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By Dr.Chayanan Kerdpitak & Professor Dr. Kai Heuer & Professor Dr. Ebrahim Soltani, ICBTS Institute & IJBTS International Journal of Business Tourism and Applied Sciences

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INTRODUCTION

We would like to welcome our colleagues to the annual European Academic Conference on Business Tourism and Hospitality. It is the sixth series of Conference on Business Tourism and Hospitality was held in Toronto. As always many members of the EABTH2014 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every twice month on March to November between Europe and the rest of the world is now well established. This year's event in London, United Kingdom, continues with the cultural following the very successful and productive event held in London on February 2015 in the field of EABTH International conference on Business Tourism and Hospitality. As usual EABTH 2014 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Hospitality.

The theme of this event EABTH the International Conference on Business Tourism and Hospitality is "Opportunities and Development of Global Business Tourism and Hospitality" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners alike, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, and Hospitality collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Toronto represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Tourism and Hospitality.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International Advisory committee and final papers were further reviewed by this volume with 110 contributing authors coming from 29 countries. This book of proceedings has been organized according to following categories:

- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Information Technology
- Communication and Sciences
- Health care Management
- Hospitality Management
- Hotel Management
- Logistics and Supply chain
- Transport and Traffic
- E-tourism
- E-transport
- E-technology
- Social Network, Education and Human Resource
- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Marketing

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SPEAKER BACKGROUND



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Prof. Dr. Abdellatif Benabdelhafid is a head of research "Information System Integrated Logistics" and general secretary of CEMUR (Cooperation in Europe Maghreb Universities Network), a network of 27 universities. He was appointed associate professor in Computer Science in 1987 at the University of Le Havre, he continued his research in the field of Integrated Logistics reporting to the Engineering Computer Science and Control. His work as director of doctoral theses are focused on the modeling and integration of logistics systems (communication architecture, interactive system decision support, information systems), traceability, electronic data exchange, PLM, business networks, knowledge-based systems. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on logistics and supply chain and production industry in France and North Africa.

SPEAKER BACKGROUND



Professor Dr. Kai Heuer

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

SPEAKER BACKGROUND



Dr. Tariq Khan

Dr Tariq Khan is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming, Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

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Dr. Chayanan Kerdpitak

Dr. Chayanan Kerdpitak is a Lecturer of Principle Marketing, Sales Management, Consumer Behavior, and Marketing Research at The Suan Dusit Rajabhat University in Thailand. She received a Ph.D. in the field of Business Logistics within Industrial at Ramkhamhaeng University, Thailand. She has published over 20 proceeding paper and some reports in such journals as International Journal Business and Economics Research. She has been a consultant on Import Automobile Industry from Germany for International Marketing and Marketing Research. Chayanan graduated a B.B.A and M.B.A in Business Administration from The Ramkhamhaeng University, Bangkok, Thailand (Major in Marketing).

SPEAKER BACKGROUND



Prof. Dr. Suresh Kumar

Prof. Dr. Suresh Kumar Professor (Dr.) Suresh Kumar Dhameja is presently working as Head of Entrepreneurship Development and Industrial Coordination Department at National Institute of Technical Teachers Training and Research, Chandigarh, India. He has a total work experience of 28 Years of Teaching and Research including 3 years of international experience as a Faculty Consultant in an Inter-Governmental International organization: Colombo Plan Staff College, Manila, Philippines from 2005- 2008. He was also the overall coordinator of Asia Pacific Accreditation and Certification Commission from 2006-2008. Dr. Dhameja has visited more than 20 countries for his work assignments and has many honours and distinctions to his credit. Prof. Dhameja has done Consultancy and Research Projects for World Bank, ADBI, UNESCO and many other national and international organizations. He has authored and Edited 22 books (Both International and National) in the areas of Technical Vocational Education and Training (TVET) and Entrepreneurship. Dr Dhameja has published many papers in International and National Journals and also presented papers in International and National Conferences.

SPEAKER BACKGROUND



Associate Prof. Dr. Rana Ejaz Ali Khan

Associate Prof. Dr. Rana Ejaz Ali Khan is associate professor of Economics and chairman, Department of Economic, The Islamia University of Bahawalpur, Pakistan. His research interest is Development Economics and Social Economics. HEC (Higher Education Commission of Pakistan) recognized him as approved supervisor for M.Phil. and Ph.D. candidates having HEC scholarships and 5 Ph.D. students are working under his supervision. He is Chief Editor, Journal of Agriculture and Rural Development; member Advisory Board, Pakistan Social and Economic Review, Pakistan Journal of Commerce and Social Sciences, Asian Economic and Social Review. He is member of the associations like Pakistan Society of Development Economics, Asian Social and Economic Society and International Society for Development and Sustainability, Japan. Rana Ejaz Ali Khan has 70 publications, including a book titled Child Labor in Pakistan, and chapters in books. He has a book on Malnutrition in Children, currently in press. In between times he likes walking, reading literature and listening music.

