

**THT RELATIONSHIP BETWEEN CONSUMER PATRIOTISM, FAMILY, GOVERNMENT
SUPPORT AND INTENTION WITH ACTUAL PURCHASE OF LOCAL PRODUCTS BRAND :
EVIDENCE FROM ISLAMIC COUNTRY-YEMEN**

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ABSTRACT

This study empirically investigates the impacts of consumer patriotism, family and government support on both intention and the actual purchase of a local product brand in the context of Islamic developing country, Yemen. Structural equation modeling was used to test these impacts by utilizing the Theory of Planned Behavior (TPB), results showed that consumer patriotism is positively related to intention and positively related to actual purchase local product brand, whereas a family has a positive relationship with the intention and the actual purchase of the local product brand. In addition the results also indicate that the impacts of government support on the intention is insignificant while government support has a significant and positive relationship with actual purchases

AN EVALUATION OF TOURISM EDUCATION IN NIGERIA'S INSTITUTIONS

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ABSTRACT

This paper evaluated the quality of tourism education in Nigeria higher education. The problem of poor quality of tourism education in Nigeria's higher institutions prompted the study. Archival research was used with evaluation reports as secondary data, twenty evaluation reports for different polytechnics from the National board for technical education (NBTE) from 1995-2012 were assessed. The evidence from the documents show that the quality of teaching and evaluation is poor. The programmes resources are fairly good, and most of the teachers do not have a postgraduate qualification in tourism related courses. It is therefore recommended that the institutions running tourism programmes in Nigeria need to introduce self -assessment of programmes and not rely on the NBTE accreditation which comes up in three years. Also there is need for a staff development policy that will encourage Tourism educators to further their education; The Tertiary Educational Trust Fund (TETFUND) should focus on developing staff of tourism education because it is an area of study in Nigeria that lacks qualified personnel. With the way higher institution in Nigeria are finding interest in tourism programmes, having good quality programmes will not only produce better professionals but it will help in offering better services in the industry and maximising the impacts of the business.

Keywords : Tourism Education, Evaluation of Tourism

THE ROLE OF SPORT TOURISM IN THE DEVELOPMENT OF URBAN ECONOMY

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ABSTRACT

The purpose of this study was to investigate the role of sport tourism in the development of urban economy from the perspective of hotel managers in Isfahan. This is a descriptive survey research and the population of the study consisted of managers of all hotels in Isfahan. Research sample is taken to be equivalent to the population of the study. The measurement tool of the study is a questionnaire (Keivani, 1389) whose validity and reliability is standardized in the Iranian society. Statistical analysis was performed at two levels of descriptive statistics and inferential statistics using SPSS (version 18) which shows that sport tourism is significantly effective in the development of urban economy; $p < 0.05$ Key words: tourism, sport tourism, urban economy

STUDENT AND YOUTH TRAVEL: MOTIVATION, NEED AND DECISION-MAKING PROCESS A CASE STUDY FROM VIETNAM

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ABSTRACT

Purpose – The purpose of this paper is to identify travelling patterns and motivational factors among university students. In addition, several determinants in tourism decision-making process are assessed in regard to their importance.

Design/Methodology/Approach – A mixed approach (focus group and survey) was employed. The data on which this paper is based was collected from 231 students of International School and University of Languages and International Studies (Hanoi, Vietnam) through a self-administered questionnaire.

Findings – Travelling patterns of students in terms of travelling frequency, time, average duration, spending, and companions are described. Besides, the result assesses the importance of push factors over pull factors in motivating the youth to travel. Finally, the findings show that young tourists concern safety level at the destination most; and transportation means, accommodation, and food provided by travel operators during the trip are the main factors affecting their choice of a tourism package.

Research Limitations/Implications – The main limitation of the research relates to sample size which is limited to 231 cases. Future works should make good this shortcoming by investigating a broader sample at different locations.

Practical Implications – In order to attract student-being travelers and make profits, travel agencies and service providers at tourism destinations need to understand their concerns, therefrom developing plans, both short-term and long-term, to meet their requirements.

Originality/Value – First, the result of this paper contributes to the existing literature of tourism industry. It provides a comprehensive understanding of youth tourism from which tourism-service providers are beneficial. However, tourism industry is affected by various factors, so further researches are needed to accurately assess the potential of the market for youth tourism.

Keywords : Youth travel, young tourists, travelling patterns of youth, travelling motivation, need for travel,

MEDICAL TOURISM -AS AN EMERGING INDUSTRY IN INDIA

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ABSTRACT

India is perceived as one of the fastest growing medical tourism destinations. In recent years, government support, low cost, improved healthcare infrastructure, and its rich cultural heritage, have taken Indian medical tourism to the new heights. Overall, its emergence as one of the world's most cost-efficient medical tourism destinations has helped India to attain a position among the global leaders. This research on Indian medical tourism is an outcome of extensive primary and secondary research, and a thorough analysis of various industry trends. According to the report, India has managed to match-up with the quality of healthcare services that are being provided in developed countries. The qualified medical staff, adoption of advance technology and improving healthcare infrastructure has made India an attractive destination for patients all over the world.

Keywords : Medical tourism, Emerging Industry, Tourism Destinations

**TOURISM BUSINESSES IMPACT ON THE ECONOMIC DEVELOPMENT
OF THE REPUBLIC OF ARMENIA**

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ABSTRACT

This paper aims at analyzing the impact of tourism on economic development and also the importance of tourism for international trade (import and export) for one of former Soviet Union countries - Armenia. The aim of this paper is to find out the position and benefits of tourism in relation to other activities (agriculture, manufacturing, and mining), attempts to analyze Armenian tourism sector interdependency and importance for the economy as a whole by employing Input–Output (I-O) analysis methodology, particularly used calculation of indices “Index of the Power of Dispersion” (IPD) and “Index of the Sensitivity of Dispersion” (ISD) and finally to test that tourism whether has impact on Armenian economic development. It is observed from the analysis that the service sector (with tourism in) can bring new opportunities to Armenian economic development, thus, providing the integration of Armenian economy to the global economy. Major finding is that the tourism of Armenia plays a key role in international trade (visitor export contribution to total export is very big compared with other countries) and economic development and, therefore, more attention should be paid to it.

Keywords: Armenia, economic development, tourism

ACROSS CULTURES : TRUST IN INTERORGANIZATIONAL EXCHANGE RELATIONSHIPS BETWEEN LOCAL SERVICE SUPPLIERS AND TOUR OPERATORS

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ABSTRACT

Trust in interorganizational exchange relations, due to various reasons, has gained increased attention of researchers. Within interorganizational exchange relations, however, trust across cultures could attract succinct consideration. Study in hand has studied trust in interorganizational exchange relationship in a comparative study of Northern Norway and Gilgit Baltistan Pakistan. Comparative nature of the study in tourism (services) industrial and in geographical context of Pakistan (a developing country) define the significance of this study as little has been written in services and a comparative context involving a developing country.

This study is taken from a PhD thesis written and defended in a monograph format. Grounded theory within qualitative research traditions was used as data analysis techniques. Under this technique, codes derived from transcribed interviews of 63 qualitative interviews involving triad data collection units i.e., tour operators, local service suppliers and representatives from tourism destination organizations, were developed at four levels of abstraction.

In three dyadic exchange relations i.e., suppliers exchange relations with foreign tour operators; with national incoming tour operators; and with local tour operators it was found that nature (defined as strength) of exchange relations varies as we move from one dyadic exchange relations to another. It was found that level of trust and extent of opportunistic behavior in exchange relations were important defining factors of strength of exchange relations between various suppliers and tour operators at three levels of tourism distribution channel. Studied has also identified predecessors of level of trust and degree of opportunistic behavior.

It was argued that, to a larger extent, level of trust and degree of opportunistic behavior are defined by type of trust. Exchange relations having 'competence' trust were associated with high level of trust and low degree of opportunistic behavior. In Northern Norway context – a culture high on individualism, competence trust was found in exchange relations between suppliers and foreign tour operators. In Gilgit Baltistan Pakistan context – a culture low on individualism, 'personal' trust was the defining attribute of exchange relations between suppliers and national incoming tour operators. In these two contexts, these were the exchange relations inferred as strong.

The article discussed implications of variation in strength of exchange relations for sustainability of suppliers. Apart from interorganizational exchange relationship literature, literature from culture is used to reflect on findings. Article also suggested some future studies identified in this study. Finally, article suggested implications of the study for policy, action and literature.

