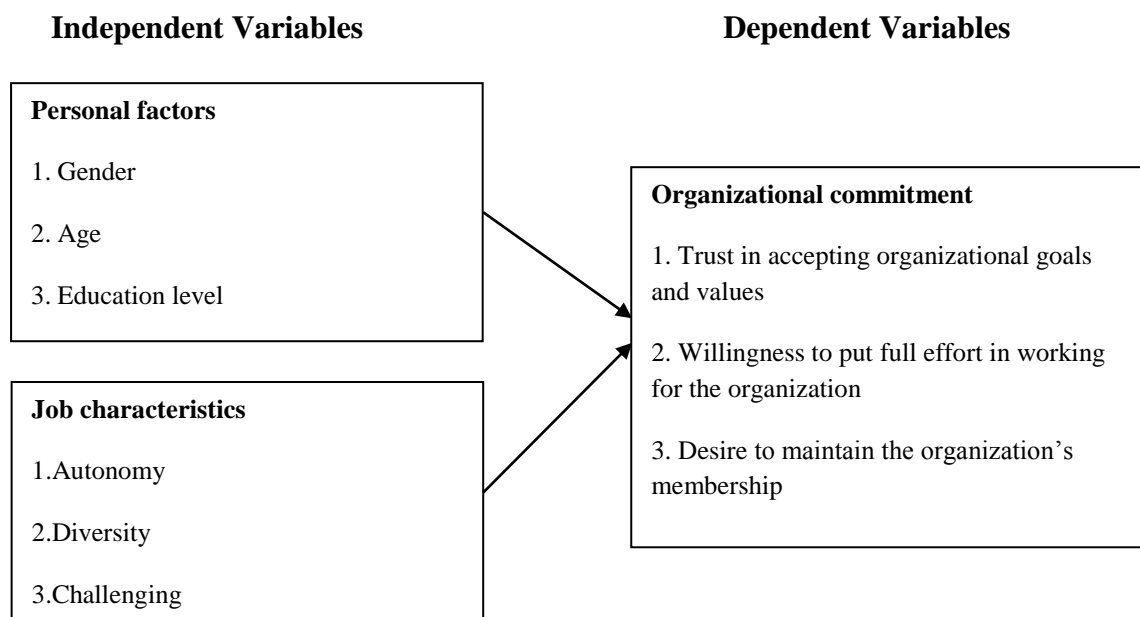
Sample scope

The sample of this study were 400 employees of Michelin Siam (Thailand), Laem Chabang Industrial Estate (Michelin, 2017).

Research period scope

- The duration of the study period was from January 15th to July 31st, 2017
- Data collection was done between March 29th to April 7th, 2017.

Conceptual framework



Expected benefits

1. Knowing the level of organizational commitment of employees in Michelin Siam Co., Ltd in Laem Chabang Industrial Estate.
2. Knowing the factors impacting organizational commitment of employees in Michelin Siam Co., Ltd in Laem Chabang Industrial Estate.
3. To provide information for planning personnel development to create organizational commitment of employees in Michelin Siam Co., Ltd in Laem Chabang Industrial Estate.

Definitions

1. Organizational commitment refers to a strong commitment of members of the organization and the behavior other members of the organization that have the same values and are willing to sacrifice for the organization. This demonstrates their trust in the organization, the dedication, willingness, and commitment. It also demonstrates the desire to retain membership in the organization.
2. Employees refers to employees in Michelin Siam Co., Ltd in Laem Chabang Industrial Estate: Operator and supervisor level.
3. Autonomy refers to fully having a role in and being supported in decisions to improve the performance efficiency.
4. Diversity refers to a company or team that gives importance to new concepts through skill training supports. It also provides opportunities for diverse workforce to successfully perform work.
5. Challenging refers to having received trainings, assignments, chance to learn, and self-development.
6. Participation refers to having been encouraged to participate and to offer new ideas in the company activities.
7. Expected work advancement refers to having great expectations for work advancement and seeing the path for growth in the company by there being a manager that gives importance to my development and growth.
8. Trust refers to having faith and confidence in senior management and the future of Michelin.
9. Willingness, devotion refers to understanding the company vision and goal and ready to willingly dedicate various performances for the company to succeed.
10. Maintaining the membership refers to being satisfied with working at Michelin both in the aspects of the compensation and environment without any need to look for a new job.

Related concepts, theories and researches

Factors related to job characteristics

Hackman and Oldham (1986 as referred in Saengdeon Ruksajai, 2011, page 8) observes that efficient work outcomes depend on four job characteristics as follows:

1. Diversity which means range of proficiency types that the worker requires for his expertise and capability to work or practice of each work unit successfully.
2. Identity of job which means degree of chance opening for each worker to handle the job from starting point until completion.

3. Autonomy which means degree of independency of the worker to use his own discretion to make decision and set out his own schedule that increases sense of responsibility on result of works.

4. Feedback which is varied in degrees and causes worker to aware of direct and clear result of his performance whether it is efficient and productive or not and also of feelings of colleagues, supervisors or organization towards his performance.

Frederick Herzberg (1968: 53) job satisfaction is influenced by two sets of factors, namely motivator and hygiene factors.

1. Motivator factors causes satisfaction and supports people to work more. They lead to development of positive attitudes and true persuasion including:

1.1 Achievement which is the feeling of the worker once he achieved the target or desire to attain success. Challenging tasks are necessary.

1.2 Advancement which means development of new skills, capabilities and openness of learning of each person.

1.3 Esteem which means an outcome of success and respect being in many forms such as oral or written complimentary words as required for continuous motivation.

1.4 Responsibility which means the feeling of commitment upon responsibility over his decision related to his job.

1.5 The work itself which means satisfaction of the worker on his desired work. The desirable work is challenging, diversified and work advancement.

2. Hygiene Factors prevent dissatisfaction in jobs. They are external factors arisen from working conditions and less important than motivator factors, namely:

2.1 Salary or compensation which means remuneration gained from work which may be in the form of wages, salary or others receivable from works.

2.2 Possibility of growth which means possibility of being appointed, internally repositioned, promoted or of development of his professional skills.

2.3 Interpersonal relation with subordinates which means capabilities to co-work and to have good mutual understanding and good relation with the subordinates.

2.4 Status which means others' perception on his status or others' acknowledgement of his position in the organization.

2.5 Interpersonal relation with superiors which means a good term of connection between a person and his superiors, capability to co-work and good mutual understanding.

2.6 Interpersonal relation with peers which means a good term of connection between a person and his peers, capability to co-work and good mutual understanding.

2.7 Supervision technical which means capability of the superiors to manage and administration with fairness.

2.8 Policy and administration which means capability to arrange the sequence of works that reflects entire sets of policy of the organization and capability to comply with such policy.

2.9 Working conditions which mean appropriate condition for work, suitable quantity of assignments and convenience in work including executives, superiors and peers.

2.10 Person life which means certain personal circumstances that cause happiness during work and good attitude and feeling towards his works.

2.11 Job security which means feeling that his place and position in work is secured.

Organizational Commitment

Steers (1977:46) observes that organization commitment is strong relationship and behavior of sharing common values among members of the organization and also willingness and sacrifice for the organization which reflect the following:

1. Trust in accepting organizational goals and values which means acceptance of guided practice for achievement, compliance with organizational values and being proud of his work and his employment.

2. Willingness to put full effort in working for the organization which means dedication of full physical, mental and intellectual efforts in work to achieve the organizational goals and expecting quality of the work within designated time frame which causes overall benefit to organization, desire to maintain status of membership in the organization, being employed so as to work as an employee with full focus and willingness for the organizational goals.

Mowday (1979: 224-247) observed that organization commitment is the dedication to improve the organization which is beyond ordinary loyalty due to push caused by strong relationship. The very good relationship towards organization causes actions beneficial to the organization and always compliant with organizational goals.

Relevant research

Domestic Research

Sangdeon Ruksajai (2011) has studied about the factors relevant to organizational commitment of employees in Michelin Siam Co., Ltd in Laem Chabang Industrial Estate and found that most of workers are female aging between 20-30 years old with work experience ranging from 1 – 4 years and graduated with Bachelor's degree and satisfy factors related to overall job characteristics at the high level and satisfy overall organizational commitment at medium level. According to test, it has been found that factors relevant to organizational commitment are factors of individual and three types of job characteristics as follows:

1. Autonomy comprising that worker may set out his target, self-working method, creative initiation in his duty and using his own discretion to solve any problem.

2. Participation comprising team working style, not individual working style, cooperation with other team and good relationship with peers.

3. Expected work advancement includes that the organization encourages promotion of the rank of the workers and keep them expecting work advancement and promotion with significant organizational commitment.

International Research

Elina Anttila (2014) has studied factors affecting organizational commitment of employees in Finnish Multination Industrial Company and found that Organizational commitment is complicated. Even though the organization prioritizes it, there are also external factors, not only from one person. Based on only working social and job characteristics. However, based on this research, people can be categorized into three groups as follows:

Type 1: people with factors directly related to organizational commitment and jobs characteristic.

Type 2: factors of environment for working.

Type 3: factors related to job characteristics.

