

# INFLUENCING FACTORS TO DECISION OF TOURIST IN CHOOSING SERVICES TOURIST ATTRACTION

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## ABSTRACT

This research investigation, the researcher inquires into the effects of decision of tourist on choosing services of tourist attraction. In carrying out this investigation, the researcher applies a conceptual framework derived from various theories of competition. The methodological approach adopted by the researcher blends quantitative and qualitative research methods. As such, the research instruments utilized by the researcher to collect apposite data were twofold, viz., an focus group interview form and a questionnaire. The data were obtained from 400 persons of tourist from tourist attraction for Quantitative and the data from 30 persons for focus group interview.

The data collected were subsequently analyzed using the structural equation modeling (SEM) technique. Using confirmatory factor analysis (CFA), the researcher validated the items in the questionnaire in terms of accuracy and reliability. In determining the weight of factors derived from testing the construct validity of the factors, the researcher found the following: chi-square ( $X^2$ )=89.99; degrees of freedom (df)= 88; probability-(p-)value=.08;  $\chi^2/df$ =1.19; root mean square error of approximation (RMSEA)=.01; goodness of fit index (GFI)=0.99; adjusted goodness of fit index (AGFI)=0.99; normed fit index (NFI)=0.96; non-normed fit index (NNFI)= 0.97; incremental fit index (IFI)=0.98; relative fit index (RFI)=0.99; comparative fit index (CFI)=0.98; and Hoelter's critical "N" (CN)=319.46 (n=400).

In addition, analysis revealed that safety quality, tourism quality, and services quality were explanatory of variances in decision of tourist at 64.5 percent ( $R^2 = 0.645$ ). Furthermore, services quality and safety quality were explanatory of variances in tourism quality at 37.5 percent ( $R^2 = 0.375$ ). When an organization encounters problems, it can adopt the aforementioned three strategies in solving problems. Also, it can bring to bear thirty major factors in solving organizational problems.

**Keywords** : Decision of tourist, tourist Attraction

# DISASTER AND SUSTAINABILITY : THE PRACTICE OF ICCA IN RUKAI COMMUNITIES POST TYPHOON MORAKOT, TAIWAN

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## ABSTRACT

The 2009 Typhoon Morakot was a serious disaster for southern Taiwan. The indigenous Rukai-inhabited Wutai Township bore the brunt of the damage: of Wutai's eight villages, five were relocated from the mountains to the lowlands. For the southern Rukai this sudden and turbulent socio-cultural change is a serious matter, potentially resulting in the collapse of Rukai society. Many studies have shown that when discussing the relocation and reconstruction of communities, not only must peoples' lives and property along with national land restoration be considered; even more attention must be given to cultural heritage, the intactness of tribal institutions and societies, and the aspirations of tribespeople regarding community development. We believe that at the present stage, maintaining the relationship that the Rukai have with their land and directly involving the tribespeople in natural resource restoration and management work such as ICCA, in the process keeping in mind the expectations that all involved parties may have for the forests, is crucial in successful post-disaster reconstruction. In light of this, the Wutai Township Office recruited local Rukai tribesmen to receive mountain forest patrol training, the monitored areas including village peripheries and traditional tribal territories. Besides demarcating many traditional points of cultural relevance, identifying wild plants and animals in the area, and detecting the precise zones of collapse post-typhoon, patrol team members also played a significant role in detecting the illegal felling of five great trees and suspicious activity. Moreover, the Moulin, one of the Rukai tribe in Kaohsiung, also tried to restore their traditional ecological knowledge through the Hunting School project. This illustrates the effectiveness of the ICCA; in addition to monitoring forest resources and providing scientific information, they can also strengthen local authorities, contribute to soil conservation and disaster prevention. Implemented by the local indigenous peoples and township office, unlike past instances where the Forestry Bureau, National Park Services, or other environmental management agencies dominated, this effort not only allows ethnic characteristics to emerge, but also highlights the feasibility of putting co-management of the region into practice.

**Keywords:** Forest Patrol, Hunting School, ICCA, Relocation, Typhoon Morakot

## CHANGE MANAGEMENT: A REAL CASE APPLICATION IN MERGING COMPANIES

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### ABSTRACT

Change management studies focus on the maximum performance, control and being foreseeable of the change. Even though change is well known in general manner, it still includes much failures in its basic steps. Therefore, this study involves high level review of the change and ideal implementation conditions. The interaction with the change of the employees of a company which undergoes change by the way of merging is also explored in the study. The study builds a bridge between the company performance indicators and the employee feelings by examining the effects of the results of the change via merging. The responses obtained from the surveys conducted to the employees of the company are evaluated and the results are compared with the studies in the literature. The results point that resistance to change is still a serious problem and understanding and participation of change are very crucial for the success.