Keywords : Trust in interorganization, Service Suppliers, Tour Operators

THE ROLE OF TOURISM INDUSTRY IN THE CREATION OF YOUTH EMPLOYMENT OPPORTUNITIES IN AFRICA

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ABSTRACT

The focus of this paper is to elaborate on employment opportunities within the tourism sector and the solutions to youth unemployment in Africa and Nigeria in particular. Youth unemployment creates a monumental social problem to African continent, the world over and Nigeria in particular. The intelligence of this paper was collected from secondary sources using previous researches and analysis of scholars to gather empirical data. The findings revealed that unemployment in Africa and specifically Nigeria among youths were caused by certain factors which constitute a greater challenge to the economy and the existence of the continent. The tourism sector provides the enabling environment to address the different categories of unemployment among the youths. One of the unique characteristics of the tourism industry that makes it a prime sector from which employment can be engineered; especially in the case of the African countries, are its labor intensive characteristics of both experts, skilled, semi-skilled and unskilled labor.

Keywords: Tourism Industry, Employment Opportunities, Youth Employment.

THE ROLE OF BRAND EQUITY IN DETERMINING FOREIGN TOURISTS' SATISFACTION

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ABSTRACT

The purpose of this study is to examine the roles of the four distinct aspects of Taiwanese night markets' brand equity, including perceived quality, brand awareness, brand loyalty and brand image, in tourists' satisfaction. Regression analysis was used to test the hypotheses in a sample of 348 foreign tourists with experience in night market tourism. The results indicate that perceived quality is positively related to brand awareness, which, in turn, has a positive effect on brand loyalty and brand image. Further, brand awareness is positively related to tourists' satisfaction through brand loyalty and brand image. The findings provide evidences for support the multiple mediation effects of brand equity to satisfaction. The findings of this study contribute to the theoretical development of a conceptual model for explaining the interrelationships among four aspects of brand equity and foreign tourists' satisfaction. The empirical evidences of the Sobel (Sociological Methodology. San Francisco, CA: Jossey-Bass, 1982, pp. 290–312.) test in line with the Baron and Kenny's (J. Pers. Soc. Psychol., vol. 51, pp. 1173–1182, 1986) procedure support the process-oriented view and confirmed the multiple mediation roles of brand awareness, brand loyalty and brand image. The empirical evidences of this study fill the gap in the tourism literature that is lack of empirical examination of the roles of brand equity in the Taiwanese night market contexts. Managerial implications, theoretical implications and future research directions are also discussed.

Keywords : Brand equity, Perceived quality, Brand awareness, Brand loyalty, Brand image, Satisfaction

EVALUATION OF HUMAN – TOURIAM CLIMATIC COMFORT USING TCI IN DEZFUL REGION

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ABSTRACT

Current human bio-climatic investigations constitute as the basis for civil engineering, architectural design and tourists provisions in urban planning. The aim of this study is assess the climate for human comfort-tourism in greater Dezful region using index of TCI (Tourism climate index). To calculate the index is used the climatic elements of temperature, precipitation, relative humidity, sunshine hours and wind speed. Then utilizing the index, to evaluate of human - tourism climatic comfort, Dezful synoptic stations has been during the period (1993 to 2012). The results show that study area during the year in terms of human bio climatic has very hot to cold conditions. The results also indicate that the best conditions for tourism activities in Dezful region are October, November and March, while June, July, August and September are worst climate for the tourists. Hence the evaluation of human comfort and human discomfort using the index in different climatic conditions, can be proportional with climatic characteristics be effective in tourism development planning, urban, architecture and etc.

KEYWORDS: Comfort, discomfort, TCI index, Dezful region.

**PROBLEMS AND SIMULTANEOUS DETERMINATION OF FINANCIAL VARIABLES :
EVIDENCE FROM PAKISTAN**

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ABSTRACT

Financial policies associated with dividend payout, insider shareholdings and capital structure decisions are related through each other and should be determined simultaneously. This research empirically inspects the influence of financial policy making on KSE registered Pakistani companies from an agency point of view with the help of a simultaneous system of models from the period 2005 to 2012. Four methods are considered to analyze the decision making process related to finance which are; debt ratio, insider shareholdings, dividend payout ratio and larger institutional shareholdings. Variables that are observed to have impact on financial choices are managerial ownership, leverage ratio, large institutional ownership, dividend payout ratio and fixed assets. Findings postulate that there is simultaneity in the financial choices as it is specified by the outcomes that strategies associated to capital structure are influenced by dividend payout ratio, large institutional ownership and fixed assets. Decisions associated to dividend payout ratio are influenced by factors like usage of debt, managerial shareholdings, institutional ownership, profitability and investment chances. Similarly policies related to ownership are influenced by debt level, dividend payout ratio, managerial and large institutional shareholdings and firm size. Overall outcomes empirically support the view that with the use of debt, managerial ownership, ownership by the large institutions, firm's fixed assets, firm's profitability, and finally growth opportunities for firm's are vital monitoring devices to define the policies related to managerial holdings, dividend payout policies, use of leverage. The results divulge that; using debt, involving management and institutions in the ownership of the firms are treated as significant monitoring tools to control the agency related costs and problems and improved running of businesses.

Keywords: Dividend Policies, Ownership Policies, Leverage Policies, Financial Choices, System of Simultaneous models.

**DETERMINANTS OF LOW BIRTH-WEIGHT CHILDREN IN DEVELOPING ECONOMICS : A
CASE STUDY OF INDIA**

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ABSTRACT

This paper attempts to highlight the determinants of low birth-weight children in India. The ultimate objective is to frame policy proposals for elimination of the phenomenon of low birth-weight. For the purpose logit model is applied to 10124 observations taken from Indian Demographic and Health Survey. The low birth-weight is taken as lesser than or equal to 2.5 Kg. The results revealed that probability of low birth-weight decreases by mother's age at first marriage, birth-order of the child, birth-interval, good BMI of mother, mother's food consumption, mother's education, wealth index and locality of the household in small city, town or country side. On the other hand female sex of the child, mother's use of tobacco, institutional place of delivery and combined family system increase the probability of low birth-weight. From the policy perspective, the mother's characteristics emerged to be focused. Mother's nutrition during pregnancy should be augmented through maternal health-care programs. Similarly birth-interval and avoidance of tobacco use need the attention of practitioners and policy makers. BMI of mothers require attention of policy makers. To break the intergenerational cycle of poor health outcome the nutritional status of today's girls in the age of adolescent needs to be increased. The findings of study may support academicians, policy makers and social activists for health-care programs in India.

THE EFFECT OF BRAND COMMUNITY ON BRAND IDENTIFICATION AND COMMITMENT

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ABSTRACT

During the recent years, brand management has been considered in correspondence with the management of the relationships within the brand community. For an efficient management of these relationships, organizations must develop brand community identification and brand community commitment. The aim of the present study is to investigate the effect of brand community on brand identification and commitment. The research model consists of the variables of brand community identification, brand community commitment, brand identification, and brand commitment. Research population includes the members of the customer club of the branches of Mellat Bank in Yazd Township, of which 180 acceptable samples were selected randomly. This study is an applied research using correlation method. Required data were collected using questionnaire and a survey method. In order to examine the model and the hypotheses, structural equations modeling has been used with the contribution of partial least squares method and Smart PLS. findings of the study show that brand community identification has a significant effect on brand identification and correlates with brand community commitment. The relationship between brand identification and brand commitment has also been confirmed.

Keywords: Brand community identification, Brand community commitment, Brand identification, Brand commitment

INFLUENCING FACTOR TO BANGKOK TAXI INDUSTRY IN BANGKOK THAILAND

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ABSTRACT

This study examines the Bangkok taxi industry's contribution to tourists' trip-satisfaction levels with its impetus rooted in customer service literature. Bangkok's self-planning visitors rely heavily on the taxi service making it a primary tourism sector service provider, while the average length of visitation fluctuates around 1.3 days, which due to the culturally void nature of short-stays, often means taxi drivers present an opportunity for short-stay visitors to engage in a memorable or insightful host-guest interaction; an experience that can shape trip satisfaction. 545 visitor surveys were conducted with attributes relating to convenience, trustworthiness, the vehicle, driver attitude and communication abilities, tourism information, safety and value being probed before questions related to spatial behavior and trip satisfaction. While reasonable satisfaction with the service was clear, only one service attribute scored above 4 (on a 5-point Likert scale) illuminating an array of possible service improvements. Apprehension was detected in the difficulty and inconvenience experienced in catching a taxi and a moderate number of visitors experienced ride rejection. Ineffective communications between visitors, who tend to speak Mandarin and or English and drivers whose first language is Cantonese is another area of service weakness, as is a lack of up-to-date tourism related information in the taxi. Means to the results' (of using the service) questions elicited positive means between 3.85-3.99 suggesting the service's permitting of self-directed excursions may be over-riding specific service deficiencies and making a positive impact on visitors' overall trip satisfaction levels and perceptions among visitors that Bangkok is a desirable destination with which to visit.