European Academic Conference on Business Tourism and Hospitality EABTH2014

The Ryerson University, Toronto, Canada

15 - 17 October, 2014

Wednesday (W)15-17 October 2014	Track A	Track B - C
8.00 - 09.10	REGISTRATION & Welcome drink with coffee by International Living Learning of Ryerson University	
9.20 - 9.30	WELCOME ADDRESS Prof. Dr.Kai Heuer , Academic Program Chairs, Wismar University, Germany Dr. Chayanan Kerdpitak , Program Chairs, Suan Dusit Rajabhat University, Thailand	
9.30 – 10.30	KEYNOTE ADDRESS “Business for Entrepreneurship in Technical Education” Prof. Dr. Suresh Kumar Dhameja National Institute of Technical Teachers Training and Research, India	
10.30 - 11.30	KEYNOTE ADDRESS: "Global Business and Strategy Development" Associate Dr. Rana Ejaz Ali Khan Department of Economics, The Islamia University of Bahawalpur, Pakistan	
	Track A 1-3 (W)	Track B 1- C 3 (T)
09.30 -12.00	Plenary Session on Business & Tourism	Tourism Strategy & Business
12.00 - 13.00	LUNCH BREAK	
13.00 - 15.00	Tourism & Transportation	Tourism & Hospitality
15.00 - 15.15	AFTERNOON BREAK	
15.30 - 17.00	Business & Tourism & Other	Information Technology & Communication
15-17 Oct 2014	TRAVEL ACADEMIC STUDY IN TORONTO (will be change the group of Participants)	
11.00-17.00	ADVISORY SESSION CHAIRS COMMITTEE Prof. Dr. Kai Heuer , Wismar University Business School, Germany Prof. Ebrahim Soltani , University of Kent, United Kingdom Prof. Dr. Suresh Kumar Dhameja , National Institute of Technical Teachers Training and Research, India Associate Prof. Dr. Rana Ejaz Ali Khan , Islamia University of Bahawalpur, Pakistan Associate Prof. Dr. Ahmed Elbaz , Plymouth University, United Kingdom Dr. Chayanan Kerdpitak , Suan Dusit Rajabhat University, Thailand	

