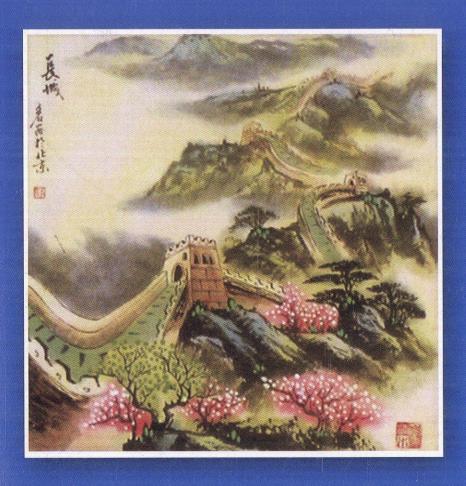
## Knowledge Networks and Regional Development in the Greater Mekong Subregion and Asia - Pacific



Menop Pesitwileithem Mekha Khittesengka Meung Aung

Chiangrai Rajabhat University, Chiangrai, Thailand, 2009

## TABLE OF CONTENTS

Preface
Acknowledgements
<b>Note of Contributors</b>

## Session 1 : Education and Human Resource Development

Keynote Speech: The Role of Universities and Research Institutions in China in Promotion of Development of Greater Mekong Sub region.
Professor Zhu Zhenming 3
From the Neglected to the Advantaged Highland Minority Group: A Case of Integrated Literacy and Life Quality Development Program in Northern Thailand Professor Dr. Anurak Panyanuwat  9
The Voluntary and Philanthropic Behaviors of Chinese, Cambodian and Thai College Students: The Comparative Study
Dr.Supatra Kaopradit Supchukul 17
A Case Study for Implementing Cooperative Learning Methods in an EFL Speaking Class in Pibulsongkram Rajabhat University
Assistant Professor Sakon Kerdpol 37
Exploring Factors that Affect Teachers' Abandonment of e-Learning  Dr. Wichai Puarungroj  47
Pre-service Teachers' Experiences in Changes of Teacher Education Programs in Thailand, 2004-2006
Dr. Yuwadee Wongthon 59
A Study of the Chinese Language Summer Camp Students' Behavior in Kunming, China, and Thai - Chinese Internship Exchange
Pornsiri Kongnual 85
Enhancing Practicing Laos Teachers' Inquiry Science Teaching: First Phase  **Dr.Chokchai Yuenyong**  95

Core Competency of Public University Supporting-Line Administrators: An Anal Techniques of Development and Structure of the Program for Development	
Wittaya Chansiri	103
The Factors of Success in Developing Competency of Personnel in the Organiz Associate Professor Dr. Boonchom Srisa-ard	zation <i>121</i>
A Cross—cultural Teacher Training Programme for Lao PDR  Associate Professor Dr.Pennee Kantavong Narot	133
Literary Transaction of Thai Students in the East Coast  Assistant Professor Dr. Tuenjai Pinkerd	139
Effectiveness of Student Loan Fund of Rajabhat Universities in Northern Tha Associate Associate Professor Dr. Prapan Thamachai	iland <i>147</i>
Health Promotion Model Development for Healthy in Cross Border Sp Economic Zone Community, Chiangrai Province Somkiat Sritaratikun	pecial 159
The Accountants' Personal Traits Needed for Uttaradit Business  Thitiworada Sangsawang	169
Session 2 : Culture	
The Role of Ethnic Cultures in Nation-Building: An Overview of Malaysian Experience.  Dr.Abdull Rahman B. Adul Aziz	
and Associate Professor Dr.Mustapa Kassim	177
The Mekong River: Myth, Ritual and Cultural Space of Thai – Laotians Dr.Pathom Hongsuwan	195
Social Planning and Cultural Changes in Lao People's Democratic Republic  Associate Professor Dr.Patcharin Sirasoonthorn	209