Keyword : Taxi Industry, Customer Satisfaction levels

**A VALUE CHAIN APPROACH TO DEVELOP THE TOURISM INDUSTRY IN TUBUNGAN, ILOILO
: A BASIS FOR PROPOSED DEVELOPMENT PLAN**

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ABSTRACT

Tubungan, Iloilo may have the potential as an attraction and easy access but it still lacks accommodation such as hotels and restaurants that caters to the primary needs of the visitors like shelter and food. These attractions once properly developed using Value Chain Approach, could be the next top destination in Iloilo. This study aims to determine the supply and demand of the tourism component based on accommodation, attraction, amenities, accessibility, and activities; and its relationship as perceived by the market actors: local government unit, host community, possible investors, and the tourist. The research design that will is a Descriptive-survey and the respondents were chosen based on purposive sampling technique. A self-prepared questionnaire will be made by the researcher that is based on the statement of the problem.

ENTREPRENEURIAL PERFORMANCE AND PROBLEMS OF WOMEN IN BUSINESS IN STATE OF UTTAR PRADESH IN INDIA

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ABSTRACT

During the last two decades, Indian women have entered the field of entrepreneurship in increasing numbers. With the emergence and growth of their businesses, they have contributed to the country's economy and generated employment for the surrounding community. The state of Uttar Pradesh (UP) is the largest and most populous state in India. It was, thus, felt necessary to conduct a research study with an objective of finding out the entrepreneurial performance, problems and constraints being faced by women with respect to starting and managing their enterprises in this state. A sample of 160 women entrepreneurs from 6 districts was taken. Perception of the respondents regarding availability of business opportunities, reasons which have strengthened women entrepreneurship and their motive behind starting enterprises were also sought. Economic survival was cited as the major motive behind the start of their entrepreneurial journey followed by high demand for the product, family tradition of business and other motives. Women entrepreneurs opined that their self-confidence was the major factor which has strengthened women entrepreneurship followed by cooperation from husband/family at the time of start and availability of specified skill with them. The respondents also cited various factors which had negative impact on establishment and management of enterprise. For majority of the respondents more competition was the major inhibiting factor followed by inadequate publicity, lack of market facility, lack of guidance and lack of timely availability of loan from the banks. Based on the study a set of recommendations have been given for the policy makers, entrepreneurial support agencies, training organizations and women entrepreneurs themselves. Women entrepreneurship must be molded properly with entrepreneurial traits, skills and policy backup to meet the changes in trend and challenges of global market.

Keywords: Entrepreneurial Performance, Entrepreneurial Support Agencies

**PRO-POOR TOURISM : A STRATEGY FOR CONCORDANT AND SUSTAINABLE
DEVELOPMENT OF RURAL COMMUNITIES, CASE STUDY : VALI-E-ASR VILLAGE IN THE
VICINITY OF PERSEPOLIS**

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ABSTRACT

This paper aims to investigate the sustainability and rural tourism within the context of Iran. Using qualitative and quantitative research method, it investigates the impacts of tourism on rural inhabitants of Vali-e- asr village in the vicinity of Persepolis. The concentration is on the sustainable indicators; economic, sociocultural and environmental aspects of rural residents. Findings indicate that although tourism has strengthen the resident's awareness on understanding cultural and environmental heritages, for the economic aspect, despite creating limited direct and indirect jobs it failed in reducing rural poverty. Keywords: Sustainable Tourism, Iran, Persepolis, Vali-e-asr Village.

ANALYSING THE DOMESTIC AND FOREIGN INVESTMENT AREAS IN THE DEVELOPMENT TOURISM OF IRAN FROM THE VIEWPOINT OF EXPERTS

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ABSTRACT

The high revenue generation potential of tourism and its development potential in our country have made the bed for investments in this sector. Unfortunately, however, despite such positive features, our country enjoys a small share of the huge profits of this industry, which seems to be due to a lack of identification of investment opportunities compatible with our country's structure by domestic and foreign investors that can attract international tourists. Hence, the significance of this study is that it shows, from the experts' view, which areas of investment in this industry are most effective in attracting foreign tourists. The ideas of authorities regarding the topic were analyzed separately. In order to analyze the data and observations, after data collection, coding, data entry and creating a database, descriptive statistical procedures like frequency table, central and dispersed indices like mean, standard deviation, etc. were used. In order to prove the hypotheses, different techniques like student t-test, Wilcoxon signed-rank test and binominal test were used. The findings suggest that investment in development of the source and destination country's data bases, is significantly influential in attracting tourists. This is because most tourists have acquired their essential information about the destination, tourist attractions, exchange rates, local traditions, weather, tourist products, tour schedule details, flights, tour prices and working hours of parks and museums. Moreover, the results indicated that there were ineffective and inefficient connection methods to travel agencies because none of the experts had acceptable assessments of travel agencies' websites. Nonetheless, as the experts believe, such investments will prove effective in attracting tourists. This study clearly points out the constructive role of attracting mutual investors in developing tourism and also shows positive effects of investment in areas that can quickly satisfy the needs and preferences of tourists, facilitate their access to the attractions of destination country, create a difference in provided services.

IMPACT OF ADVERTISEMENT MEDIA ON CUSTOMER PATRONAGE TO A RESTAURANT

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ABSTRACT

Indian cuisine is hot, spicy, flavoured with herbs, and offers many vegetarian and non-vegetarian options. Eating has long been central to the culture of India, as diet is linked to notions of purity and self-control. These days a lot of expenditure on advertisement is spent by restaurants to ensure customer patronage. This paper analyses the impact of five types of advertisement media i.e. newspaper, radio, pamphlet, sponsorship and social media on return patronage to a restaurant. A sample survey was conducted with a structured questionnaire. Data was collected through convenience sampling method from 100 respondents. The data has been analysed using factor analysis technique. The results of study shows that pamphlets and brochures have a higher impact on return patronage to a restaurant. The findings of the study can be helpful for restaurants to formulate better policies regarding advertisement.

Key Words: Restaurant, return patronage, advertisement, online advertising, pamphlet, sponsorship, radio advertisement, newspaper advertisement, social media.

THE EFFECT OF NEW MARKETING PARADIGM GREEN WAVE OVER TURKISH AUTOMOTIVE INDUSTRY

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ABSTRACT

The automotive industry makes major contributions to economies of the countries where they located with its pioneer position for developing new production techniques affecting deeply other industries and its demand creative state in many sectors, significant contribution to employment level together with its sub-industry, and the value addition created. With its renewed production technologies, automobile has become a life symbol of the era. Any crisis in automobile production, affects the entire economy directly.

The green wave movement, which is taking Turkey under its influence as well as all over the world and demonstrating its existence strongly in every sector, has become an important criterion forming brand values of the brands in especially automotive sector. The green wave movement which gives priority to protection of nature, animals and human life, has taken place at the beginning of visions of all institutionalized companies. Because the most important issue is creating value perception in today's conscious consumer if the brand serves for the green process. Today, when mentioned about green marketing in automobile industry, it comes to mind that designing, manufacturing of the automobile, delivery to the customer, re-evaluation after usage and reflection of all these process to brand image and brand identity. In this study, the effect of new marketing paradigm green wave on Turkish automotive industry and images of automotive brands taking place in this sector, has been examined with a critical eye and the brands present in Turkish automotive sector have been evaluated by giving examples.

Keywords: Green marketing, green product and production, automotive industry, Turkish automotive sector

SUSTAINABLE REAL TOURISM SOCIAL EFFECTS CULTURAL TOURISM IN THE PROCESS OF SUSTAINABLE DEVELOPMENT CASE STUDY : VILLAGE URAMAN-CITY SAROUABAD

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ABSTRACT

Rural tourism as a pillar of sustainable tourism has an important role in the development process. In 1987 the World Commission on Environment and Development defined sustainable development in its report: "Development that satisfies the needs of the present generation, without having to jeopardize future needs are met." This definition will alter the perspective of sustainable rural tourism rural tourism. Sustainable Development of Tourism in mind that the three components of a relation tourism environment is established. The three components of tourism, the environment and the host community. Sustainable tourism aims to minimize the harm cultural and environmental, Visitors consent to provide long-term economic growth in the preparation area. Planning for tourism without considering the social and cultural dimensions brought about many negative consequences tha disrupt the development process. (Pearl green tourism in Kurdistan) shows What impact did the development of social and cultural approach to the sustainable development of the area and what problems have been encountered. This qualitative research methods at different time scales and documentation studies and interviews with anthropologists, tourists and locals looking analysis of the social and cultural impacts of tourism in the area. The results show that the model can SWOT Strengths Weaknesses Tourism Uraman with people making contributions. External opportunities and threats that make up the tourism in the area made it difficult to take advantage.

Keywords:

Rural tourism. Sustainable development. Social and cultural effects. Uraman.