Louise M. Iden (2014) conducted a study on satisfaction and organizational commitment in multicultural work environments in Norway and it was found that employees were satisfied and had organizational commitment with statistical significance and it will vary according to the different corporate cultures and environments. Organizations being aware of employee work patterns, job satisfaction, and organizational commitment of as determined by cultural differences with the focus being on the integration of employees through corporate communications and the integration of curriculum into a variety of jobs will provide an opportunity for the company to retain its employees.

Methodology

The sample group used in this study was 400 employees in Michelin Siam Co., Ltd in Laem Chabang Industrial Estate people. The sample size was calculated by using the Yamane (1973) formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

Where n = the sample group size

N = population

e = sampling error

The reliability for this research was defined to be at 95% and an acceptable tolerance value to be 0.05 for the formula.

$$\begin{aligned} n &= \frac{2016}{1 + 2016(0.05)^2} \\ &= 334 \end{aligned}$$

Researchers used 400 employees as the sample group used in this research, which was divided into the following:

	No. of staff	No. of sample
Supervisors		
Production	99	20
Support	192	38
Operator		
Production	1398	277
Support	327	65
Total	2016	400

Research instruments

The research tool was 1 set of questionnaire with the questions divided into 3 parts as follows:

Part 1: The demographic characteristics of the respondents consisted of the employee personal factors: gender, age, education level, years of working experience, and work position.

Part 2: Job characteristics that impact organizational commitment: autonomy, diversity, challenging, participation, and expected work advancement that impact organizational commitment that impact organizational commitment of employees in Michelin Siam Co., Ltd in Laem Chabang Industrial Estate

Part 3: Organizational commitment: the trust in accepting organizational goals and values, willingness to put full effort in working for the organization, and desire to maintain the organization's membership.

The researcher conducted reliability test in this research study using Cronbach's Alpha Coefficient. The analysis was also conducted as shown in the following table.

Organizational commitment	Cronbach's Alpha
Trust in accepting organizational goals and values.	0.80
Willingness to put full effort in working for the organization	0.75
Desire to maintain the organization's membership	0.83

In this study, 400 copies of questionnaires were developed as the research instrument to test the reliability with a Cronbach's Alpha of 0.89, an acceptable value. This implied that the instrument had the validity. Besides, the reliability values of variables: trust in accepting organizational goals and values, willingness to put full effort in working for the organization, and desire to maintain the organization's membership were 0.8 0.75 and 0.83, respectively. It can be accepted that the questionnaire used to collect data had good reliability. Thus, the analytic results of this study were shown as follows.

Part 1: Demographic data of the respondent. The researcher studied 400 representative samples which were 363 males and 37 females. The most of representative samples were in the range of 25-30 years old for 256 people which were 66.3%. The highest education of the most representative samples was lower than undergraduate for 337 people which were 84.3% and was undergrad for 52 people. The number of years of working experiences of the most representative samples was in the range of 2-5 years for 150 people which were 37.5%. The work position of the most representative sample was at production level for 272 people which were 68%.

Part 2 The job description factor that affects organizational commitment, found that the representative samples placed importance on the job description factor which highly affected organizational commitment at the average of 4.11 and also placed their importance on these following lists from highest to lowest importance of level respectively: in the part of diversity, found that the most effected factor was new concept or innovation consideration which was at the highest level at the average of 4.30 and the least effected factor was equipment or technology using at work which was at the average of 4.04; in the part of challenging job, found that the most effected

factor was necessary training at work to keep them working at their highest performance which was at the highest level at the average of 4.26 and the least effected factors were greater learning and developing opportunity than other companies which were high at the average of 4.05 and achievement feeling was high at the average of 4.05; in the part of participation at work, found that the most effected factor was corporate social responsibility of the Michelin was at the highest level at the average of 4.30 and the least effected factor was equality of respecting each employer regardless their work position or level which was high at the average of 4.02; in the part of autonomy at work, found that the most effected factor was self-judgement capability was at the highest level at the average of 4.21 and the least effected factor was supportive supervisor which was high at the average of 3.92; and finally, in the part of expected work advancement, found that the most effected factor was manager or human resources department for discussing their career path at work was high at the average of 4.13 and the least effected factor was seeing themselves in a good career path which was high at the average of 3.80.

Part 3 organizational commitment, found that the representative samples placed importance on organizational commitment which was high at the average of 3.98 and also placed importance in various parts which are respectively listed from highest to lowest as following: in the part of trust in accepting organizational goals and values, found that the most effected thing was the pride which they can tell that they work for Michelin which was high at the average of 4.16 and the least effected thing was the fairness of the working performance assessment was high at the average of 3.82; in the part of the willingness to put full effort in working for the organization, found that the most effected thing was the fairness of the working performance assessment was high at the average of 4.34 and the least effected things were the dedication at work and good production to get promotion were high at the average of 3.90; and finally in the part of desire to maintain the organization's membership, found that the most effected thing was promotion which was high at the average of 4.27 and the least effected thing was enough compensation pay for the cost of living was high at the average of 3.56.

Hypothesis testing results

Hypothesis 1: The employees of Michelin Siam Co., Ltd, Laem Chabang Industrial Estate who has different individual factor will have different organizational commitment

Gender, from hypothesis testing, found that different gender did not affect organizational commitment which meant that overall the level of organizational commitment between male and female employees statistically and significantly affected organizational commitment indifferently at the average of 0.05 which was not consistent with the hypothesis.

Age, from hypothesis testing and pairing analysis, found that age of employee did not affect organizational commitment which meant that overall the level of organizational commitment of the employee age statistically and significantly affected organizational commitment indifferently at the average of 0.05 which was not consistent with the hypothesis.

Years of working experience, from hypothesis testing and pairing analysis, found that (1) years of working experience less than 5 years (< 5 years) and years of working experience 5-10 years (2) years of working experience less than 5 years (< 5 years) and years of working experience 11-15 years (3) years of working experience less than 5 years (< 5 years) and years of working experience more than 15 years

affected organizational commitment which could conclude that employee working experience statistically and significantly affected organizational commitment differently at the average of 0.05 which was consistent with the hypothesis.

Education level, from hypothesis testing and pairing analysis, found that (1) education level less than undergraduate and higher than undergraduate (2) education level at undergraduate and higher than undergraduate affected organizational commitment which could conclude that employee education level statistically and significantly affected organizational commitment differently at the average of 0.05 which was consistent with the hypothesis.

Work position, from hypothesis testing and pairing analysis, found that Operator and support level affected organizational commitment which could conclude that employee position statistically and significantly affected organizational commitment differently at the average of 0.05 which was consistent with the hypothesis.

Hypothesis 2: job description factor of Michelin Siam Co., Ltd, Laem Chabang Industrial Estate, employee has interaction with organizational commitment – from hypothesis testing, found that autonomy, diversity, challenging, participation and expected work advancement statistically and significantly affected organizational commitment at the average of 0.05 which was consistent with the hypothesis.

Result discussion

From the study of organizational commitment of employees of Michelin Siam Co., Ltd, Laem Chabang Industrial Estate.

Hypothesis 1 stated that employees of Michelin Siam Co., Ltd, Laem Chabang Industrial Estate who has different individual factor will have different organizational commitment, the result of research found that years of working experience, education level and work position statistically and significantly affected organizational commitment differently at the average of 0.05. Gender and age statistically and significantly affected organizational commitment indifferently. Could discuss in parts as following:

Gender found that overall the level of organizational commitment between male and female employees did not affect organizational commitment which was not consistent with the hypothesis. Because the company gave the opportunity for employee to be promoted and also offer the opportunity for employee to show their ability which has cooperation between departments for delivering successful job and also has fairness assessment. This research result is consistent with Thitima Lakthong's research result (2557:64), studied about organizational commitment of employees of one of the automotive parts production company in Amata City Industrial Estate, Chonburi, found that the calculated significance value from program was 0.85 which is higher than statistical significant level using in hypothesis testing which was 0.05. Therefore, could conclude that gender has no interaction with employee organizational commitment.

Age, it was found that the age of officers did not influence the relationship towards organization, which was not in agreement with the assumption. Every organization divided types, and level of officers in order to provide training for all officers relating to their responsibility. The results in this research related to the results studied by Thitima Lukthong (2014:64), which investigated the relationship of officers and organization in automotive industry in Amata City Industrial Estate in Chonburi. It was found that the significant value calculated by the program was 0.81, which was higher than the statistically significant value used to test the assumption. It

could be concluded that the ages of officers did not influence the relationship towards organization.

Working experience; it was found that (1) less than 5 years of working experiences and 5-10 years of working experiences, (2) less than 5 years of working experiences and 11-15 years of working experiences, (3) less than 5 years of working experiences and more than 15 years of working experiences, all of these significantly and differently affected the relationship towards organization at the level of 0.05, which was corresponded with the assumption, because at specific working period the officers had the different promotion or desire. The result in this research was corresponded with the work done by Thitima Lukthong (2014:69) studying about the relation of officers and organization in automotive industry in Amata City Industrial Estate in Chonburi. It was found that the significant value calculated by the program was 0.00, which was less than the statistically significant value used to test the assumption equal to 0.05. Hence, it could be noted that working period affected the relationship of officers towards organization.

