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## **RANGSIT JOURNAL OF SOCIAL SCIENCE AND HUMANITY (RJSH)**

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### **Editor's Note**



As of May 1, 2021, the number of COVID-19 infection cases has risen to more than 153 million globally, and 3.2 million related deaths have been reported (WHO). In the midst of this crisis, there is hope for an end of the pandemic by COVID-19 vaccines and public health measures. However, unequal vaccine distribution may be an unexpected obstacle. According to United Nations (April 16, 2021), of the 832 million vaccine doses distributed worldwide, 82 percent have gone to high- or upper-middle-income countries, while only 0.2 percent have gone to low-income countries. However, WHO and UNICEF have urged all relevant departments to work together to ensure fair and equitable access to the COVID-19 vaccine, which is critical for the end of this pandemic. Under this complicated situation, our society needs to learn new knowledge and ideas for ending the pandemic and having sustainable development, with the principle of “leaving no one behind.” Our journal intends to act as a medium for presenting the said knowledge and ideas to our society.

Let us go through all seven articles from various disciplines to provide some discussion and information to our readers. In the first paper by Ngoc Dung Tran and Thi Hong Hoa Nguyen, the authors studied the international trade of northern Vietnam (the kingdom of Tonkin) in the seventeenth century by using British primary materials. This study confirmed that, during the period, products and roles of Tonkin were suitable for the intra-Asian trade. Tonkin's trade with European countries was quite small.

In the second article, Hau Le and Ratanasuda Punnahitanond determined the impact of Google score ratings and reviews on Vietnamese consumers' hotel booking decisions. Their study found that both Google score ratings and reviews on the 5-star hotel characteristics had significant impacts on the Vietnamese consumers' online booking decisions.

Next, Varin Pulpol, Tanpat Kraiwanit, and Narong Petprasert studied the effects of demographic factors and knowledge and understanding of information operations (IOs) on the attitudes of Thai people towards economic impacts. Surprisingly, they found that only the education level had a significant effect on the people's attitudes. However, the study suggested that the knowledge and understanding of IOs could help Thai people to admit the need to scrutinize news.

The fourth article by Kotchawan Trirattavanich, Thanyarat Khamproh, Anantachai Thongchareon, and Attapol Moungsawad brought us into the safety perception of pilots of a commercial airline in Thailand. This study reported that the safety policy and operational norms of the company had a positive effect on the safety perception of the pilot. Nevertheless, it was concluded that their characteristics such as gender, age, and education level had no impact on the safety perception.

In the fifth article, based on a post-modernism approach, Denny Euprasert composed an original work, "Like What?" for Jazz Orchestra. This excellent creative work has been performed by several professional ensembles such as Siam Jazz Orchestra (2018) and Taipei Jazz Orchestra (2016). Most importantly, this masterpiece has been published by Jazz Education Abroad of the United States.

Next is the article by Pakarat Jumpanoi and Pongyuth Glayuth. The authors studied the digital marketing strategy of sole proprietorship in food and beverage services. The study had

conducted several surveys and found interesting findings. The results of their work indicated that these proprietors had knowledge of the digital marketing strategy at moderate to high levels. However, despite their knowledge level, these sole proprietors could only implement digital marketing tools at low to moderate levels. It is believed that the high cost of investment and high commission fee charged by the food delivery application providers are barriers to their implementation of digital marketing tools.

Last but not least, our journal concludes this current issue with an article by a researcher from the Philippines who run her experiments for developing a strategic framework aiming to reduce the urban heat effect for the high-density communities in the Philippines by integrating a green concept through a collaboration of various stakeholders.

We welcome your comments and, of course, your manuscripts. Links to our manuscript submission site can be found at RJSH Online Submission and Review System: [www.rsu.ac.th/rjsh](http://www.rsu.ac.th/rjsh). We look forward to hearing from you and thank you in advance. On behalf of the RJSH team, we wish you, our beloved readers, good health through this crisis pandemic of the COVID-19.



Editor-in-chief