FACTORS THAT INFLUENCE DOMESTIC TOURISM IN DEVELOPING COUNTRIES

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ABSTRACT

Domestic Tourism can be an important sector for the overall tourism industry of an economy. In developing countries however, tourism is largely associated with foreign visitors. Our research investigates the factors that Influence Domestic Tourism in Developing Countries with a focus on Kenya. The research was conducted using a research model developed out of the study of related literature of Domestic Tourism. The proposed research model was validated using data collected using 450 questionnaires distributed to the residents of Nakuru County, Kenya from working environments selected arbitrarily across the County. There were 393 valid responses of the 450 questionnaires sent to the field. The data collected was analyzed using SPSS version 11.5. The Cronbach's alpha was used to test the reliability of the data collection tool. It yielded a value of 0.96. The KMO Bartlett test for sphericity and Factor Analysis with varimax rotation was used to determine the relationship of the test items and under the main factors. Both descriptive and inferential data analyses were performed on the data with factor correlations and regression analysis used for inferential analysis. In the final section, the Factors that Influence Domestic Tourism in Kenya were discussed; the study validated the factors of Attitudes and Beliefs alongside Awareness to be factors that influence Domestic Tourism in in developing countries while Finances was found not to significantly influence Domestic Tourism in developing countries.

Keywords: Domestic Tourism, Attitude and Beliefs, Awareness and Finances, Developing Countries

BARRIERS TO INNOVATION IN SMALL AND MEDIUM SCALE ENTERPRISES IN SOUTH WESTREN PART OF NIGERIA

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ABSTRACT

Small and Medium Scale Enterprises (SMEs) are not yet sufficiently equipped in developing countries such as Nigeria to contribute significantly to economic development in these countries when compared with their counterparts in developed and emerging economies. Many initiatives have been proposed to improve the competitiveness of SMEs in these countries. This paper explores the barriers to innovation in the SMEs in Nigeria. It identified and discussed the major determinants of both technological and organizational innovations in the Nigerian SMEs. The data used in the article was derived from the study of selected SMEs in two capital cities of Lagos and Oyo state in the south-western region of Nigeria. The data were collected using questionnaire and face-to-face interviews with 25 SME Owners/Managers which were inclusive of survey sample of 220 Nigerian SMEs selected using stratified random sampling procedure. The data collected were analyzed using appropriate descriptive statistics and inferential techniques. The study identified the major barriers to innovation by SMEs operators to include inadequate financial means to conduct research on new innovation, lack of motivation for new innovation, inadequate research and development facilities within the firm, lack of government assistance, and lack of opportunities for cooperation with other firms and research institutions. The study also revealed key determinants of application of innovation by SMEs in the study area as adoption of creative thinking and innovation by management, placing top priority on new products and processes development, active management of information/knowledge, taking new ideas serious by management, accessibility to all the resources needed to get job done, comparing company's product(s) with those of competitors, and the organizational structure and culture. The paper concluded that investments in research and development, the number of external partners for cooperation, the industry growth rate, the personality characteristics diversity of the management team, and type of education of the CEO are the major factors that may enhance and promote innovative capacity of SMEs in Nigeria.

Keywords: Technological Innovation, Organizational Innovation, Innovation Barrier, Determinant of innovation, Small and Medium Scale Enterprises, Southwest Nigeria

STRATEGIC INTEGRATION BETWEEN U.S. AIRWAYS AND IBERIA IN ONE WORLD

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ABSTRACT

The air transportation is one of the most important international industries, there are three major networks or strategic alliances (One World, Sky Team and Star Alliance). They seek to overcome each other, whilst the members leave the guild and join another. This paper attempts to determine the reasons for the performance of the joint venture and the performance of firms within the alliance.

Keywords: Airlines, antitrust, firm performance, strategic alliances

JEL: F230, F550, K210

Resumen

En una industria internacional tan importante como la del transporte aéreo, existen tres grandes alianzas o redes estratégicas (One World, Sky Team y Star Alliance). Las cuales buscan vencerse entre ellas y al mismo tiempo miembros de las alianzas dejan la alianza y se unen a otra. El presente trabajo busca determinar las razones del desempeño de la alianza estratégica y el desempeño de las empresas dentro de dicha alianza.

Palabras clave: Aerolíneas, alianzas estratégicas, antimonopolios, desempeño de la firma

REVIEW OF MICE ACTIVITIES IN THE STATE OF QATAR

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ABSTRACT

The recent explosive growth in the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector in the State of Qatar merits scholarly attention. This targeted growth forms part of the development strategy entitled Qatar National Vision 2030 which has specifically identified economic diversification as a developmental goal. Due to the heavy reliance of Qatar on its oil and gas industries, which generate approximately 60% of the country's total GDP, and in light of the Peak Oil Hypothesis, the leadership of Qatar has instituted a strategic 5-year plan structure to transform the nation into a knowledge-based economy. Integral to this economic transformation is expansion of tourism and business tourism activities (72% of travel to Qatar in 2010 was business-related). The Qatar MICE Development Institute (QDMI) is the primary driver and regulatory agency for MICE activities in the State of Qatar and works closely with the Qatar Tourism Authority (QTA). In addition to sponsorship of high-profile international science, business, and education meetings in Doha—such as the COP18/CMP8 Meeting in 2012 and the WISE Education Summits (2009-2013)—QDMI has assisted in planning two large national exhibition centers, including the Qatar National Convention Center (opened 2012), the largest in the Middle East at 177,000 m². Further evidence that MICE activity is being integrated into knowledge economy private-public-partnerships are the scholarly and research conferences servicing Qatar Science and Technology Park, Qatar National Library, Qatar National Research Fund, and the universities in Education City. Using a case study approach, this contribution reviews the strategic goals, philosophy, and recent projects of the MICE sector in the State of Qatar.

Keywords: Meetings, Incentives, Conferences, and Exhibitions (MICE), State of Qatar, knowledge economy, business tourism—Qatar

CORNELL STATEMENT OF RESEARCH COMPLIANCE

The author has no financial, research or personal relationships with the Qatar Tourism Authority (QTA) or Qatar MICE Development Institute (QDMI). No human or animal subjects were used in this research. The views expressed are those of the author and not necessarily those of Weill Cornell Medical College in Qatar or Qatar Foundation for Education, Science and Community Development.

EFFECTIVE MARKETING STRATEGIES FOR HOUSING AND REAL PROPERTY AND THEIR IMPACT ON NATIONAL DEVELOPMENT OF CONSTRUCTION FIRMS AT PUNE CITY

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ABSTRACT

Housing and Real Estate play an important role in the growth of a country's economy. This is because, real estate is not an industry, but a whole sector (Michael Porter 1997). Gains from real estate development are in the form of physical assets like buildings, tourist destinations, industrial property and high-end properties. On an average housing, infrastructure and real estate has contributed 15% to India's GDP and 78% of the Gross Domestic Capital Formation. Housing construction sector in India contributes around 4.1 % to the GDP. However, this is grossly low as compared to other Asian nations such as China (15.5%), Brazil (15.1%), Korea (10.1%) or even Thailand (9.1 %). Despite the government's efforts over the last decade much needs to be done to boost the real estate sector in terms of rationalising policies.

This study uses extensive secondary data to understand the development of the macro-level real estate market which is governed extensively by governmental policies and regulation. These affect real estate development within the country or regions. Based on the government's macro-level market development activities; micro-level or firm-level strategies are deployed by industry to develop local markets.

The hypotheses are empirically examined through primary data collection which includes seven case studies obtained through personal interviews of the Managing Directors/ Promoters of development firms. Additionally a survey of 121 marketing executives was conducted to obtain in-depth insight of the marketing strategies found effective from the viewpoint of the service provider. It was found that positive 'Word of Mouth' or positive referral is the most effective strategy to sell their products. Also local media are the most dominant medium of marketing communication e.g advertisements in local dailies, hoardings and local FM channels. Drawing upon the study of global real estate markets and the involvement of governmental agencies in promoting and augmenting real estate markets within their economies the study found that since 1998, India too has been actively following this trend. Governmental interventions through fiscal, law and policy have been consistently shaping the real estate market in the country as a whole.

Some salient findings to support the hypotheses (H2, H4) is that in both the surveys; marketing executives (MEs) as well as Case Studies (CS), developers are changing their firm structures from proprietary firms to private limited firms in the wake of changing business scenarios of globalization and increased competition proven in Chapter 9. Market conditions are still skewed in favour of sellers. But buyers have an increasing say in the preference of amenities that they desire. Majority of the respondents are using marketing strategies and also brand management strategies.

Customer profile has undergone a sea change, with the average property buying age decreasing, income and education levels higher and the buyer class being more the service class.

The majority of the builders are engaged in residential construction followed by commercial real estate. Most typical amenities included are swimming pool, clubhouse, extra car park, internet connections and fibre optic cables and energy saving devices.

Builders are now sensitive to use of better technology and processes to increase sales and customer satisfaction.

Keywords: Pune, supply and demand, national development, real estate development, effective strategies.