Educational background; according to pair analysis, it was found that (1) educational background lower than Bachelor degree and higher than Bachelor degree, (2) educational background Bachelor degree and higher than Bachelor degree, these affected the relationship of officers towards organization, meaning that the officer's educational background distinctly influenced the relationship towards organization at the statistically significant level at 0.05 which was in agreement with the assumption because the different educational background related to the responsibilities or duties of officers. The results, in this research, were corresponded with the study done by Seangdeun Luksajai (2011; 48) investigating the factors relating to the relationship towards organization (case study) Bangkok Life Assurance Public Headquarters. It was found that the significant value calculated by the program was less than 0.05, which was lower than the statistically significant value used to test the assumption, meaning that the educational background affected the relationship towards organization of officers.

Job positions; it was found that the position of production level and support level of officers distinctly affected the relationship towards organization at the statistically significant level at 0.05, which was in agreement with the assumption. According to Maslow's theory, the fifth level was the personal desire to develop oneself. The results in this research corresponded with the work done by Pirincha SamanSintu (2001; 73) studying about factors influencing the relationship creation of officers in Best Performance Engineering Co, Ltd. It was found that the officers holding the position of experienced level and administrative level tended to have more relationship towards organization than that of operational level.

Hypothesis 2 factors relating to working types of officers in Michelin Siam Co., Ltd at Laem Chabang Industrial Estate related to the relationship towards organization. It was found that the sample population highly concerned the importance of the work itself relating to the relationship towards organization, which was orderly listed, based on the highest value to lowest value; diversity of works, challenges in working, working participation, working freed and Possibility of growth, respectively. It was discussed in following details.

Diversity of works; the sample population highly concerned about the correlation of working characteristic towards the relationship officers at the average value equal to 4.15, because the company or team paid the attention to new idea by supporting officers to have a training course to elevate skills, expertise, and another working skill.

Challenging in works, the sample population gave the importance to factors relating to the working characteristic relating to the relationship towards organization at the average value of 4.15, because the company provided training courses and tasks that can develop officers.

Working participation; the sample population gave the importance to working types relating the relationship in organization at the average value of 4.13, because the officers were gain supports to be participated and to present new idea in an activity of company.

Freed of works; the sample population highly concerned the importance to the factor relating to work itself having the relationship towards organization at the average value of 4.12, because the officers were gain supports in term of decision making to improve working efficiency.

Working expectation; There was the sample population concerning about the work itself influencing the relationship in organization in term of the possibility of growth at the average value of 3.99. Officers expected the possibility of growth and realized the growth of company, and the company also concerned about the development and the growth of officers.

The results, herein, correlated with the work done by Seangdeun Luksajai (2554; 48) investigating the factors having the relationships towards organization (case study) Bangkok Life Assurance Public Headquarters. It was found that the officers highly satisfied the factors relating to work itself.

Suggestion from research

According to the results in this research studying about the relationship towards organization of officers in Michelin Siam Co., Ltd at Laem Chabang Industrial Estate, the research gives the suggestions for developing the relationship towards organization as described in following details.

Diversity of work, the company should provide training courses for officers and should provide various works, for instance rotating officer's responsibility and being ready for training in a certain area.

Challenging, the company should provide a new work to officers, and this will make officers having an opportunity to learn and to develop their skills.

Participation, the company should provide an opportunity for officers to be participated and to show a new idea in every activity. When, there is a problem, the company should be open-minded to accept ideas of officers, and the leader should apply that idea to deal with the problem.

Freed, the company should provide a chance for officers to freely work and should allow them to make a decision themselves in order to get success in works.

Possibility of growth; the company should thoroughly plan the possibility of growth and also often track the process by a manager. This will make the officers to be realized that there is the possibility of growth in the company.

Suggestion for future research

1. Another factor should be carried out for example respect, working condition, policies, and administration, in order to cover all factors relating to the creation of relationship towards organization

2. The creation of relationship towards organization in the view of officers should be carried out in order to comprehend officer's needs to create bond between organization and officers

3. The factor relating to resignation should be studied to find a protective way and also to be a way to develop the relationship in many aspects.

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A CASE STUDY ON HOW TO IMPROVE ORDER QUANTITIES WITH SEASONAL DEMAND

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ABSTRACT

Purpose – Seasonal products are a growing demand from the customers and keep growing for each year. To be able to compete with competitors in the same market it is important to always have the products in stock. However, more products then required in the warehouse creates cost and reduce space in the warehouse for other products. The purpose of this report is therefore described as:

- *To investigate methods of improving order quantities for seasonal demands*

To research question have been constructed to be able to answer the purpose of the study:

1. *What methods for calculating order quantities for seasonal demands?*
2. *In what way does seasonal demands impact on order quantities?*

Method – Different methods will be used to collect theoretical and empirical data. A case study has been conducted at a case company, which the authors are referring to in the study. By doing a case study at one specific company the authors could do a broader analytic study and focus on a small number of people involved in the report.

Empirical data – On the case company no inventory control regarding ordering quantities exists. Depending on what product different methods are used and pattern match with the theoretical framework.

Result and conclusion - The findings from the pattern matches generates a result, which has been analysed and the authors find EOQ (economic order quantity) as the most suitable method for calculating order quantities to get the optimal quantities for the lowest costs.

Keywords: Seasonal demand, Order quantities, Inventory control

INTRODUCTION

Background

Logistics management can be defined as “The process of planning, implementing and controlling the efficient, cost-effective flow and storage of raw materials, in-process inventory, finished goods and related information flow from point-of-origin to point-of-consumption for the purpose of conforming to customer requirements” (Makepeace, Tatham, & Wu, 2017). Inventory control is a common part of the logistic management (Jonsson & Mattsson, Logistik; Läran om effektiva materialflöden, 2011) and must be observed by three different parameters; Safety stock, lead-time and order quantity, these parameters are used to manage and control the inventories in the supply chain (Mattsson, 2010).

Inventory control is affected by seasonal demands (Tan, 2002), and can be described as products characterized by long production lead-times, shorter period of sales, low salvage value and high uncertainty of market demand (Fisher, 1997). Seasonal products are a growing trend in the recent years and today more products have become seasonal demand, compared to former “basic demand products”. If the seasonal demand cannot be managed and handled the same way as “basic demanded products”, major risks may arise for the inventory control (Li, Zhou, & Huang, 2017). Risks concerning retailers can be the changing in market demand after the orders have been placed by retailers upstream in the supply chain and this could easily lead to understocking or overstocking (Tan, 2002).

The growing trend with seasonal products can be connected to the customers demand toward individualization and diversity (Li, Zhou, & Huang, 2017). Other reasons for this trend, with shorter lifecycle of products, can be linked to global competition, faster development of products, increasingly flexible manufacturing systems and unprecedented variety of products (Vörös, 1999). These factors also influent on the increase of products assortment. The average number of inventories in the warehouse has increased fivefold in the recent decades (Dréze, Hoch, & Purk, 1994) and (Bishop, 1993). This increase generates difficulties to forecast short-terms demands for individual items, there are too little data in comparison to the number of products (Dekker, Van Donselaar, & Ouwehand, 2002). Theoretical studies by simulations experiment shows that constructing product-families, called product-aggregation, with similar seasonal patterns, may help to deal with forecasting and create a steadier demand and reduce the number of inventories up to 50% (Donselaar, 2003).

Problem Description

Retailing demand is known to vary depending on e.g. what time of the year it is, around big holidays and the different seasons. With seasonal demand the forecasting differs from if the certainty were more constant and this provide difficulties on the supply chain management (Ehrental, Honhon, & Van Woensel, 2014). Shorter product life cycles and growing assortments is considered as major reasons why reliable forecast models are difficult to construct (Dekker, Van Donselaar, & Ouwehand, 2002). Seasonal demand is a phenomenon that can cause bullwhip effects in a supply chain and this can potentially cause overstocking or stock-outs. A company's costs of inventory and stock-outs will thereby increase (Huang, Ho, & Fang, 2017). Many companies today struggle with how to calculate products with seasonal variations. More frequent short-term forecasts are what retail inventory replenishments rely the most upon, however aggregate sales planning with bigger quantities and lower frequency is also a way of forecasting (Syntetos, Babai, Boylan, Kolassa, & Nikolopoulos, 2016).

By sharing information between supplier and retailer, seasonal demand can be forecasted more accurately and an appropriate inventory strategy can be developed (Huang, Ho, & Fang, 2017). The customer's demand sets the entire supply chain in motion and retailing/distribution organisations must act and respond to such demand. To satisfy the customer the retailers must have the necessary products in stock and provide the required service level (Syntetos, Babai, Boylan, Kolassa, & Nikolopoulos, 2016). Inventory control presents a theory on how to handle inventories on products with independent demands. The management must observe to three parameters such as safety stocks, order quantities and lead-times. However, no method designed for environments with independent and seasonally demand can be found covering all the three parameters (Mattsson, 2010). Retailers must still need to account for seasonality in their shelf inventories and inventory control (Ehrental, Honhon, & Van Woensel, 2014) or this will lead to implications such as inefficient capacity utilization, poor product availability and high stock levels (Småros, Lehtonen, Appelqvist, & Holmström, 2003).