Schedule EABTH2014

Track A1 : Tourism Management & Strategy		
CODE	TIME	Session Chairs : Prof. Dr. Suresh Kumar Dhameja
0010	13.00	EFFECTIVE MARKETING STRATEGIES FOR HOUSING AND REAL PROPERTY AND THEIR IMPACT ON NATIONAL DEVELOPMENT OF CONSTRUCTION FIRMS AT PUNE CITY <i>Pravin S. Gosavi</i>
0013	13.20	THE EFFECT OF BRAND COMMUNITY ON BRAND IDENTIFICATION AND COMMITMENT <i>Shahnaz Nayeبزadeh, Akram Eghbali,, Mohammad Mirmohammadi Sarabadi</i>
0016	13.40	EVALUATION OF HUMAN – TOURIAM CLIMATIC COMFORT USING TCI IN DEZFUL REGION <i>Farideh Azimi, Maryam Farzad far, Borzoo Faramarzi , Abbas Ghasemi ghasemvand, Farzaneh Afzalinea, Mandana Amani1, Maryam Karimi, Leila Eskandari, Zinat Changizi1, Azam Gohardoust</i>
0003	14.00	THE ROLE OF SPORT TOURISM IN THE DEVELOPMENT OF URBAN ECONOMY <i>Esmæil Abdollahi Lashaki</i>
0028	14.20	IMPACT OF MEAL CONTEXT ON EATING OUT AT NIGHT <i>Gill, Amrinder Singh, Gill, Harnek</i>
0024	14.40	STRATEGIC INTEGRATION BETWEEN U.S. AIRWAYS AND IBERIA IN ONE WORLD <i>José G. Vargas-Hernández</i>
Track A 2 : Business & Tourism		
CODE	TIME	Session Chairs : Associate Prof. Dr. Rana Ejaz Ali Khan
0027	15.00	THE EFFECT OF REGULATIONS AND COMPLIANCE TO THE PERFORMANCE OF MICROFINANCE INSTITUTIONS IN FAKO DIVISION, SOUTH WEST REGION OF CAMEROON <i>Alemnji Ivo, Ajou , Ajong Ginneh Leku, Mbunya Francis Nkemnyi,</i>
0032	15.20	INTERECTION OF CLIMATEE CHANGE WITH TOURISM <i>Richard Bunje Mbunwe</i>
0019	15.40	IMPACT OF ADVERTISEMENT MEDIA ON CUSTOMER PATRONAGE TO A RESTAURANT <i>Gill,Harnek, Gill Amrinder</i>
0041	16.00	A CHARACTERISTIC METHOD FOR THE VALUATION OF EUROPEAN OPTION CONTRACTS <i>Mohamed Al-Lawatia</i>
0029	16.20	SUSTAINABILITY AS A STRATEGY OF RESPONSIBLE AND COMPETITIVE DEVELOPMENT <i>José G. Vargas-Hernández</i>
0036	16.40	FACTORS CONTRIBUTING TOWARDS SUCCESSFUL BRAND EXTENSION : A CASE STUDY IN BANGLADESH <i>Habibur Rahman</i>
Track B 1 : Tourism & hospitality		
CODE	TIME	Session Chairs : Dr. Chayanan Kerdpitak
0018	09.40	ANALYSING THE DOMESTIC AND FOREIGN INVESTMENT AREAS IN THE DEVELOPMENT TOURISM OF IRAN FROM THE VIEWPOINT OF EXPERTS <i>Ali maghool</i>
0015	10.00	A VALUE CHAIN APPROACH TO DEVELOP THE TOURISM INDUSTRY IN TUBUNGAN, ILOILO : A BASIS FOR PROPOSED DEVELOPMENT PLAN <i>Amabelle T. Tabares</i>
0052	10.20	MULTIMODAL TRANSPORTATION – EFFORTS TO MAKE IT HAPPEN IN BRAZIL <i>Anna Paola Alleone Luksevicius</i>
0048	10.40	TOURISM DESTINATION IN GIS ENVIRONMENT <i>Annamik Ponia</i>
0038	11.00	SUSTAINABLE TOURISM AND ENTREPRENEURSHIPS:OPPORTUNITIES AND CHALLENGES FOR YOUNG ALGERIANS <i>Benbouziane Mohammed</i>
0033	11.20	USE OF INTERNET IN HOTEL AND TOURISM : THE CASE OF LAGOS <i>Digun-Aweto O.</i>
0050	11.40	EFFECTS OF LASER FLUENCE ON STRUCTURAL PROPERTIES OF SnO2 THIN FILMS <i>Maan Ab.Salih Almamory</i>
	12.00	<i>American Traditional Lunch Break and coffee</i>

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Track B2 : Tourism Management		
CODE	TIME	Session Chairs : Assoc, Prof. Dr. Ahmed Elbaz
0002	13.00	AN EVALUATION OF TOURISM EDUCATION IN NIGERIA'S INSTITUTIONS <i>Eldah Ephraim Buba</i>
0014	13.20	INFLUENCING FACTOR TO BANGKOK TAXI INDUSTRY IN BANGKOK THAILAND <i>Chayanan Kerdpitak</i>
0021	13.40	SUSTAINABLE REAL TOURISM SOCIAL EFFECTS CULTURAL TOURISM IN THE PROCESS OF SUSTAINABLE DEVELOPMENT CASE STUDY : VILLAGE URAMAN-CITY SAROUABAD <i>Farzaneh mohammadi</i>
0051	14.00	EFFECTS OF STATE'S RESEARCH AND DEVELOPMENT POLITICS ON EXPENSES OF TRADE'S RESEARCH <i>Fatemeh paseban</i>
0045	14.20	WOMEN EMPOWERMENT TN THE OMANI TOURISM SECTOR <i>Galal M. H. Afifi</i>
0037	14.40	IDENTIFYING AND MEASURING CONSUMER ETHNOCENTRIC TENDENCIES IN BANGLADESH <i>Habibur Rahman</i>
Track B 3 : Business & Tourism		
CODE	TIME	Session Chairs : Assoc, Prof. Dr. Ahmed Elbaz
0008	15.00	THE ROLE OF TOURISM INDUSTRY IN THE CREATION OF YOUTH EMPLOYMENT OPPORTUNITIES IN AFRICA <i>ISIYA SALIHU SHINKAFI</i>
0031	15.20	INFLUENCE OF SOCIAL MEDIA ON SAFETY PERCEPTION OF GEOPOLITICLLY UNSTABLE TOURISM DESTINATIONS <i>Jasim Khan</i>
0005	15.40	MEDICAL TOURISM -AS AN EMERGING INDUSTRY IN INDIA <i>JYOTI SHARMA</i>
0044	16.00	A REVIEW OF TECHNOLOGY ADOPTION MODELS AT FIRM LEVEL AND A CONCEPTUAL MODEL TO STUDY CLOUD COMPUTING ADOPTION IN SUPPLY CHAINS <i>Kashif Jalal</i>
0001	16.20	THT RELATIONSHIP BETWEEN CONSUMER PATRIOTISM, FAMILY, GOVERNMENT SUPPORT AND INTENTION WITH ACTUAL PURCHASE OF LOCAL PRODUCTS BRAND <i>Khairi Mohamed Omar</i>
0047	16.40	STUDENT ACTIVITIES AND THEIR ROLE IN SUPPORTING CULTURE OF DIALOGUE <i>Hessa Al-Sanad</i>
Track C 1 : Business & Tourism		
CODE	TIME	Session Chairs : Assoc, Prof. Dr. Ahmed Elbaz
0049	09.40	AN OPTIMIZED BUSINESS SOLUTION THAT INCREASES THE QUALITY OF THE PAGEENTRY SECTOR IN SRI-LANKA; IN ORDER TO PRODUCE WORLD CLASS CONTESTANTS <i>Maheshika Peiris</i>
0042	10.00	DEVELOPING OF SERVICES QUALITY OF THE LIBYAN TOURISM SECTOR <i>MohamedShafii A . A. Ibrahim</i>
0017	10.20	PRO-POOR TOURISM : A STRATEGY FOR CONCORDANT AND SUSTAINABLE DEVELOPMENT OF RURAL COMMUNITIES, CASE STUDY <i>Mohammad Goudarzi</i>
0014	10.40	EFFECT OF INNOVATIVENESS ON ORGANIZATIONAL PERFORMANCE <i>Mohammad Ziaul Hoq</i>
0012	11.00	DETERMINANTS OF LOW BIRTH-WEIGHT CHILDREN IN DEVELOPING ECONOMICS <i>Muhammad Ali Raza</i>
0007	11.20	ACROSS CULTURES : TRUST IN INTERORGANIZATIONAL EXCHANGE RELATIONSHIPS <i>Muhammad Arif</i>