The Development of Learning Resource Center of Hand - Woven Textiles of Eth Groups in Mekong Sub-Region	nnic
	225
Cultural Factors relating to Epidemic Dengue Hemorrhagic Fever: A Case Stud Sajae Community, Chiang Rai Province	ly in
· •	235
The Investigation and Development of Local Food Culture for Community Hea in Chiangrai Province, Thailand	lth
Assistant Professor Ranida Pingmoung	247
Religious Arts of Sites on the Riverine: A Thonburi Community Case Study  Assistant Professor Assistant Professor Chiraporn Matungka	265
Not in Our Language, Not in Our World: The Complexity of Communication the Space in-between among the Healthcare Professions and Ethnic Culture Maesai, Chiang Saen and Chiang Khong, Chiang Rai Province	
	<i>277</i>
Ethnic Groups in Rebellion in South East Asia  Professor Dr. Dialma Emmanuel	303
Linkages of Tailue Language in Thailand and China: A Study of the Tonal System. Dr. Pornpen Tanprasert	tem <i>307</i>
The Problems the Traditional Culture Jian tou aka are Facing and the Soluti-A Case Study of Mang jiuxin Stockade in Mangxin Town of Menglian Couzhang Haizhen	
Preserving the Cultural Dimension of Tai Lue Ethnicity in Thailand and Laos P Borders for Building Happiness	
Dr.Nawin Promjaisa	321
Assessing Cultural Significance of Chiang Khan District, Loei Province as a Cultural Significance of Chiang Khan District, Loei Province as a Cultural Significance of Chiang Khan District, Loei Province as a Cultural Significance of Chiang Khan District, Loei Province as a Cultural Significance of Chiang Khan District, Loei Province as a Cultural Significance of Chiang Khan District, Loei Province as a Cultural Significance of Chiang Khan District, Loei Province as a Cultural Significance of Chiang Khan District, Loei Province as a Cultural Significance of Chiang Khan District, Loei Province as a Cultural Significance of Chiang Khan District, Loei Province as a Cultural Significance of Chiang Khan District, Loei Province as a Cultural Significance of Chiang Khan District, Loei Province as a Cultural Significance of Chiang Khan District Albert Sig	ural

Tourism Destination

Arunswasdi Bhuridadtpong

Conceptualizing Interpretation Practices for Heritage Tourism in the Greater
Mekong Sub-region
Saowakon Pummalee 339
The Study of Indigenous Knowledge on Natural Resource Management for Sustainable Development in Cultural Dimension: A Case of Ban Pa San, Tambon Wiang Ka Long, Wiang Pa Pao District, Chiang Rai Province
Malee Praison 361
Eco-tourism Management in Ethnic Communities: Ethnic Culture Influences of the Bru Ethnic Group in UBon Ratchathani and the Karen Ethnic Group in Chiangmai, Thailand
Assistant Professor Watcharee Srikham 371
The Development of "Ritualistic Performance in Kin-Heet Traditional Ceremony"

of Mon-Khmer Ethnic Group in Mekong Sub region Assistant Professor Dr.Kruajit Sriboonnark 383

Recompensing of Moral Rice towards the Belief in Mekong Sub-Region: Mon-Khmer Ethnic Group in Surin

Nongnut Saraphi

397

To be Aware Kui from Spirituous Liquors Culture Krich Trongjit

403

## Session 3 : Science, Technology, Environment, Bio - Diversity and Shared Natural Resource Management

The Monitoring and Assessment of Water Quality in the Upper Part of Chi Basin Using Physicochemical Variables and Benthic Macroinvertebrates

Assistant Professor Dr.Nathawut Thanee,Mr.Nukool Kudthalang and Mr.Samai Sewakornburee

413

Inventory of Tourism and Natural Resource Management Projects and Lessons Learnt in Cambodia

Men Prachvuthy

Wildlife Threats, Hunting and Trade in Northwestern Part of Hin Namnow National Protected Area and along Lao-Vietnam Borders

Dr.Pongthep Suwanwaree

449

The Study of Contamination of Food, Drinking Water and Utensils in Dhonburi Rajabhat University, Thailand

Assistant Professor Suwannee Simakornpin

471

Simulation of Highway Traffic Noise for Protection and Preservation of Roadside Environment

Associate Professor Dr.Pichai Pamanikabud and Dr. Marupong Tansatcha

475

Shipping is the Most Important Transport Subsection (A Case Study of the Construction of An Alongside Berth-Second Male' Port Project)

Maung Aung

489

Economic and Financial Potential of Jatropha as an Energy Source of Bio-Diesel in Thailand

Dr. Kitja Topaiboul

*511* 

Effect of Habitat Types on the Physical and Chemical Properties of Soils in Thailand (SERS)

Seksan Sansorrapisut, Taksin Artchawakom and Wanichaya Charoonpong

537

Eco - tourism in Theory and Practice: A Critical Case Study of Northern Thailand Assistant Professor Dr. Bussaba Sitikarn 555

Implementation of Cross Border Transport Agreement (CBTA) in the Greater Mekong Sub-region: Challenges and Opportunities

Bhoj Raj Khanal

589

The Biodiversity of Marine Benthos and Coastal Animals on the Seashore of Pra Samut Chedi district, Samut Prakan Province, for Genetic Conservation