THE EFFECT OF REGULATIONS AND COMPLIANCE TO THE PERFORMANCE OF MICROFINANCE INSTITUTIONS IN FAKO DIVISION, SOUTH WEST REGION OF CAMEROON

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ABSTRSCT

In the last two decades, many developing countries have witnessed a rapid growth of microfinance activities. The trends on the investment side have included increasing attention from socially responsible and capital markets investors. From an institutional set up, commercial banks are downscaling, Microfinance Institutions (MFIs) are moving up the markets and convergence is happening between the so called finance for growth and finance for all. Recognizing that microfinance is more and more integrated in the mainstream financial system brings calls for regulation to set up the rules of the game in this industry. This study assess if MFIs in Fako Division do comply with laid down rules and regulations and the extent to which their compliance affect their performances in terms of financial self-sufficiency and outreach with emphasis on selected Savings and Loans Cooperatives. Through literature review and data obtained from selected Credit Unions in Fako Division using a stratified random sampling technique, and using descriptive and quantitative data analyses techniques, we observed that MFIs to an extent do not comply with prudential regulations and set standards. Their performances in terms of profitability, sustainability and outreach are not directly influenced by their respective compliance rates. In this line, to protect the consumers and the financial system in general, there is absolute need for financial regulation of Microfinance institutions. As such, the Supervisor (Regulatory Authority) has to be well equipped for the oversight of the MFIs for the timely identification of problems for prompt corrective measures to be put in place

Keywords : Regulations and Compliance; Performance; Microfinance Institutions; Cameroon

IMPACT OF MEAL CONTEXT ON EATING OUT AT NIGHT

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ABSTRACT

Eating out is a common occurrence in the lives of most people. At dinnertime, there are number of options an individual or family have. In the wake of societal changes like the rising number of single-parent households and an increase in the number of career women in the work force, the eating out population at night has been increasing. This paper analyses the impact of meals on the choice behaviour of consumers, identify the key drivers of the dinning behaviour of people at night, and to analyze the relationship between the choice of meal and peer influence on dinning pattern of consumers. A sample survey was conducted with a structured questionnaire. Data was collected through convenience sampling method from 100 respondents. The data has been analysed using factor analysis technique. The result shows the major reasons why consumers prefer to eat out at night in restaurants are more food options, and dining out is a social event. The major motives of eating out at night are fun with friends and family, attraction towards restaurant, and out for relaxation. The findings of the study can be helpful for the restaurants to understand the consumer behaviour and in formulation of better policies to delight the customers.

Keywords: Eating Out, Meal Context, At Night, Dinning Behaviour, Choice of Meal, Dinning Pattern

THE DEVELOPMENT OF ECOTOURISM MARKETING OF THAPAPAO VILLAGE, LAMPHUN PROVINCE, THAILAND AS TOURISM DESTINATION

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ABSTRACT

In the present, trend of world tourism is alternative tourism. Ecotourism is also a category of this tourism. Thapapao village is one of ecotourism attraction in Thailand which is famous community forest. However, the number of tourists who visit this village are not as much as enough. So, the target of this paper is to increase the amount of tourists. This research aims to analyze internal environment and external environment of Thapapao village to develop ecotourism marketing. The qualitative research is by focus group and the strength, weakness, opportunity and threat (SWOT) are analyzed in terms of area, management, activities and process, and participation to establish a reliable analysis to improve ecotourism marketing of Thapapao village as tourism destination. SWOT analysis has shown that famous community forest, community strength, traditional culture, accessibility are the strengths whereas less activity for tourists, lack of English skill are weaknesses. Provincial policy to promote tourism, the increasing popularity of ecotourism, the development of local products as souvenir are opportunities while natural disasters, rainy season, political crisis in Thailand, lack of budget to support from government are threats. In order to increase the amount of tourists and become tourism destination, it should expand more activities for the purpose of attracting more tourists

ALTERNATIVE TOURISM MARKETING STRATEGY FOR INTERNATIONAL TOURISM : A CASE STUDY OF PETRIFIED WOOD

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ABSTRACT

The study aims to Alternative Tourism Marketing Strategy for International Tourist: A Case Study of Petrified Wood Museum. These purposes are (1) to study SWOT Analysis of Petrified Wood Museum. (2) to study the tourism components of Petrified Wood Museum. (3) to provide Alternative Tourism Marketing Strategy for International Tourist for Petrified Wood Museum. The tourism components were taken into consideration by reviewing related research at 8 issues such as attraction, accessibility, amenities, ancillary services, accommodation, awareness, available packages and activities. The conceptual framework for the research was the integration of the analyzes of current tourism marketing situation and tourism components to find the organization's internal factors strengths and weaknesses and the opportunities, and threats caused by outside factors. The study result led to a tourism marketing strategy development. The research method used in this study was a qualitative research method integrating with a quantitative method for obtaining complete data. The samplings groups were administered for 4 samplings; 1) International tourist and Thai tourist was completed by 400 samplings of groups of tourists who paid a visit to Petrified Wood Museum. 2) Interview was completed by 10 samplings. 3) Focus Group Discussion was completed by 8 samplings. And 4) Work Shop was completed by 8 samplings. The researcher applied the mixed method to ensure objectives of this research were met. An interview form, a focus group discussion and a work-shop were used to collect data. Data analysis was performed using descriptive analysis. For the quantitative research portion, participants were made up Thai and international tourists who travel to Petrified Wood Museum. Questionnaires were created to collect data. For the statistical analysis of data, the Mean, Standard Deviation, Chi square, T-test, and F-test were applied.

The results showed that: The Petrified Wood Museum, is well-known as a tourist attraction for NakhonRatchasima province and Thailand. Being the governmental organization, Petrified Wood Museum is perceived as a reliable place among tourists. However, the bureaucracy simultaneously impedes the flow of the marketing arrangements. Furthermore, over the past decade, Petrified Wood Museum has not set up a clear proactive marketing plan. The external factor, namely, the more competitive tourism business, the change model of tourist demand, the tourist promotion policy of Thailand which emphasizes development among tourist attractions, together with the internal factors, that is, the policy of the Tourism Authority of Thailand, NakhonRatchasima which demands an increase in a provincial, and the structural development plan and self-development project for the personnel point to a need for Petrified Wood Museum to develop and improve its tourism marketing management. The goal of the Petrified wood Museum is not to make a profit but to balance its budget. It aims to increase the number of international tourists and their average expenditure. The major target group among Thai tourists and international tourists are those travelling with families, high school, travel agencies, the working age group, and independent travelers. The main tourism marketing strategies implemented by the Petrified Wood Museum are to differentiate their products and prices, sell an inclusive package tour by combining the tourism product, expand their channels of distribution, establish a marketing division for proactive marketing management, and proactive foreign language training for the personnel. The Petrified Wood Museum contains tourism components such as attraction, accessibility, amenities, ancillary services, accommodations, awareness, available packages and activities. For the tourism readiness, it is at a moderate level and it is able to provide alternative tourism marketing strategy for international tourist for Petrified Wood Museum. For this reason, the developing methods of marketing strategy (16 P's) were suggested for its tourism readiness and for its further.

INFLUENCE OF SOCIAL MEDIA ON SAFETY PERCEPTION OF GEOPOLITICLLY UNSTABLE TOURISM DESTINATIONS

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ABSTRACT

Geopolitical instability safety concerns can influence a destination's potential tourists' behaviour through altered perception and decision making which can ultimately results in revenue losses through destination change or travel avoidance. Given the rapid adoption of social media by consumers and its increasing role at all stages of the travel process, it would be necessary to examine role social media can play into the formation of such safety perceptions. Thus, this research assessed the influence of social media on safety perceptions of geopolitically unstable tourism destinations, and in turn on tourism decision-making. A proposed new Social Media Influence Model was validated, using an online survey that questioned international travellers who were active social media users. The results indicated that social media may not necessarily be a primary source of influence but other influencing factors such as risk personality type, demographics, travel experience and use of other media also need to be considered in assessing the formation of safety perceptions. Findings also revealed that, following exposure to social media content about geopolitically unstable tourism destinations, the majority of the travellers would still choose to seek more information from traditional media sources before making any decisions about trip change or cancellation. This study is academically valuable as it is one of the first attempts made in exploring this topic. The generalised Social Media Influence Model can be utilised by stakeholders, in order to understand the role social media plays in tourists' formation of safety perception about a destination and the respective travel decision making.

INTERECTION OF CLIMATEE CHANGE WITH TOURISM

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ABSTRACT

The Tourism Industry is climate dependent so when talking of tourism we should take particular emphases on the climate. We should also understand stand both Tourism and Climate influences each other vice-versa. As much as Climate change influences tourist activities so thus the tourist activities greatly influences climate change. so this article explores the impact of Tourist activity to climate change and vice-versa and taking particular emphases on seasonal change. The methodology of this research was qualitative method that can be used in-dept interview and the data sampling from tourist organization manager 30 person.