Purpose & Research Question

As previously mentioned in the background and problem description, seasonal products are a growing demand from the customers and keep growing for each year. To be able to compete with competitors in the same market it is important to always have the products in stock. However, more products than required in the warehouse creates cost and reduce space in the warehouse for other products. The purpose of this report is therefore described as:

- *To investigate methods of improving order quantities for seasonal demands.*

First thing needed to be done to fulfil the purpose is to get knowledge about what methods can be used to calculate order quantities when affected by seasonal demands. The first research question can thereby be described as:

1. *What methods for calculating order quantities are appropriate regarding seasonal demands?*

When the authors have got knowledge about what methods can be used, the next process will be to evaluate how seasonal demands impact on order quantities and some calculations will be conducted. The second research question is formulated as:

2. *In what way does seasonal demands impact on order quantities?*

To answer these research questions and fulfil the purpose, theoretical- and empirical data will be collected and studied. The theoretical framework will be conducted by literature studies and the empirical data will be gathered by using a case study at a case company.

Scope & Delimitations

The scope of the study will be on how distribution companies determines order quantities on products with a seasonal demand. Figure 2 presents which area in the supply chain the study will focus on. Delimitations will be the interface from a logistic point of view between the distributor and supplier. The study will only focus on order quantities in the purchasing process for distribution companies with a seasonal demand. The variety of demand is based on seasons according to weather conditions in South East Asia. Compared to many countries in Europe, this area of the world only consists of a raining- and dry season. Therefore, the

result of the study cannot be generalised to other parts of the term seasonal demand for example trends and fashions.



Figure 2: Delimitations of the supply chain

METHODS

Data Collection

The data collection consists of collected empirical data from interviews, observations & measurements and document studies received at the case company. The respondents included in this report was the warehouse manager, and the CEO and at the case company. Due to language barriers, these respondents were chosen as the most appropriate for conducting interviews. The structure of the interviews was semi structured. As Patel & Davidson (2011) describes, semi structured interviews are open interviews and not very structured. The interviewers know what subjects should be included but the respondent can answer more openly. This give a better understanding of how the respondents are thinking and it will provide to a better discussion between the both parties. After a while the respondent will feel so comfortable that it will become an informant (Yin R. K., 2007). The semi structured interviews are a form of qualitative data and can identify characteristics and what kind of knowledge that the case company is lacking (Patel & Davidson, 2011). According to Yin R. K. (2007), at least two interviewers should be attended during semi-structured interviews, one should focus on the origin questions and the other should focus on the follow-up questions.

Observations is fundamental for future studies and techniques as the study progress (Patel & Davidson, 2011). To get a better understanding of what empirical data which should be included in the study, observations was conducted at the case company. It is mainly the warehouse that was focused on, how big are the inventories and how are they stored in the warehouse are two areas that was evaluated. By analysing these observations, the authors got a better overview of how big order quantities will fit in the warehouse and what products can be phased out to create more space for other inventories. Another reason for the authors to do observations is the verbal language barriers, which makes it easier to collect information through observations rather than interviews. Observations are also useful to when it comes to gather an alternative view on the research area (Yin R. K., 2007). The observations were unstructured which means collecting so much information as possible by only using a couple of keywords (Patel & Davidson, 2011). The observations are explained in Table 1 and the observations were conducted by both authors which increases the reliability when analysing the process further on (Yin R. K., 2007).

Table 1: Schedule of observations

Week	Purpose (What?)	Method (How?)	Time
-	Overall perspective in warehouse	Unstructured, passive and open	1h
-	Purchasing process	Unstructured, passive and open	1h

Measurement is a quantitative method and is conducted when statistics and numeric values are being analysed in a random way that does not varies (Patel & Davidson, 2011). The measurements provided quantitative data to the empirical studies at the case company. By calculating the retrieved data, the research questions could be analysed.

Document studies was conducted at the case company and includes a deeper review of the company's IT-system. In the IT-system the authors were able to gather current data regarding inventories in the warehouse, sales data of the products and what kind of order quantities the company is using when ordering from their supplier. However, document studies should also be viewed as critical data (Yin R. K., 2007). If there is a problem in the IT-system the result of the study will be affected in a negative way. Document studies can also be described as a form of secondary data and Yin R. K. (2007) point out the meaning of this data is to support data and information gained from other sources. In Table 2 the schedule and purpose of document studies is presented.

Table 2: Schedule of document studies

Week	Purpose (What?)	Method (How?)	Time
-	Inventory data	Structured	4h
-	Order history	Structured	4h
-	Sell history	Structured	4h

Theories obtained by literature studies and data gathered from document studies will lead to calculations and measurements of how safety stocks, order quantities and order points can improve the logistic flow in the warehouse. By doing calculations a better understanding of what methods to use will be obtained and resulting in a more efficient warehousing concept.

Data analysis

The theoretical framework for this report consists of literature studies and combined with the empirical data collected from the case company it provides data, which will be analysed in this study. To answer the first research question, the authors chose quantitative methods required to calculate suitable order quantities for products with a seasonal variety of demands. According to Emmett & Granville (2007) cost comparisons of different inventory control methods should be used by mathematical calculations and/or by simulation methods. The authors used a calculation document where the collected empirical data were entered and calculated in theoretical formulas. The authors consider it important that every calculation was carried out in a way that allows comparisons of the cost of the various methods so that a choice of suitable order quantities can be done. During the observations, the authors observed current number of inventories, how the warehouse looks like and how the case company currently works with inventory control and then analysed it together with the calculation

documents. Empirical patterns from the data collection was then matched with patterns from the theoretical framework and similarities and differences were analysed. This method of analysing data is called pattern matching and if the result corresponds the internal validity of the case study will be strengthened (Yin, 2007). The analysing process was executed in the end of the data collection process, to be able to use the collected theoretical data to get different theoretical patterns. In this part, both authors were presented to analyse the data in common. Another advantage of doing the data analysis when the entire data collection is done is to see if any term of the theoretical framework needs to be supplemented. The analysing from the first research question then worked as a foundation to analyse the second research question. The second research question was also analysed by doing pattern matching. By comparing empirical data collected from mostly interviews and document studies it was matched with patterns from the theoretical framework.

Literature review

Seasonal demands

Jonsson & Mattsson (2011) describes three different types of common variations and patterns of demand; random variation, changing trends and seasonal variations. The variety of demand can be considered as obvious and unavoidable (Mattsson, Inventory control in environments with short lead times, 2007) . According to Mattsson (2007) it arises difficulties to produce cost effective and smooth material flows when you work with products with a variety of demand. Mattsson (2007) emphasize it will be important to explore and reduce the underlying factors to get a sustainable ground and reduce the sharp variety which influence the production and thereby reduce the costs. To implement a higher level of flexibility in the production or create buffers can be a good way to solve the problems.

Seasonal variations are the variations, which influence the market and are affected by external factors (Storhagen, 2011). Nahmias (2013) explains that seasonal variations are when the pattern of demand repeats itself in some cycles. These cycles can be every day, week or month, but mostly it is about repetition for predetermined periods of time every year (Nahmias, 2013). For example, will the demand from customers to a company who sales garden products increase a lot during a limited period and subsequent will go to a lower demand level.

Economic Order Quantity and Order Point

To calculate the most valued fixed order quantity from an economic point of view, Wilson formula is the most profitable formula to use (Axsäter, 1991). When using the formula illustrated in Figure 3, ordering cost, annual demand (units), cost per order, and holding cost must be known and constant (Lumsden, 2012).

Economic Order Quantity

$$EOQ = \sqrt{\frac{2 \times D \times S}{H}}$$

D = Annual demand (units)

S = Cost per order (\$)

C = Cost per unit (\$)

I = Holding cost (%)

H = Holding cost (\$) = I x C

Figure 3: Wilson Formula

The formula is constructed as a total cost reasoning which combines ordering cost and carrying cost to find the most optimal point where ordering cost and carrying cost meet each other (Van Delft & Vial, 1996). However, the formula does not take into consideration transport stock, shortage costs, access to equities or connection between different operations (Storhagen, 2011).

Order point system is a common method to determine when an order must be ordered. The order quantities should be fixed, short-term variations can in this way be ignored and should be suggested near to or on the EOQ-point (Lumsden, 2012). The order point corresponds to the demand during the replenishment lead-time and the level of safety stock will handle unforeseen deviations (Mattsson, 2002). Lumsden (2006) presents a formula for calculating the order point which is illustrated in

$$OP = SS + D_{LT}$$

OP = Order point, SS = Safety stock, D_{LT} = Demand during lead-time

Reliability & Validity

The main purpose with reliability is to minimize failures in a research (Yin R. K., 2007). To ensure the study will be of good reliability the authors will make a detailed description during the method chapter and the empiric chapter. The authors will focus on the accuracy, structures and documentation throughout the entire process with collection of data to ensure a high reliability for the study (Eliasson, 2010). Interviews will be done in the data collection and to get a better reliability the authors will inform and prepare the respondents before the interview is taken place. The interviews will be recorded to ensure that the authors perceive the respondents answer in a correct way which affects the reliability of the study (Patel & Davidson, 2011). The observations will be more reliable by doing them more than once. The observation also needs to be documented by notes. A structured searching process will be done to the literature research and the data will be taken from recognized and reliable databases like Scopus and Primo. The collected data will then be treated by triangulation where the collected literature will be compared and mixed. This process will also get the study a higher level of reliability (Yin R. K., 2007). Validity can be shared in two different ways, internal and external. With internal validity, it means to what extent the result from the study is inconsistent with the reality. But also in which level the measurement will be measured. The definition of external validity is in which level a study's result can be generalizable to other studies and/or activities and thereby can be relevant to use in a general perspective (Merriam, 2010). The author's expectation is to find pre-requisites to make the results generalizable for

other activities rather than only the specific case studies. The authors will use triangulation when analysing the different methods, the meaning of this is to get a more holistic overview of the used methods (Weiss, 1968). Triangulation of multimethod closely parallels theoretical triangulation and helps to collect theories and data to answer the research questions. It can also be a critical test when comparing theories (Denzin, 1978). The reason to use this technique for data collection is to get a wider perspective, which will give the authors a more correct picture over the situation (Williamsson, 2002). The data collection will also be well composed and planned to get a high validity for method as this ensures that the measurements aims will be fulfilled (Eliasson, 2010). The concept of validity doesn't need to inspect a specific method but can also be assessed by seeing to the working process in their entirety (Patel & Davidson, 2011). To ensure that all collecting data from the case company is correct the respondents will be provided the conclusions from the interviews and thereby confirm if everything in the interview has been perceived in a correct way from the authors.