**Keywords:** Change, Change management, Merging

## NETWORK AND SCHEDULE MANAGEMENT IN AN AIRLINE COMPANY

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### ABSTRACT

The effects of globalization, the tough competition between airline carriers and the investments are rapidly increasing in today's aviation industry. It is obvious that airlines should be faster and smarter in order to maintain and also improve their market shares. Due to the resource constraints and rising fuel costs, airline companies should focus on good products and cost effective supply chain activities. In order to lead in the sector among a lot of powerful competitors, generating a wide global network is one of the most important subjects for a worldwide airline company. Smart investments are required in order to manage in competition with other air carriers. To achieve the desired results from the investments, first it is necessary to analyze in detail and make a deep plan. In recent years, carrying cargo and passenger traffic of airlines have dramatically increased in the world. Hence, airlines are working hard to manage the potential and projected demand with their innovative investment ideas. In this study, first it is explained the past and the recent situation in the aviation industry. In the next sections, new market entry strategies for the South America continent are mentioned. Multi criteria decision analysis and feasibility analysis are conducted in order to define the flying points in South America.

**Keywords** Airline Strategies, Analytic Hierarchy Process (AHP), New Flight Destination, Technique for Order Preference by Similarity to Ideal Solution (TOPSIS).

**COMPETENCY BASED HUMAN RESOURCE MANAGEMENT AS A WAY TOWARDS  
SUSTAINABLE GROWTH OF THAI MEETING AND CONVENTION INDUSTRY : AN  
OPERATION PLANNER PERSPECTIVE**

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**ABSTRACT**

Meeting and Convention is an important sector in Thai tourism and Hospitality Industry in that they bring about foreign income both from the attending the convention and meeting themselves and also the spending on other tourism and hospitality services. Given an ever intense competition among tourism destinations, Thailand is avoidably forced to diversify its products towards alternative markets whose demands are more stable including Meeting, Incentive Travel, Convention, and Exhibition- MICE. The figure shows that sales per employee of Thai meeting and convention businesses still lagged behind those of neighboring countries in the Pacific Rim warranting the country to come up with intervention measures through increasing the competence and productivity of the sector's personnel. Instead of using task-based approach to human resource management which can be redundant and rigid, competency-based approach was considered more suitable to the formless, directionless, and clueless competitive environments. Due to the importance of operation side of MICE industry, the operation planner position was chosen. The researchers adapted the "Language of Work-LOW" model to identify competencies required in a job position in this particular study. Exploratory research through in-depth interview was conducted with five groups of stakeholders to the position namely job incumbents, job supervisors, colleagues, customers, and suppliers. Participants reported their minimum expected, differing, and ideal performances and their associated Knowledge, Skills, and Attributes-KSA. The finding of the exploratory research was further triangulated with panels of industry experts who are board members to Thailand Incentive and Convention Association- TICA, the most prominent professional association for incentive travel and convention. The finding suggested that meeting and operation planners, to deliver their performance up to the expectation of stakeholders, rely on their inherent skills and personal attributes such as personality, acumen, thinking skills, communication skills more than knowledge they have about the industry. Consequently, recruitment, promotion, and task assignment should be based on skills and attributes. Competency-based human resource model was also recommended at the end of the paper. Longitudinal studies to verify the effectiveness of the model was also suggested for future studies.

**Keywords** Competency, Convention, Meeting, Thailand

**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 whether tourism 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.

**Key words:** Armenia, economic development, I-O analysis, tourism

## DEVELOPING CULTURAL TOURISM IN BORDER PROVINCE : A CASE STUDY ON BUENG KAN PROVINCE, THAILAND

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### ABSTRACT

This articles aims to study tourists' opinions and tourists' demands for cultural tourism and guidelines to developing cultural tourism in Bueng Kan Province, Thailand. This is a new Thai – Lao border province with the Mekong River as a natural boundary. The researchers applied mix method. The results show that most tourists appreciate memories from the cultural tourism trip in Bueng Kan Province and would like to learn more about the way of life of the local community. Regarding the demand for cultural tourism, overall, tourists' demands for cultural tourism in Bueng Kan Province is at the high level. The guidelines to develop cultural tourism in Bueng Kan Province, Thailand that were proposed included 1) improvement of the infrastructure 2) creating routes and activities based on local culture 3) establishing a tourists center of information 4) supporting homestay at the cultural tourism destination.

**Keywords:** Border province, Cultural tourism, Tourists' opinions, Tourists' demands

# AGRO-TOURISM AND COMMUNITY ENTERPRISE TOURISM CAPABILITY INCREASING DEVELOPMENT BY INTEGRATION BASE ON CHAINAT PROVINCE STRATEGIC

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## ABSTRACT

The purposes of this research were 1) to study the potentiality in developing the agro-tourism and community enterprise, 2) to study strategic plan in developing ability range of the agro-tourism and 3) to study product processing, product standard, the strength of group, and synthesize the supporting trend in the agro-tourism and community enterprise by using the apply research, interview and observation with local leaders and community officers. The group evaluation operated within 4 districts and 7 sub-district areas with 140 people in 13 community enterprises and 8 agro-tourism groups. The total number of the target group was 21 groups. The results of this research were: the potentiality in developing ability range: they were a new theory for agricultural training by Payoong- Kwan farm and plantation demonstration by Puaangchat pomelo farm, Klin, Udom pomelo's garden and farmers' school. Moreover, the group of community enterprises found that Chao-Praya Dam Fish sauce, herbal shampoo, Chainat ceramics, pottery, beads and straw puppet, stirred pomelo skin and rice cracker were capable to demonstrate how to produce and choose the products.