The result of this research taking into consideration two different environment following the analyses from our work, particular tourist activity are higher with respects to a particular season for example along the Mediterranean with warmer climate and a long summer period we can see this area is often full with tourist in summer rather than during winter And this is due to the flexibility by which tourist and institutions react to the climate. Thus tourist activities is at the peak in these areas in summer rather than winter, mean while in the Alps tourism is on it\'s peak in winter. these has also caused increase in activities which causes a change in climatic condition in these area over time. So our article assesses both effects of tourism to climate and vice-versa thus the vulnerability of tourism to climate change is discussed and the difficulty of generalising across a multitude of locations and activities is stressed.

USE OF INTERNET IN HOTEL AND TOURISM : THE CASE OF LAGOS

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ABSTRACT

This paper examines the relevance and importance of the Internet for researching information and making on-line reservations for hotel and tourism products in Lagos. The emergence of very affordable internet data packages for internet and social media has increased the number of individuals searching for information related to hospitality and tourism. In anticipation of this development, the hospitality industry started creating online platforms for online booking and reservations for hotels and various resort centers in and around Lagos. This has led to the emergence of new online companies whose attentions are focused mainly on meeting customers' needs remotely. For this study a leading online hotel and tourism business was provider was selected. This study examined the flow of traffic to the site and also revealed the spatial variation of customers accessing the platform. The finding of the study reveals that there is still a lot of potential in this field as the use of internet for hotel and tourism purposes is on the rise. The use of internet for information is largely dependent on the level of ICT penetration in the area and educational status of the end users.

ESTIMATING THE ECONOMIC IMPACT OF THE MARULA FESTIVAL IN BA-PHALABORWA, LIMPOPO PROVINCE, SOUTH AFRICA

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ABSTRACT

Estimating the Economic Impact of the Marula Festival in Ba-Phalaborwa, Limpopo Province, South Africa
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In South Africa event tourism has received increased importance and interest from local authorities in terms of its contribution to the local economy. This has seen an increase in the number of tourism events such as art and cultural festivals, sporting events as well as national parks in towns and cities across the country. There is a relatively small body of literature on the economic impacts of these events, especially on small local economies, in South Africa. In addition, the literature has largely covered case studies involved with the impacts of large scale events. This paper therefore aims to add to this growing literature by estimating the impact of the Marula Festival in Ba-Phalaborwa local municipality in the Province of Limpopo in South Africa. For this study, three components of total economic impact were applied namely total direct economic impact, total indirect economic impact and induced economic impact. For total direct economic impact, a visitor questionnaire was designed and administered to festival attendees using convenience based sampling to obtain the estimates of direct visitor spending. To accurately capture the indirect economic impact of the event, a business survey was also administered to get an estimate of the size of the leakage from the local economy by finding out the proportion of inputs sourced by businesses in Ba-Phalaborwa from outside the municipality. The basic Keynesian economic multiplier was then applied to estimate both the indirect and induced economic effects of the cultural festival on a small economy. Keywords: Cultural festivals; visitor expenditure; local economic development; economic impact.

STUDYING THE FACTORS AFFECTING LEARNING PROCESS AT THE UNIVERSITY LEVEL IN BANGLADESH : A FACTOR ANALYSIS

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ABSTRACT

This paper focuses on the factors for learning process at the university level in Bangladesh. The paper tried to find out the significant factors, which affect on the learning process at the university level. Total 42 variables were considered. Among these variables, some has huge impact on learning process such as, lengthy admission process at public university, cost in admission at private university, complexity in admission process at public university, academic background of the student, impartiality in evaluation, admission information availability, quota system at public university, and reputation of institution both public and private university. 42 variables explain 92.341 % of the total study. 10 factors have been extracted according to Eigen Value formula. Data have been collected from 01 April to 10 April, 2013. As part of the statistical technique, factor analysis has been chosen.

FACTORS CONTRIBUTING TOWARDS SUCCESSFUL BRAND EXTENSION : A CASE STUDY IN BANGLADESH

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ABSTRACT

Brand extension, which involves introducing a new product under the existing brand name. Brand extension has become a popular new strategy because of its attractive advantages. It provides a cheap way to enter a new market with the decreased of costs of gaining distribution and the increased efficiencies of promotional expenditure and enhances the success probability of a new product introduction with immediate brand name reorganization and transferences of positive attitudes towards the familiar brands to the extensions. In addition, the strategy of brand extensions is a way to capitalize the equity of brands by providing a new source of revenue. However, it can also be a risky strategy. An unsuccessful extension or even a successful extension could cause damage to the original brand. This study will enhance to the marketing practitioner to make the right decision regarding the consumers' attitudes towards brand extension across different demographic aspects and to identify the factors related with launching a products. Recent research has identified two factors that influence consumer perceptions of a brand extension: brand affect and the similarity between the original and extension product categories. However, surprisingly little attention has been paid to other associations specific to the brand itself. In this paper, it will be focused on measuring customers' attitudes towards the new brand (s) by identifying of affecting factors. The experiments revealed that brand-specific associations might dominate the effects of brand affect and category similarity particularly when consumer knowledge of the brands is high. In the literature review part details are mentioned about brand extension. In this study, Sample size was used 35. The sampling technique followed here is non-probabilistic in nature. And the statistical techniques like factor analysis, ANOVA and Cronbach's Alpha used to get the right solution.

Key findings

A new scale has been developed for measuring the attitudes towards new brands. This has been mentioned in details in the findings section of the study.

Keyword : Brand extension; Brand knowledge, Product knowledge and Scale Development.

IDENTIFYING AND MEASURING CONSUMER ETHNOCENTRIC TENDENCIES IN BANGLADESH

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ABSTRACT

In identifying perceptions and attitudes relevant to consumer acceptance of goods pertaining to different countries, it would be extremely helpful for marketers to have a meaningful and consistent measure that they could apply. This study examines to what extent consumer ethnocentrism as measured by the CETSCALE singularly, as well as in concert with selected demographic and psycho-graphic variables, can predict consumers' evaluation of domestic versus foreign produce. Consumer ethnocentrism is a strong and significant predictor of consumer product evaluations. Including the ethnocentrism variables in a set of demographic and psycho-graphic variables significantly improves the predictive ability of the set. Potential applications of the concept include identification of market segments that react more favorably to domestic or foreign produce, developing effective marketing communication strategies, and supporting location decisions for retail outlet sites. This study examines the psychometrics of the CETSCALE, the extent of consumer ethnocentrism in Bangladesh and the effect of the various demographic characteristics on the ethnocentric tendencies of Bangladeshi customers. Data were collected from different demographic groups by using Likert scale. Analysis of data was done by Factor analysis, ANOVA and Cronbach's Alpha with the help of SPSS software. Results show that Bangladeshi customers are very much ethnocentric on few items of the CETSCALE and the customers' ethnocentric tendencies do not vary across the various demographic aspects. Marketing needs to respond to the criticism of the concept of ethnocentrism in the other social sciences. It needs to explore the relationship of consumer ethnocentrism with consumer animosity and consumer affinity (love-hate relationship with other countries).

The managerial implications of the major findings of this study are as follows: In Bangladesh, the label 'made in Bangladesh' is not a liability. The Bangladeshi consumers will not lap up foreign goods merely because of their 'made in' tags. This should bring comfort to companies whose products carry the 'made in Bangladesh' label. The threat perception of freer imports into Bangladesh should be altered in the light of these findings. Foreign companies in Bangladesh, planning to sell goods manufactured on Bangladeshi soil rather than imported from their plants abroad, will also get support for their actions from these findings.

SUSTAINABLE TOURISM AND ENTREPRENEURSHIPS: OPPORTUNITIES AND CHALLENGES FOR YOUNG ALGERIANS

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ABSTRACT

According to the World Tourism Organization, Algeria ranks as the fourth tourist destination in Africa after Morocco, Tunisia and South Africa with the respective Market shares of 20.8 %, 19 %, 14.9 % and 1.1%. However, this figure of 1.1% contrasts with the existence of a high service potential that Algeria could really harness. In fact, Algeria received 4.8% of tourist visits in the Mediterranean region in 2011. In the same year, Algeria recorded a cross-borders flow estimated at 2.5 million tourists; figure that doesn't seem to be significant owing to the existence of real opportunities given by Algerian institutions to support financially and administratively young entrepreneurs as far as SME's development is concerned. In this context, the aim of this study is to try to provide answers to a series of questions focused on the following issue: What is the role of Algerian youth in the promotion of sustainable tourism, both as entrepreneurs (actors) or tourists (consumers)? The analysis will draw on both national and international official reports and may highlight the opportunities and challenges facing young Algerians in the field of entrepreneurship, more particularly with the existence of multiple sources of financing provided by a variety of institutions accompanying the Algerian entrepreneurs: (ANSEJ, ANDI, CNAC and ANGEM)?