EMPIRICAL DATA

Company description

The case study has been conducted at a distribution/retail company importing garden products to the market in Thailand. The company has been active since 2008 and have annual turnover at around 100 million Thai baht. They import, distribute and retail four different brands. The garden products are described as mix of international brands with high quality equipped with the latest technology. They import three international brands and one brand only made for the Thailand market, which is the brand the study has focused on. The company imports most of their products from China, Germany and Sweden. China is the most important trading country where 80% of the products are imported from. They describe themselves as a company with competencies in the major business area but lacking knowledge regarding logistics and inventory control. These parameters are vital to improve for the case company to develop their business. The case company operates daily with inventories without any proper idea around inventory management and inventory control. High seasonal demand causes over stocking in their limited warehouse and reduces the profitability for the company.

RESULT & CONCLUSION

By analysing the findings from the empirical studies and pattern match it with theories some results have been presented. When evaluating order quantities with a seasonal demand there are a couple of factors you need to take in consideration. Several methods have been evaluated and calculated and one method have been selected. To reduce the level of inventories and tied capital, the case company should focus on choosing a method with fixed order quantities and flexible periodicity. The most common method to use is Economic Order Quantity (EOQ) with order point system. This gives the case company an overview of the inventory every time they reach the ordering point. When using flexible periodicity, they can reduce the inventory costs and are more secured to uncertainties. This method also gave them a standardisation of order quantities that they felt comfortable with.

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Research on the Cooperation and Innovation of Logistics Park Based on the Belt and Road Initiative

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Abstract

In order to further implement China the Belt and Road Initiative to promote the opening-up and cooperation between Guangxi and ASEAN, in the multi-level economic and trade exchanges with ASEAN, Guangxi facilitates the construction of inland, sea and air transport network, initially forms a line connecting the two-side logistics network. Logistics Parks are important nodes on the network. In order to play the role of key nodes in the logistics parks and serve China -ASEAN Free Trade Area, Guangxi logistics parks should make the use of information and Internet of Things technology, take the road of integration of real economy and information, combination of industry and logistics from the perspective of major industry cooperation of China and ASEAN, in accordance with the national strategic deployment, based on the good comprehensive transportation system and scientific planning.

Key words: The Belt and Road Initiative Logistics Park Cooperation Innovation

1. Background and Significance of Research

With the close connection of borders and relations between Guangxi and ASEAN countries, in order to further implement China's the Belt and Road Initiative, Guangxi has vigorously built sea and land routes and has effectively coordinated these routes in recent years. Extending from the land and sea and air through a variety of innovative network platforms and open city nodes, Guangxi continues to promote the international opening up with ASEAN and other countries. Guangxi has formed a three-dimensional transportation system of inland, sea and air. The traffic channels are network lines while industrial parks and logistics parks are important nodes on the network lines. The traffic network construction has made great progress. Thus, facilitating the development of related logistics parks and industrial parks is the key to improve the efficiency and benefit of the entire economic and trade network.

Guangxi attaches great importance to the construction of economic industrial parks and logistics parks. At present, Guangxi actively promotes to build industrial parks with ASEAN countries: China and Malaysia Qinzhou Industrial Park, China

Indonesia Economic and Trade Cooperation Zone, Brunei Guangxi Economic Corridor, China and Thailand (Chongzuo) industry Park, Sino-Vietnamese cross-border economic cooperation zone, China-Indonesia economic and trade cooperation zone, Yulin Brunei Chinese medicine health industry park, and so on. In 2016, admission projects in China and Malaysia Qinzhou Industrial Park reached 66 with total contracted investment of over 29.5 billion yuan. The development of these parks provides not only a series of high-level cross-border cooperation platforms for the economic development of Guangxi but also an important gateway to ASEAN.

How to play the key role of the logistics park is a problem demanding prompt solution in the cooperation between Guangxi and ASEAN.

2. Research Technique and Research Theory

Logistics park is a region where a variety of logistics enterprises gather together in space to achieve the goal of rationalization the layout of logistics space, the scale of logistics facilities and equipment, Joint logistics operation, integrated transport mode, logistics services integration.

Although the logistics park at home and abroad has not had a unified definition and different scholars define it differently, people do not deny the logistics park plays a vital role in the national economy.

Logistics Park planning types are classified generally as freight service type, production service type, business service type, integrated service type. The external functions of the logistics park is the logistics organization and management and economic development relying on the logistics services. The internal functions of the logistics park are integrated function, intensive function, information transaction function, centralized storage function, distribution processing function, multimodal transport function, auxiliary service function, parking function.

The economic theory of logistics park planning and operation generally involves the following theories: Propulsion industry theory, Trickle-down effect, Value chain theory, Economic theory of Urban Agglomeration. Logistics Park has activities of market information, modern warehousing, professional distribution, freight transport and market transaction where gathers many logistics enterprises which not only specialize division of labor but also realize the intensive operation of logistics. As a center of commodity distribution and processing, the basic facilities, technology, capital, information of logistics park are better than that of the surrounding area. This resource advantage, while promoting sustained rapid growth of city economy, has the direct or indirect effects on the surrounding areas, so that the surrounding areas of the economy, management, technical level has been improved.

3. Analysis of Chinese Logistics Park development

3.1 Development of China Logistics Park

3.1.1 Development: the number of logistics parks grows from the explosive type to a smooth transition, regional distribution equilibrium. (Table 1)

Table 1 China Logistics Parks Quantity Change Table

Year Item	2006	2008	2012	2015
Quantity	207	475	754	1210
Year-on-year growth rate	-	129%	59%	60%

Source: The investigation report of the fourth national logistics park

3.1.2 Distribution: the northern, central, eastern, southern, southwest: moderate. Northeast, northwest is the least. (Table 2)

Among the distribution of logistics parks in eight economic zones in China, the top three are respectively: the northern coastal economic zone (216), the mid- Yangtze River Economic Zone(211), economic zone of the Yellow River (175). The bottom two are : the Northeast Economic Zone(111), Northwest Economic Zone (74). There is a rapid increase in the number of logistics parks in the mid- Yellow River economic zone and Northwest Economic Zone, which has important relationship with the national implementation of the policy of silk economic zone.

3.1.3 Operation Status: the vast majority of operational parks are put into operations. (table 2)

Table 2 China's Logistics Park Status Table

Status	Operation	under con- struction	Planning	Total
Quantity	857	240	113	1210
Rate	71%	20%	9%	100%

Source: The investigation report of the fourth national logistics park

3.1.4 Layout status: the proportion of logistics park layout in the node city is high. Traffic location conditions have great effects. (Table 3)

Table 3 China's Logistics Park Layout in Node City

Node city	2012	2015	growth rate
Primary node city	279	445	60%
Secondary node city	165	366	122%
Non nodal City	310	399	29%

Source: The investigation report of the fourth national logistics park

3.1.5 Situation of Parks

Convenient transportation is the priority for logistics parks to attract enterprises to settle. Complete supporting facilities, high quality of service, the park brand were ranked second, third and fourth respectively.

Road transport is the main transportation mode of the logistics park. More than 62% of the parks has more than two kinds of traffic connections.

3.2 Construction of China Logistics Parks

3.2.1 Development: Combination of Government Planning and Enterprises' Construction

The central government and local authorities have issued a series of programs and plans on the development of cities such as traffic nodes, logistics nodes, e-commerce pilot cities and free trade areas. These policies have had a great impact on the development and construction of the logistics parks. At present, 65% of the logistics parks development and construction is the government planning and enterprise orientation.

3.2.2 Types of Parks: the number and proportion of comprehensive service-oriented logistics parks are the largest.

Among the types of logistics parks in china, comprehensive service logistics parks account for 62%, still the largest proportion of the park type. The second is the business service-oriented logistics parks with the proportion of 15%. The freight hub-oriented accounts for 12%, the production service-oriented 6 % and the port service-oriented 5%.

3.2.3 Investors: Diversification of investment trends

In addition to logistics enterprises, traditional real estate enterprises continuing to increase investment, foreign investment funds and foreign real estate such as ProLogis, Jia Min Group, the domestic Alibaba, Suning, Jingdong and other e-commerce leading enterprises, have injected money into logistics park market. The trend of diversification of logistics park investors has been further demonstrated.

3.3 Operation of China Logistics Park

3.3.1 Operation Mode of Logistics Park is Mainly Self-management

In terms of logistics park management, two-thirds of the logistics parks is self-management with gradual growth of the proportion . The logistics parks managed by the Government Management Committee account for 32% while the logistics parks entrusted by third-party management account for only 2%.