Padtama Laudniphon

Comparison of Carbon Massflow and Emission Factors from Ox and Buffalo Farms in Beef Production
Wut Dankittikul, and Dr. Prayong Keeratiurai 623
Supporting Post-Tsunami Activities & Coastal Zone Management  *Associate ProfessorUdomsak Sinthipong**  637
Homeland Identification and Ecological Protection with Lan Cang_Mekong River as an example
Xue Jingmei 647
Biodiversity of Macroinvertebrates in Loei River in Muang District, Loei Province, Thailand
Assistant Professor Dr. Rachadaporn Benchawattananon and Charuwan Rukmanee 653
Application of TiO <sub>2</sub> Coated Cotton Mask Fabrics to Treat Inhaled Air Pollutants  *Amornrat Chaikritsadakarn*  659
Biodiversity of Freshwater Protozoa in Some Part of Mekong Sub-Region  Dr. Khunnaphat Nakhonchom  665
Management of Shrimp Feeding System for Shore Conservation  Dr. Chalinda Ariyadet  673
Session 4 : Institutional Strengthening and Capacity Building
Transferability of the European Sustainable Transport Planning Process to Mekong Region
Assistant Professor Dr. Sittha Jaensirisak 691
Refining Factors Influencing Beneficiary Participation in Local Government: A Cambodian Commune Case
Dr. Chanrith Ngin 713
Knowledge Management on Best Practices for Inter- Relationship among Northern Provinces and the Upper Greater Mekong Sub-region
Wanna Ratanapong 747

Knowledge Networks and Regional Development in the Greater Mekong Subregion and Asia-Pacific
Community Empowerment and Capacity Building of Shallot Groups in Uttaradit  Dr. Yuphin Thuansri 763
Solution to Poverty Problem in Urban Area by Means of Community Force: Case Study of Phanumaporn Community, Jomthong District, Bangkok
Assistant Professor Dr. Wasana Permpool 779
Rural Development Approach for Poverty Reduction: Lessons from China and Thailand Experiences
Assistant Professor Dr. Montri Kunphoommarl and Mrs. Sirinana Kunphoommarl 791
and Mrs.Sirinapa Kunphoommarl 791
The Development of Prototyping Online Shipment Tracking Portals for SMEs' Trading in Mekong Sub-region
Assistant Professor Konlachan Anantasomboon 805
Good Governance in Water Management in the Lower Songkhram River Basin, Nakhon Phanom, Northeastern Region, Thailand
Pathumthip Mankhoksoong 819
The state of the s
Inducing Logistics Managerial Principle in Local Administration  **Bunrada Trongjit**  831
Session 5 : Social - Economic and Politics Challenges within
Asia - Pacific and GMS
The Social and Economic Impact of Out-Migration on Champasak Province, Lao PDR

R 841 Soubanh Sengsoulivong

Transborder Migration of Cambodian, Lao and Myanmar Workers: Regulatory and Labor Markets

Associate Professor Dr.Makha Khittasangka

863

An Analysis of the Traditional Supply Chain Coordination of Thai's Dried Longan **Exporting to China** 

Danaitun Pongpatcharatorntep

Constraints and Potentialities of Small and Medium Scale Enterprises elopment in the GMS Countries: Case of Cambodia	
Chhim Ratha 90	95
Agri-Rural Household's Debt in the Lower Northern Thailand.  Dr. Bundit Deemoh  92	2 <i>7</i>
Enhancement of the competitiveness of rubber production and marketing Phitsanulok Province  Associate Professor Dr.Det Wattanachaiyingcharoen  93	
Home Stay Promotion Strategy for Yourth Tourism in South-Northeastern Region Dr. Nattinee Thongdee 95	
A Study on Local Politicians in Chiangrai Province  Assistant Professor Prakaisri Srirungruang  96	67
Session 6 : Human Development	
Rural Areas and Poverty Problem: Human Ecological Perspective  *Professor Dr. Manat Suwan*  97	77
Pattern of Health Service and Welfare of the Age in the Bangkok Metropolitan Ara Associate Professor Dr. Wilai Tangchitsomkit 98	
The Human (in) Security of Shan State Migrant Workers in Thailand: Reality of Mirage?  **Ropharat Aphijanyatham**  99	
Cross – Border Migration of Females from Satun Province, Thailand to Malays  Dr.Nisakorn Klanarong and Mrs.Suparat Pinsuwan  101	
Educational Migration of Students in Southern Border Provinces to Malaysia  Muhammad Salaebing, Dr.Jidapa Suwannarurk	
and Yasatsawin Boonchuay 103	31
Contract Details of Contributors 104	41