Keywords: sustainable tourism, regional development, tourism and youth, tourism and Entrepreneurial, Entrepreneurship and funding.

A STUDY OF THE BARRIERS AND CHALLENGES OF IMPROVING AYURVEDA AND TRADITIONAL MEDICAL TOURISM IN SRI LANKA

(A special reference to Ayurveda resorts and the Ayurveda centers/hotels
in southern and western coastal area)

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ABSTRACT

Due to high cost, long waiting time for treatments and several other inconveniences in the home country, some patients travel to a medical destination – another country having the needed facility probably at a low cost – to obtain healthcare. This is called as medical tourism which has roots in both fields – tourism and healthcare. Medical tourism has become a lucrative business and a fray to attract people across the globe.

Ayurveda – one of the alternative healing systems in addition to western medicine – was originated in India 3000 – 5000 years before. Sri Lanka has its own unique traditional medical system called ‘Desheeya Chikithsa’ that is very similar to Ayurveda and practiced with Ayurveda by traditional and Ayurveda doctors.

Most of the medical guests from developed western countries prefer to travel to countries like India and Sri Lanka to get Ayurveda and traditional medical treatments. Sri Lanka has the potential of being the hub of Ayurveda/traditional medical tourism in the South Asia. But there are some barriers and challenges in achieving that goal.

This study was conducted to identify the barriers and challenges in improving Ayurveda/traditional medical tourism in Sri Lanka. Data was collected from three independent samples of medical guests, Ayurveda/traditional doctors and hotel managers using questionnaires. According to the findings quality of treatments and hotel facilities were the most important factors affecting Ayurveda/traditional medical tourism. Lack of training for therapists, lack of foreign language skills of the staff, lack of government involvement in medical tourism, lack of awareness about medical tourism and lack of rules regulations and statutory bodies related to medical tourism are the major barriers and challenges. Finally this study recommends an awareness program and a strategic plan to improve Ayurveda/traditional medical tourism in Sri Lanka.

FARMERS CONTINUE OVERUSING PESTICIDES DESPITE NEGATIVE HEALTH EFFECTS?

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ABSTRACT

The research has reported misuse and overuse of pesticides and resultant health and environmental problems in Pakistan. Present research was devised to seek empirical evidence of pesticide overuse behavior in Pakistan. To model pesticide overuse, a binary probit regression was used with risk perception, health effects, education, WHO pesticide toxicity class, IPM training etc. as exogenous variables. It has been derived from the study that farmers were overusing pesticides, however, probability of overuse decreases significantly with greater IPM training and education. Our analysis further indicated that farmers were not well informed regarding use and safe handling of pesticides.

It is urged that there is an urgent need for active promotion of IPM practices among farmers in study area. Participation by the farmers is a key element of any program, as he/she will retain more information and put this into practice. The information content of training programs should include more specific information on the health hazards of pesticides and averting behavior.

Key words: Pesticide overuse, health effects, Integrated pest management, risk perception

**EFFECT OF INNOVATIVENESS ON ORGANIZATIONAL PERFORMANCE : AN EMPIRICAL
STUDY OF SMALL MEDIUM ENTERPRISE (SME)**

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ABSTRACT

In this research, we concentrate on two research questions: (1) Why are some organizations more innovative than others? (2) What effect does innovativeness has on performance? As a result, we draw on a variety of hypothetical viewpoints to expand hypotheses that propose entrepreneurial orientation and strategic orientation as key antecedents to innovativeness, as well as a direct relationship between innovativeness and business performance. A model is formulated and tested that investigates these relationships in general. Results validate the soundness of the model. Eventually, propositions are presented on the antecedents and consequences of organizational innovativeness.

**DEVELOPING OF SERVICES QUALITY OF THE LIBYAN TOURISM SECTOR
(A Case study on the hotels in Tripoli, the capital city of Libya)**

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ABSTRACT

The study aimed to Diagnosis of the awareness of employees in hotels and to develop the services of quality of the Libyan tourism sector in a case study on the hotels in Tripoli, the capital city of Libya.

To the importance of applying the principles of total quality management which were represented in the customer satisfaction (tourist), and commitment and top management support, and continuous improvement, as well as employee involvement and empowerment, as aimed to show the extent of the presence of significant differences in the perception of the importance of the application of workers Principles of TQM – Total Quality Management.

In addition to the statement of the relationship between some personal variables (experience, education level, Functional level). To achieve the objectives of this study has been the development and distribution of a questionnaire on a sample of hotels A questionnaire survey method is adopted to gather the data and information, which form the basis for the development of the proposed TQM framework. Statistical Package for the Social Sciences SPSS, the collected data and views from managers and employees in the organizations under investigation. In addition, in order to achieve the aim of this paper two models are developed and TQM framework that covers most aspects of TQM starting from top management awareness until even promoting continuous improvement is developed.

SUGGESTED MODEL FOR ADOPTION OF LMS TECHNOLOGY IN SAUDI ARABIAN HIGHER EDUCATION

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ABSTRACT

The development of technologies over recent decades has offered many learning management systems to support teaching that increases flexibility in teaching and learning by making resources and services available online. LMS (Learning Management System) systems have been available for more than five years at Dammam Community College, KFUPM Saudi Arabia, but they are not being used effectively by the faculty and the students. Numerous models and theories have been offered to investigate variables influencing the adoption of new technologies (Gilbert, Balestrini, & Littleboy, 2004). This study compares different technology adoption models and then builds a model based on the Unified Theory of Acceptance and Use of Technology (UTAUT) on an individual level to identify the determinants that shape educators' intention of using new technology (i.e., LMS). This research will also explore the adequacy of the UTAUT model in higher education (HE) in the context of Saudi Arabian culture.

A REVIEW OF TECHNOLOGY ADOPTION MODELS AT FIRM LEVEL AND A CONCEPTUAL MODEL TO STUDY CLOUD COMPUTING ADOPTION IN SUPPLY CHAINS

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ABSTRACT

Information technology (IT) has made its place as a critical tool in increasing firms' productivity and competitiveness but these effects can only be recognized if technology is widely accepted and adopted in firms. Hence, it is critical to understand the factors of technology adoption. To understand factors of technology adoption, relative models and theories must be understood first. Only few reviews on the evaluation of IT adoption models are found in the literature at the individual level, and even fewer are found at the organizational level. This review is expected to reduce this gap. In general, this study covers individual level models of technology adoption; particular focus is given to models at the firm level. Three models of firm level innovation adoption are studied. First is the technology, organization, and environment (TOE) framework. The TOE framework identifies three organizational contexts that influence adoption of technology; they are technology, organization, and environment. The second is the Diffusion of Innovation (DOI) model which finds that individual characteristics and firm's internal & external characteristics are the key antecedents to organizational innovativeness. Finally, the Iacovou et al. model which analyses inter-organizational systems (IOSs) characteristics influencing firms to adopt IT innovations is studied. It's constructed on perceived benefits, organizational readiness, and external pressure contexts. A conceptual model predominantly based on TOE framework is proposed after the review these models to study cloud computing adoption in supply chains in Saudi Arabian market.

WOMEN EMPOWERMENT TN THE OMANI TOURISM SECTOR

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ABSTRACT

The contribution of women in the tourism sector has evidentially increased in recent years, although women are not well represented on higher managerial levels. Several studies have investigated the role of women in the workplace but there is less work on the position of women in tourism employment and much less regarding women in the Arabic area. Accordingly, the aim of this research is to examine the extent to which gender segregates men and women both horizontally, in terms of types of work, and vertically, in terms of managerial levels. A combination of semi-structures interviews and unified survey was utilizing in the context of this research, which helped identifying both qualitative and quantitative feedbacks. Results show that despite the fact that women should be equally treated according the Omani different legislations, on the ground of reality, more efforts need to be conducted. The research highlighted several cases where women acquire superior governmental tourism positions; however, evidences of less equality exist in the private tourism positions. The research concludes numerous recommendations for filling in the current gap between women and men positions in the Omani tourism sector.

**PEER REVIEW OF TEACHING AT HIGHER EDUCATION INSTITUTIONS OF OMAN :
SUCCESSSES, CHALLENGES AND THE RIAD AHEAD**

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ABSTRACT

Peer observation is described by Elton (1987) as being valid because it includes an evaluation of prepared teaching material, the willingness of the lecturer to experiment and innovate, to accept feedback from colleagues. The actual evaluation takes place by colleagues. According to Osburne and Purkey (1995) peer review in education has been traditionally used to provide feedback to individuals on their teaching strengths and weaknesses. The aim is to develop teaching quality and at the same time to have an audit of the teaching by the lecturer and the class atmosphere. There is also another benefit of the same which is to provide constructive feedback to the lecturer by the observer thereby enhancing his teaching skills and quality and at the same time to foster a healthy bond between the two. When the entire team of peer observers and lecturers meet to discuss their observations, the process is akin to the concept of Quality Circles. Quality Circles is a concept initially adopted by manufacturing companies wherein the members of the workforce formed small teams to examine problems encountered on the shopfloor and come up with solutions which may improve production design, working conditions, etc for approval by management.