3.3.2 The Basic Functions of the Logistics Park are Perfect; Auxiliary, Value-added Functions are More and More Rich.

Warehousing, transportation, distribution, transshipment and other basic functions have been the main function of the logistics park as well as the main source of income. At the same time, the park continues to expand such business as financial, insurance, property, catering, repair, industrial and commercial taxation and other value-added business. See Table 4.

Table 4 China's Logistics Park Function Statistics

	basic function	%	Auxiliary function	%	商务政务服务功能 Business affairs service function	%
1	Storage	95	Parking	93	information	80
2	transport	84	Restaurant	79	Business circles	55
3	Distribution	78	Get accommodation	77	Tax	52
4	transaction	62	Property	74	Counseling training	51
5	Transport	59	Security	70	Finance	48
6	Freight forwarding	54	repair	60	Insurance	38
7	machining	53	Refueling, gas, electricity	49	Inspection	28
8	Financial logistics	36	Shopping	42	Declare at customs	27
9	Other	13	entertainment	34	Other	9
10			Other	11		

Source: The investigation report of the fourth national logistics park

3.3.3 Source of Income in the Logistics Park is Becoming Increasingly Diversified.

At present, the three major business of leasing, warehousing, transportation and distribution business are the top three income sources of logistics park. With the rapid development of social economy, on the basis of traditional logistics functions, logistics park can obtain more profits through the provision of new services. Such income as information services, circulation processing, financial logistics and other income are also increasing. See Table5.

Table5 China's Logistics Park Revenue Composition Table

	Income type	%
1	物业租赁 Property leasing	89
2	仓储保管 Warehousing & Deposition	86
3	运输配送 Transportation and distribution	74
4	信息服务 information service	59
5	货运代理 Freight forwarder	52
6	包装加工 Packaging processing	46
7	金融物流 Financial logistics	29
8	Other	26

Source: The investigation report of the fourth national logistics park

3.3.4. Information Level of Logistics Park Continues to Improve

Information construction of logistics park has had sustainable development. On one hand, information systems and information technology are widely used; Internet of things and information technology investment increase; information link of logistics and related industries become more close. On the other hand, because of the late start of logistics park information technology and the low level of industrial integration, there are a lot of development space for information work of logistics park. In the future, Internet based, e-commerce based will be a major development direction for logistics park.

3.4 Development of Guangxi Logistics Park

3.4.1 Constant growth both in the total amount of social logistics and the construction of logistics infrastructure.

Guangxi total social logistics in 2015 reached 4 trillion yuan, 1.6 times in 2010, average annual growth of 9.9% in "the 12th Five-Year Plan " period. The added value

of the logistics industry in 2015 achieved 130 billion yuan, 2 times of 2010. In 2015, the region's highway traffic mileage was 117,000 km and railway operating mileage was 5086 km, an increase by 1886 km compared with the end of 2010 . At the end of 2015, Guangxi Beibu Gulf port cargo transport capacity reached 230 million tons, 79 berths for 10000 -ton ships above; inland port cargo transport capacity was over 100 million tons, 143 berths for 1,000- ton ships above . There was 7 transport airports in Guangxi.

3.4.2 Rapid Development of Logistics Parks

The development of various types of logistics parks in Guangxi has been accelerated, and the investment in infrastructure construction has increased. There have been various types of logistics parks such as freight hubs, business services, production services, port services and integrated services. Logistics services in parks are becoming more and more abundant and the level of organization and the degree of intensification have been gradually improved. In 2015, Guangxi identified the first 10 regional demonstration logistics parks.

3.4.3 Gradual formation of Bonded logistics system

Nanning comprehensive bonded area, Qinzhou Bonded Port Area, Beihai Export Processing Zone and Pingxiang Comprehensive Bonded Zone have been put into operation. Qinzhou Bonded Port Area, Pingxiang Comprehensive Bonded Zone have achieved the "Pan-Pearl River Delta" four provinces customs clearance integration and Nanning customs clearance customs integration. International distribution, international procurement, international transit, processing trade, bonded logistics and other transnational business have been further expanded. As the well-known enterprises continue to settle in bonded areas, agglomeration effects appear. These special customs supervision area provide the goods exchanges of China-ASEAN Free Trade Area with more convenience and value-added services.

3.5 Disadvantages of Guangxi Logistics Park Development

① The total size of the logistics park is not large and operating cost is high; service level and the degree of organization and specialization is low.

② Logistics infrastructure of Logistics Park is still weak; road network connectivity is not high; multimodal integrated transport system is not fully formed; urban and rural distribution system is not perfect.

③ "Small, scattered, weak" phenomenon in Logistics Park logistics enterprises are prominent, the core competitiveness is not strong, the industry chain is not long and degree of logistics outsourcing is low

④ Part of the logistics park layout is unreasonable, agglomeration effect is not obvious, the management system mechanism need to be innovative.

⑤ Logistics information level of logistics Park is not high, the application of modern Internet technology is not enough, the degree of standardization of logistics needs to improve, integration with other industries is not high, it lacks logistics management personnel.

4. Development Planning of Guangxi Logistics Park

4.1 Innovation and Cooperation of Logistic Parks based on the Belt and Road have Cooperative Opportunities between Countries

National planning is to take advantage of Guangxi adjacent to ASEAN countries; speed up opening-up and development of Beibu Gulf Economic Zone and the Pearl River - Xijiang economic zone; build international routes facing ASEAN, create a new open development strategic fulcrum in south and southwest China and form an important gateway to interface with Silk Road Economic Belt and 21st-Century Maritime Silk Road

This requires cooperation and development of two resources the two markets at home and abroad. Foreign trade, foreign investment and inter-provincial cross-border cooperation has been in full swing. The two-way flow of various domestic and foreign productions and living elements provides the logistics industry and related logistics parks with a wide range of opportunities and markets.

4.2 Gradual Improvement of Comprehensive Transportation System Offers Good Traffic Conditions to the Cooperation and Innovation of Logistics Parks

During the "13th Five-Year Plan" period, Guangxi plans to build new railway networks, highway networks. Beibu Gulf port comprehensive capacity will reach 450 million tons, inland port comprehensive capacity will reach 150 million tons. The province, sea, and border channels facing Guangdong, Hong Kong and Macao, ASEAN countries will be set up. Modern comprehensive transportation system

which connected rivers with sea, covers urban and rural areas, integrates inland, sea and air will be gradually improved. All of these provide good traffic conditions for the international logistics Parks to enhance the level of multimodal transport, reduce logistics operating costs, facilitate the logistics network, improve the efficiency of logistics organizations.

4.3 Logistics Development Planning Strategic Layout in Guangxi Makes a Clear Blueprint for the Cooperation and Innovation of Logistics Parks

Guangxi "logistics 13th Five-Year Plan" plans to build the logistics space layout of central regions opening to the outside world, development bases, economic zones, node cities to make clear positioning and arrangement for foreign cooperation and development of Guangxi logistics parks. Based on these nodes cities, ports, border economic zones, with the solid backing of foreign cooperation, logistics parks can become business base connected with mainland and for the China - ASEAN Free Trade Area, agricultural products distribution center, international hub port, Integrated port logistics city, key logistics node of cross - border logistics system and corridor.

4. 4 Strengthening Cooperation with ASEAN-related Industries, Promoting the Logistics Parks to Become an Important Connecting Node of the China-ASEAN Free Trade Area.

Logistics Parks may use the platform of China-ASEAN Expo, China-ASEAN Logistics Cooperation Forum, China-ASEAN E-Commerce Summit and China-ASEAN Port City Cooperation Network to promote logistics cooperation with ASEAN countries. Logistics Parks can accelerate the integration of regional logistics standards and the construction of regional logistics information platform. We should promote the establishment of China - ASEAN operation of three-dimensional logistics network service system and establishment of logistics park operation mode with logistics enterprises as the main body. The construction and operation of the logistics park should focus on the important industries which have close connection with ASEAN countries such as automobile, machinery, metallurgy, electronics, building materials, foodstuffs and specialty agricultural products, and rely on important transportation hubs such as harbor, highway port and airport to promote actively the Sino-foreign docking of internal and external infrastructure of park, transshipment and transportation, distribution center and other functional facilities. Logistics enterprises should be docked to foreign-trade enterprises. We should promote financial insurance, encourage information services and other supporting enterprises to enter the logistics park, carry out such value-added services as logistics finance, bonded customs clearance, trade shows, consulting and training. Realization of multimodal

transport, joint distribution, providing integrated and intensive logistics services will develop logistics park into cross-border e-commerce logistics park.

4.5 Emergence of New Information and Internet Technology Provides Strong Technical Support for Logistics Park to Serve China's ASEAN Free Trade Area

With the development of mobile Internet, Internet of things, through the integration of online and offline development, providing streamlined, intelligent, flexible logistics integration services is conducive for logistics park to construct China - ASEAN logistics information platform, to establish cloud platform of Guangxi logistics information exchange and Shared service. Through the integration of railways, highways, civil aviation, postal services, customs, inspection and quarantine, small and medium-size enterprises and other information resources, we can establish regional logistics information collection, exchange, sharing mechanism to dock industry, park, enterprise logistics information to logistics public information platform of Guangxi, ASEAN countries which can realize data sharing, information exchange and provide low-cost, high efficiency, diversification, fine logistics services for the logistics parks of China -ASEAN Free Trade Area with advanced technical support.