Schedule EABTH 2014

Track C2 : Tourism Strategy & MICE Management		
CODE	TIME	Session Chairs : Dr. Chayanan Kerdpitak
0004	13.00	STUDENT AND YOUTH TRAVEL: MOTIVATION, NEED AND DECISION-MAKING PROCESS A CASE STUDY FROM VIETNAM <i>Nguyen Thi Khanh Linh</i>
0020	13.20	THE EFFECT OF NEW MARKETING PARADIGM GREEN WAVE OVER TURKISH AUTOMOTIVE INDUSTRY <i>Nurhan Babür Tosu</i>
0025	13.40	REVIEW OF MICE ACTIVITIES IN THE STATE OF QATAR <i>A.S. Weber</i>
0006	14.00	TOURISM BUSINESSES IMPACT ON THE ECONOMIC DEVELOPMENT OF THE REPUBLIC OF ARMENIA <i>Anna Davtyan</i>
0023	14.20	BARRIERS TO INNOVATION IN SMALL AND MEDIUM SCAL ENTERPRISES IN SOUTH WESTERN PART OF NIGERIA <i>Faloye Olaleye Dotun</i>
0040	14.40	FARMERS CONTINUE OVERUSING PESTICIDES DESPITE NEGATIVE HEALTH EFFECTS? <i>Muhammad Khan</i>
0039	15.00	A STUDY OF THE BARRIERS AND CHALLENGES OF IMPROVING AYURVEDA AND TRADITIONAL MEDICAL TOURISM IN SRI LANKA <i>P.B.M. Ekanayake</i>
Track C 3 : Business & Tourism & Other		
CODE	TIME	Session Chairs : Assoc, Prof. Dr. Ahmed Elbaz
0053	15.20	BRAND ROMANCE AND PURCHASE INTENTION, MEDIATING ROLE OF LUXURY BRAND PERCEPTION AND SOCIAL INFLUENC <i>Rafiullah Bilal</i>
0043	15.40	SUGGESTED MODEL FOR ADOPTION OF LMS TECHNOLOGY IN SAUDI ARABIAN HIGHER EDUCATION <i>Rashid Ali Khan</i>
0022	16.00	FACTORS THAT INFLUENCE DOMESTIC TOURISM IN DEVELOPING COUNTRIES <i>Rhoda Chebet</i>
0046	16.20	PEER REVIEW OF TEACHING AT HIGHER EDUCATION INSTITUTIONS OF OMAN <i>Sayyed Mohammed Danish</i>
0035	16.40	STUDYING THE FACTORS AFFECTING LEARNING PROCESS AT THE UNIVERSITY LEVEL IN BANGLADESH : A FACTOR ANALYSIS <i>Habibur Rahman</i>
0034	17.00	ESTIMATING THE ECONOMIC IMPACT OF THE MARULA FESTIVAL IN BA-PHALABORWA, LIMPOPO PROVINCE, SOUTH AFRICA <i>Yvonne Gwenhure</i>

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