STUDENT ACTIVITIES AND THEIR ROLE IN SUPPORTING CULTURE OF DIALOGUE

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ABSTRACT

This age is characterized by being the age of knowledge and scientific revolution with all their different cultural and technical applications. This requires from the man, who lives in this age, to think of what he says and to select his words, statements and thoughts and to present them in a suitable and reasonable way in order to become able to communicate with others. This is because man is a social creature who cannot live isolated from people and cannot live without continuous communication through the different dialogue processes. Dialogue is considered one of the bases and necessities of social life. It is the means for man to express his needs, desires, tendencies, feelings, attitudes and problems. It is his way to manage different affairs in his life. Also, dialogue is the means for man to develop his thoughts and experiences and adapting them to create and participate in achieving civilized life whereas communication and interacting with others comes through this dialogue. The individual can communicate with others using arts of language and dialogue either by listening, speech or reading and writing. This means that the individual communicates with other either as a correspondent who speaks or writes, or a receptor who listens or reads. Dialogue acquires its great importance because social human existence does not happen except by the existence of the different other. This is because dialogue is a connection, communication and understanding the others' opinion. Then, man does not achieve his human self and does not produce knowledge except by connection, communication and dialogue with the other party and interacting with him to generate new ideas in the speaker's mind and to make meanings more dialogue is considered one of the activities that liberates man from isolation and separation and opens for him new channels of connection and communication with others. To complete dialogue's bases of success and to achieve its desired goals, they should be obligated with the moral, social and cultural standards of behavior which were imposed by the situation, the subject and the participated parties in this subject. This matter does not happen except through confirming and promoting the culture of dialogue and its skills for the individuals in society

TOURISM DESTINATION IN GIS ENVIRONMENT

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ABSTRACT

Tourism is a resource industry, one that is dependent on natural endowment and society's heritage (Murphy 1985). And this kind of use of resources extinguish them least, in turn phenomenon of Tourism provides incentive to conserve resources both natural and cultural. Remote sensing and GIS techniques have enriched physical sciences to a great extent. But encroachment in the field of Social sciences is limited. Thereby the paper is an attempt to quantify certain qualitative indicators in GIS environment. Geographical picture of tourism potential can enhance quality of tourists' experience and at the same time can make tourists to be ecologically, economically and ethically responsible towards the destination area. The less explored, but rich in Heritage, North-west districts of Shekhawati Region have been considered for this study. Shekhawati presents a semiarid landscape of dazzling fields, fluttering fabric and open-air picture galleries. Main objective of the study is to identify and examine the application of GIS and Remote Sensing in identification and visualization of natural and cultural attractions and to come out with a tourism potential model in GIS environment. Empirical analysis shows that Jhunjhunun the heart of Shekhawati located at a short distance from Delhi and Jaipur, has good potentials for tourism development of Shekhawati circuit.

Keywords: Tourism potential evaluation, Arc- GIS, Spatial distribution, Visualisation, Shekhawati Region

**AN OPTIMIZED BUSINESS SOLUTION THAT INCREASES THE QUALITY OF THE PAGEANTRY
SECTOR IN SRI-LANKA; IN ORDER TO PRODUCE WORLD CLASS CONTESTANTS-
“GLAMOUR – ONLINE”**

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ABSTRACT

The prominence and popularity of beauty pageants are growing globally and considerable developments have taken place in the local pageant industry in Sri Lanka as well. While there is a high potential in the pageantry industry, Sri-Lankan contestants continue to perform below par in the international pageants. The objective of this study was to identify the possible contributing factors for below par performance and find solutions to uplift the pageant industry in Sri Lanka and produce world-class contestants. A sample of eighty people was studied for eight months and the findings and proposed solutions are expected to make a significant contribution which so far lacks in such explorative studies.

The study supported by 76% indicating that there is a great importance of implementing a proper and streamlined pageantry system and will enable the Sri-Lankan pageantry industry to uplift its standards and produce better contestants to participate in pageants.

Keywords: Beauty Pageants, Information systems, world contestants

EFFECTS OF LASER FLUENCE ON STRUCTURAL PROPERTIES OF SnO₂ THIN FILMS

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ABSTRACT

In this study, SnO₂ thin films were grown by pulsed laser deposition (PLD) on glass substrates at sputtering pressure (10^{-3}) torr , with temperature substrate (300) °C and with different laser fluence (0.8 , 1.2 , 1.8)J/cm² . To examine the structure and morphology of the films, X-ray diffraction (XRD) and atomic force microscopy (AFM) methods were used respectively. From X-ray diffraction patterns of the SnO₂ films , it was found that the deposited films showed some differences compared with the laser fluence and the intensities of the peaks of the crystalline phases decreased with the decreased of laser fluence. From AFM images, the distinct variations in the morphology of the thin films were also observed.

Keywords: Tin dioxide, Pulsed laser deposition, Structural properties, Surface

EFFECTS OF STATE'S RESEARCH AND DEVELOPMENT POLITICS ON EXPENSES OF TRADE'S RESEARCH

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ABSTRACT

This research investigates the effects of state's research and development politics in 6 countries from 1990 to 2012. Research and development plays an important role in the world economy, and trade-funded research and development accounts for the majority in total R&D spending. Policy makers design various Research and Development politics to stimulate Expenses of trade's Research and Development. Since the existence of Research and Development politics, researchers highly contributed their longing on the analysis of the efficiency of those R&D politics, but the reliability of state intermediation still received significant discussion. Thereby, the aim of this research is tried to follow the historical reasoning and investigates the effects of state's Research and Development politics on trade-funded R&D.

Key words: state funding of research and development performed in trade, Trade-funded research and development, tax incentive, state' research.

MULTIMODAL TRANSPORTATION – EFFORTS TO MAKE IT HAPPEN IN BRAZIL

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ABSTRACT

Many Brazilian markets already realized the advantages brought by the use of the Multimodal Transport Operator - OTM services as a substantial alternative to make the products more competitive, making possible to reach a high level of excellence in the logistics management. The governments play an important role offering a legal and institutional framework required by the regulated market. In Brazil, it is the competence of the Inland Transport National Agency - ANTT to create standards and technical regulations to license the OTM to provide logistics services. This paper aims to present the evolution of the transport chain integration, leading to multimodal transport and explains its functionality, main responsibility regimes according to the different international conventions.

As results show, the Multimodal Transport current situation in Brazil and the effort made by many countries to create an international multimodal legislation and to overcome the obstacles to its implementation and acceptance. The information presented serves as a subsidy for the Brazilian government decisions in order to transpose barriers to promote the development of multimodal transport in Brazil.

THE ROLE OF SPORT TOURISM IN THE DEVELOPMENT OF URBAN ECONOMY

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ABSTRACT

The purpose of this study was to investigate the role of sport tourism in the development of urban economy from the perspective of hotel managers in Isfahan. This is a descriptive survey research and the population of the study consisted of managers of all hotels in Isfahan. Research sample is taken to be equivalent to the population of the study. The measurement tool of the study is a questionnaire (Keivani, 1389) whose validity and reliability is standardized in the Iranian society. Statistical analysis was performed at two levels of descriptive statistics and inferential statistics using SPSS (version 18) which shows that sport tourism is significantly effective in the development of urban economy; $p < 0.05$ Key words: tourism, sport tourism, urban economy

**INVESTIGATION INTO THE STRATEGIC FIT OF PUBLIC AND PRIVATE CEMENT
COMPANIES OF BANGLADESH: A COMPARATIVE STUDY**

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ABSTRACT

The extant literature indicates that our knowledge base on the application of marketing insight into the business strategy of cement manufacturers in Bangladesh is inadequate. The appropriateness of current strategy in the light of available resources and raw materials, the workability of existing strategy, production process in public firms in comparison to private firms has so far not been analyzed adequately. Private companies purport to fare well in strategic orientation but public companies are allegedly lagging behind. Therefore, the main objective of this study was to evaluate and to test the feasibility of current strategy in the light of available resources of the business level strategy of Chhatak Cement Company and Shah Cement Industries Ltd. Integrating primary and secondary data, applying different statistical analyses the paper identifies that product quality, product availability, product weight, packaging, repackaging, reasonable price, transportation facilities, promotional activities, credit facilities, technical facilities, delivery in time are the significant competitive factors in the market. Here most of the factors regarding practicality of current strategy of Chhatak Cement Company need to be redesigned while Shah Cement Industries Ltd. can maintain the existing strategy.

Keywords: Investigation, Current Strategy, Available Resources