5 Conclusions and Outlook

Cross-border cooperation, cross- domain joint and the competition between logistics parks are becoming increasingly frequent, especially operations of many varieties, small batch, one piece of cross-border e-commerce increase in demand. Thus, it puts forward higher requirement for the logistics parks from the aspects of facility equipment, operation management, service innovation and so on. In order to serve China and ASEAN better, how to further promote the transformation and upgrading of the logistics parks, renovation of facilities and equipment, application of "Internet plus logistics" , construction diversification, networked logistics park is an important research direction in the future.

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Kunming-Bangkok Road Logistics trade facilitation

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Abstract

As the result of economic globalization and integration, the tide of trade facilitation has been risen, and the improved trade circulation efficiency to promote trade facilitation has drawn attention all over the world. In 2010, China - Asian Free Trade Area was fully established. It has achieved zero-tariff for 90% of goods, and the barriers are gradually reduced. The volume of trades between China and Asian has grown rapidly and led to the growth of international logistics. As results, it has become an objective requirement to obtain high-quality, efficient and convenient international logistics while trading between China and Asian. Due to the uneven level of economic development, unenlightened logistics infrastructure, conflicting logistics standards etc. It is hard for international logistics to keep up with the rapid growth of bilateral trade demands with the inefficient bilateral international logistics with blocked flow of goods and high trade costs. Therefore, it is essential to improve international logistics facilitation between China and Asian.

Keywords: Kunming-Bangkok Road; Great Mekong Subregion Cooperation; Trade facilitation

I. Context of China - Thai logistics trade

1.1. June 18, 2015, when taking the interview of China-Thailand joint media, the ambassador of China come to Thailand, Fukui Ning has made a series of statements based on the construction of the relationship between both countries. The issues includes the cooperation of railway between China and Thailand, and the cooperation of the two countries to build "The Belt and Road Initiative". He pointed out:

At the beginning of the establishment of diplomatic relations between China and Thailand in 1975, the volume of bilateral trade was just \$25 millions, while in 2014 it was \$72.6 billions, nearly 3000 times of it in 1975. Besides, the volume of bidirectional investments between China and Thailand has now reached a total amount of \$6 billions. During the first four months of this year, under the condition of weak recovery in the global economy, China and Thailand achieved a gratifying goal by the small scale of growth of the trades. Recently, the attention of Chinese enterprises to invest in Thailand has been gradually risen. Many entrepreneurs and economic & trade delegations who comes from various provinces and cities in China, especially those who comes from developed areas, are willing to visit Thailand, seeking for business opportunities. As a result, numerous enterprises have reached cooperation intention with Thailand partners.

Based on the investigation on the Chanthaburi Province of eastern Thailand government, it has been shown that the short supply situation on export side was revealed since a large number of Chinese dealers are in a favor of purchasing local fruits, such as durian and mangosteen. There are fifty percent of local fruits that was exported to China, it has greatly stimulated the enthusiasm of fruit famers in planting fruit, and greatly increased their income. The stimulation has become a new characteristic in current trade between the two countries. The beginning of the construction of China and Thailand to build the railway (Trans-Asian railway) will drive along with the infrastructure, strong business, logistics, investment and

industrial development, sustain the economy development, and improve the level of cooperation between the two countries.

1.2. In the case of international road transport corridors, the use of international road transport routes involves a wide range of complex situations, such as the political system, economic level, security and other aspects of coordination between among the countries. Kunming-Bangkok Road connection with three countries, go through four ports are China Mohan, Laos, Houayxay, Na Teuy, Thailand the four ports of Chiang Khong. As these three countries in the customs clearance rules have not been completely docking, and it can not do one-stop customs clearance. So, if a group of goods to complete the complete journey of Kunming-Bangkok Road at least twice through more than the loading and unloading inspection, too many customs clearance and complicated procedure. In addition, the transit trade costs paid for the transit of goods in Laos is generally between 2% and 3% of the value and up to 8% to 10% at the highest level. It has resulting a higher customs clearance costs.

Because of national laws, political and social systems, regional cooperation's economic structure, scientific development has a difference and changing, transport agreements are more complex and unstable. Even on the basis of negotiations on multilateral transport agreements, understanding the gap of differences will be relatively large. In the specific implementation it might be more problematic, and resulting in the agreement can't be implemented. Such as transport conditions, transportation charges, transport perishable items, and container tariff system.

1.3. The Great Mekong Subregion Cooperation was initiated by the Asian Development Bank in 1992, along with six countries close to the Lancang-Mekong river: China(Yunnan, Guangxi), Thailand, Cambodia, Laos, Myanmar, and Vietnam. They all shared joint participation in a subregional economic cooperation. After more than 20 years of development, GMS cooperation has achieved fruitful results.

At present, China is promoting the 21st century to build the Maritime Silk Road and the Silk Road economic zone, referred as "The Belt and Road Initiative", Its aim is to accelerate the construction of a comprehensive and open economy. Yunnan as a part of "The Belt and Road Initiative", a major strategy in the ring, it is a great strategic significance to actively participate in the construction of GMS economic corridor.

According to the GMS economic cooperation of 10 year strategic framework (2012-2022), GMS cooperation will focus on north and south, east and west, south that three economic corridor construction. Among that, Yunnan is directly related to the North-South Economic Corridor, composition from Kunming - Chiang Mai - Bangkok, Kunming - Hanoi - coastal defense, Nanning - Hanoi three major lines. In addition to Thailand, the GMS economic corridor covers all the locations of less developed regions of the Indochina Peninsula, the lower level of economic development, and the weak link between industries and trade, regional economic integration in the initial stage. Therefore, GMS economic corridor cooperation contributes to reducing subregional poverty and promoting regional balance and sustainable development.

II. Kunming - Bangkok's current situation and problems of logistics transportation highway

2.1. Kunming-Bangkok Road is an important part of the Asian Highway network as an important part of China's land-link Southeast Asian countries. It is one of the key projects in the China - ASEAN Free Trade Area and the Greater Mekong Subregion. Also, it is a bridgehead strategy framework. Yunnan province in China is one of the four key highways connected to the outside. Kunming-Bangkok Road starts at Kunming, and ends of Bangkok. A total length of 1807 kilometers, through China (Yunnan), Laos, and Thailand. Among them, Yunnan Kunming - Mohan 688 kilometers, 229 kilometers in Laos, Thailand, 890 kilometers. China and Thailand cooperation to build the Houayxay - Chiang Khong Mekong River Bridge, was officially opened in December 2013, the end is relying on ferry across the Mekong River into Thailand's history, to achieve the true sense of the Kunming-Bangkok Road across the board. As an the important foundation project for the construction of China - ASEAN Free Trade Area, Kunming-Bangkok Road is an international channel to connect China with Southeast Asia, which can benefit hundreds of millions peoples in the region and promote the comprehensive speed of trading between China and ASEAN. Kunming-Bangkok Road is carrying cooperation, development to a win-win situation. It has directly affects China and Laos, China and Thailand's economic and trade cooperation.

2.2. Yunnan province is located in the southwest of China, respectively, with Burma, Vietnam and Laos' border. Yunnan is actively involved in GMS economic construction under the overall strategy of "one area along the way". On the one hand, it can promotes trade and investment and other economic exchanges and cultural exchanges through sub-regional cooperation, and it can constantly expand Yunnan and ASEAN to accelerate the opening of the field and space, Of the comprehensive competitiveness. On the other hand, it can improve the GMS countries with cross-border traffic, ports and along the trunk roads and other infrastructure, energy, telecommunications and other areas of the construction and the formation of interconnection network, cultivate and develop trade logistics, cross-border tourism, focusing on the development of export-oriented characteristics of processing Manufacturing industry. To accelerate the formation of the overall economic indicators along the border, and then promote China's western development, peripheral diplomacy and other strategies in-depth implementation, to promote the GMS countries to build collaborative development concept. From March 2008 to 9 years, since its opening, Kunming-Bangkok Road for China's Laos Thailand not only accelerate the trades, but also facing the "Not smooth" and other issues. Now the construction of the Trans-Asian Railway line has forced to further enhance the Kunming-Bangkok Road to serve the China - ASEAN Free Trade Area better.

Driving through the full length of more than 1,800 kilometers of Kunming-Bangkok Road takes about 20 hours. It starts at the entrance to the Kunming-Kunming Expressway, stop in Bangkok, Thailand; from Kunming - Yuxi Expressway entrance to the Kunming toll station, stop in Bangkok, Thailand. It is composed of three sections, there are sections in China, Lao and Thailand. Yunnan, China from Kunming to Mohan port is only 827 km; Out of China's territory from Laos Boten to Houeisay will be finished, a total length of 247 km for the Lao section; By Laos Houeisay across the Mekong River into the Thai border city Chiang Khong From Chiang Khong to Bangkok, the Thai section, a total length is 813 kilometers.

After the opening of the Kunming-Bangkok Road in 2008, the Mekong River Bridge between Laos Houeisay and Thailand Chiang Khong. It has been unable to complete the construction and became a big problem in the section. It was not until

December 2013, the bridge which blocked the smooth passage of the Kunming-Bangkok Road, was officially opened. It has eliminated one of the biggest hardware barriers on the Kunming-Bangkok Road. Before the opening of the bridge, long journey from Kunming to Bangkok took about 60 hours to travel through more than 1,800 kilometers. After the opening of the bridge, the freight vehicle on the road to achieve the full range of goods transport, in the case of smooth customs clearance only for two days. It has greatly reducing the clearance time. Especially the complete settlement of the boat by the Mekong River has brought the time, transport and other uncertain factors, such as rising costs, making more freight vehicles are willing to travel on this international road.

At present, to transact the border transit formalities in Mohan port just need 30 minutes normally. It needs to provide a driver's license, driving permit, passport, and visa. The driver and the vehicle are unified for handling, driving outbound personnel and returning the driving entry personnel must be the same person. When the person enter the Laotian exit, he/she will need to go through an immigration clearance and vehicle inspection, but the customs clearance time is much longer. And from Laos people come into China, not only the customs opening time is short, procedures are complicated, the number of checks also greatly increased. From the average calculation point of view, the goods to the port of Laos after spending more than two hours to apply for entry-related procedures. In the direction of vehicle driving, Boten to Houeisay ports are in Laos, driving directions are the same as in China for the right to driving. But from the port of Chiang Khong began to travel in Thailand for the left to driving. In Houeisay and Chiang Khong needs to re-apply for entry and exit procedures. On the other hand, but also through the rejection of the way to solve the vehicle left wing rudder to bring the inconvenience. At present, the Kunming-Bangkok Road in China, Laos and Thailand for the mountain asphalt road, the traffic of the overall road is in a good condition.

2.3. High logistics costs have been a prominent issue on the transport of Queensland. Some logistics companies have calculated the transportation costs of Kunming-Bangkok Road. Its logistics costs can account for 30% of the total cost of goods, high customs declaration costs. Because through these three countries, a one-way transportation needs to apply for four immigration procedures due to the formation of a more harmonized clearance procedures. Three countries are based on current standards of each country, not only the type of inspection and charges vary, but also the time for customs clearance is also different. In China and Thailand, the processing time is relatively short, it is much longer in the territory of Laos. At present, a standard container declaration costs accounted for 40% of the entire logistics costs. While passing through Laos, the vehicles may also encounter additional charges. If the transit due to customs and other factors caused by vehicles, personnel stranded, the cost of a day might be companies needs to pay more fees on staff accommodation, refrigerated trucks and other additional costs of more than 500 yuan. As the vehicles can not exchange, increase the cost of multiple loading and unloading, China and Laos in the high cost in the section of transportation. It is understood that the transportation of current road in Yunnan cost of about 0.46 yuan/Kilometer per ton. As a standard of calculation, the transportation costs of freight per ton of goods from Kunming to Mohan is 321 yuan. From Kunming to Mohan port highway full length is nearly 700 km. Along the road, only 480 km is the highway, the Yunnan highway toll station cargo per ton of 0.08 yuan/kilometer, so that leaves a fee of 38 yuan per ton of cargo needs. As a result, the cost per ton of cargo in China

as high as 380 yuan. On the one hand, in the territory of Laos, the random charges are large, there are no uniform standard of uniform implementation. On the other hand, Laos oil prices is high, the charges are not standardized. Plus with the rainy season is long, a frequent road damage is very comment. While the Lao economic ability are limited, it can not be dealt with in time for the damaged sections. A variety of uncertain factors to bring the increase in transport costs, resulting in a huge pressure on corporate logistics costs.

2.4. Kunming-Bangkok Road hardware construction has been basically perfect, but the software construction needs to be improved. Kunming-Bangkok Road infrastructure has been perfect, but the service needs to be improved. The problem of "one bridge and two sections" of Kunming-Bangkok Road has been completely solved. "Bridge" that is Laos Houeisay - Thailand Chiang Khong Bridge has been completed. The bridge is 630 meters long and has a total investment of about \$ 47.36 million by China, Laos, Thailand cooperation to build between the three countries was officially opened on December 11, 2013. "Two sections of the road" that China Mohei - Simao section of the highway, a total length of 65 km, has been completed and officially opened to traffic; Laos Ban Huan Village to Ban Suan Village about 50 km section of the investment development by the Asian Development Bank has also been completed and officially opened to traffic. However, Kunming-Bangkok Road along the line, especially in the Lao section of the lack of the most basic gas stations, rest areas, bathrooms and other service functions, the lack of customs clearance necessary logistics and other supporting facilities.

2.5. Kunming-Bangkok Road transportation agreement has been clear that need to accelerate the implementation. November 2010, China, Laos, Thailand, representatives of the three countries committed to promote the Queensland transit vehicles in the direct transport of the work. After a series of visits and consultations, the common solution for the convenience of the Kunming-Bangkok Road. Jointly revised and improved on the Mohan-Boten Port and Houeisay-Chiang Khong, a port of the initial implementation of the "Transport Agreement", "Memorandum of Understanding". In the context of GMS cooperation, under the cross-border transport agreement, the Asian Development Bank actively led to the three countries in Laos, Vietnam and Thailand participated in the "East-West Economic Corridor" transit transport facilitation agreement. In accordance with the agreement, Laos, Vietnam, Thailand should allow a total of 1,200 vehicles per year (400 per country) free transit. At the same time, the "one-stop" customs inspection of these transit goods and vehicle eliminates the need for loading and unloading of goods or the conversion of vehicles, and the joint implementation of these facilitation measures to reduce the corresponding logistics management costs and potential risks. Due to the inconsistent inspection standards and immigration requirements vary of China and Laos. Inspection methods and inspection facilities, and national laws and regulations on the goods, vehicles was different. They could not reach an agreement. At present, China's Mohan port and Laos Boten port can not implement the "one-stop" inspection, freight vehicles through the old border, must be accepted on both sides inspection. Thus it has greatly reducing the efficiency of customs clearance, increased customs clearance time and logistics costs.

III. Improve the Kunming-Bangkok Road logistics countermeasures and suggestions of trade facilitation

3.1. In the cooperation mechanism, the importance of the Kunming-Bangkok Road has been emphasized and it has actively called for attention to the progress of its trade facilitation. Although the road has been opened, and extends the Asian road network and China's connection and communication. But how to fully play the role of this international highway, so that this international road not only benefit the people along the line, but also to facilitate the staff, the flow of goods extended to the situation in many countries and Singapore, Malaysia and other places. So that this road to play a greater role in driving, directly to China and other countries an important trade channel, this is the construction of Kunming-Bangkok Road as an important goal. Therefore, both China and Yunnan Province, in cooperation, should continue to emphasize the international status of Kunming-Bangkok Road, and to the relevant agencies to attach importance to the road trade facilitation process, and strive to form a top-down to improve the road trade convenience The focus of the integration of all parties to promote the development of its trade facilitation.

3.2. China, Thailand, Laos should actively promote the establishment of an authoritative coordination mechanism of the three countries to protect the smooth operation of Kunming-Bangkok Road. At present, the role of the international channel of Kunming-Bangkok Road has not really reflected and played a fundamental problem is that the three countries do not have a guarantee mechanism and coordination mechanism for the effective operation of this road in three countries. The trade facilitation of Kunming-Bangkok Road involves not only the links of commerce and trade, but also the complex problems of many countries and departments from various laws and regulations, policy system to operation mechanism, and the solution of these problems. Need to coordinate the coordination of multiple departments in three countries to find a reasonable solution.

Therefore, at the national level, we should actively form a joint working group of China, Laos and Thailand's Kunming-Bangkok Road, so as to become a government-level coordination and protection mechanism to solve the road trade facilitation, and to deal with the convenience of road operations such as customs efficiency issues, unreasonable charges and other issues. To promote the flow of people across the board, the smooth flow of logistics to promote the Kunming-Bangkok Road in the three countries to play a greater role in driving.

3.3. China, Laos and Thailand should jointly assist the Laos in accelerating the infrastructure construction of Boten and Houeisay ports and realize the hardware conditions of the three countries to enhance the customs clearance at the port level and enhance the border clearance facilities. And actively organize the three countries involved in facilitating the customs clearance of the relevant departments of staff training, on the one hand to enhance staff communication and convergence, on the other hand to the three national staff to further in accordance with the more uniform standards of the management, inspection work , In order to achieve the full line of Kunming-Bangkok Road trade facilitation, "one-stop" laying the foundation to achieve the hardware and software conditions to enhance the synchronization.

For the Kunming-Bangkok Road along the Lao section, especially the lack of the most basic gas stations, rest areas, bathrooms and other service functions. The lack of customs clearance necessary logistics and other supporting facilities. That can be in

Laos related industries planning, and actively attract foreign investment, attract foreign enterprises to invest for supporting the construction and operation of facilities, while driving the northern region of Laos service industry, warehousing and logistics industry, the rapid development. China, Thailand, especially in Yunnan, should actively help Laos to participate in various exhibitions in China and Thailand and promote more investment promotion to Kunming-Bangkok Road. Treat it as a link to attract relevant countries to invest in Laos to accelerate the development of northern Laos and strive for the formation of series of institutional arrangements in the areas of inspection and quarantine standards, customs systems and international transport laws. In order to unified China, Laos, Thailand as a cross-border international transport, fees, technology and other relevant standards, to solve cross-border transportation policy and standards unequal problems.

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