Strategic plan for developing the ability in Agro-Tourism: the developing in strategic plans were 1) Quality of Products, 2) form of products, 3) the packaging design, 4) Intellectual ability and productive technology, 5) Raw material production, 6) Networks and 7) Learning center and 8) Marketing.

Agricultural and Community Production Process: The community enterprise had developed the products according to the standard of community products. The agricultural production tends to produce the products following the new theory. Every group was certified the standard of agricultural products. The standard of community enterprise in the advanced group: fish sauce, herbal shampoo, pottery and beads groups are reached the criterion. Furthermore, Chainat ceramics, pomelo skin and sweet rice cracker groups were in the middle level while the rest of products are in the lower level.

The guidelines for promoting tourism activities: 1) develop facilities, 2) set up the product distribution center, 3) develop the strength of the business groups and networks, 4) develop learning center, 5) develop accommodations, 6) create accessible route, 7) sufficiency economy agro tourism 8) blessing spirit for rice harvest day and 9) sufficiency economy day.

**Keywords:** Agro-tourism; Community Enterprise; Capability Increasing; Chainat Province Strategic



**AN INNOVATIVE PRACTICE FOR THE STRATEGIC MANAGEMENT OF TOURISM  
NETWORKS : DYNAMIC SUPPLY CHAIN ASSEMBLY**

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**ABSTRACT**

Very little work has studied the strategy of supply chains assembly or of the roles played by central organisation management in these networks. This research analyses how the central assembler of a tourism network manages to respond to the current challenge of developing reactive, modular assemblies. We put forward a case study carried out in the French travel industry. The article proposes the concept of dynamic assembly and then suggests new perspectives for the strategic management of tourism supply chains.

**Keywords:** Central Assembler, Dynamic Supply Chain, Travel Industry

## DO FIRM RESOURCES INFLUENCE COST AND SERVICE PERFORMANCE? A CASE OF THIRD PARTY LOGISTICS IN MALAYSIA

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### ABSTRACT

Abstract: At the heels of Market Based View (MBV) of industry analysis is the Resource Base View (RBV) at the onset of 1990s. Strategists sought new paradigms to recover from the corporate turbulence in the 1980s. This study was undertaken during the time of global economic uncertainty and relates to the performance of third party logistics service providers (3PL). It deploys the RBV and studies two resources which are functional involvement and capability of IT. These resources are regressed against cost and service performance using the partial least squares technique. The results show only capability of IT significantly influences both cost and service performance. It is not so with functional involvement. This research contributes to the positive identification that capability of IT is still an indispensable resource in economic uncertainty and it directly influences performance.

**Keywords:** Firm Performance, RBV, Third Party Logistics

# PRICE ELASTICITY ON A FERR ROUTE, TOURIST FLOWS AND THEIR IMPACTS ON AN ISLAND ECONOMY

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## ABSTRACT

The peripheral and remote regions, such as islands, often suffer from low productivity, high unemployment rate, out-migration of young people, and aging population. The local and regional policy makers often take tourism strategies as a way for regional development. However, tourism in some peripheral areas in the Nordic countries is highly seasonal. During the summer months tourists rush into the islands for enjoying beautiful beaches and nature on the islands, as well as sand and sunshine. In the rest months, it is difficult to attract tourists. It is also rather costly for tourists to visit the islands through the ferry connections.

In this paper we present a recent project carried out for mapping the regional structure with a special focus on commuting and tourist flows from and to the Baltic island, Bornholm. The project involves also a national traffic model with an estimation of price elasticity on traffic flows. Upon the assumption of different scenarios of price changes that affect the changes in traffic and tourist flows, we further estimated the economic impacts of the changes in tourist flows on the local economy.

The analysis involved two Danish economic models that are supposed to work together. One model is the Danish inter-regional macroeconomic model, which includes social accounting matrices at the municipal level and regionalised national accounts. The model functions both as mapping and as forecasting of the regional economic development; and as a tool for conducting an economic impact analysis by scenario settings. Another model is the Danish National Transport Model that is applied for computing a price elasticity for traffic flows.

Besides the presentation of the models, section 2 presents the facts regarding economic structure and growth, commuting, trade and tourism patterns at Bornholm. Section 3 presents the Danish National Transport Model and the assumptions for calculating the price elasticity of the ferry link to Bornholm. After presenting the relationship between the two models, in section 4 we show the regional impacts from the changes in tourism flows caused by reducing ferry prices. The result is that reductions in transportation costs, especially during the off-tourist seasons, will give welfare changes for remote island economies. The paper further discusses the relationships between regional policies towards favourable transport subsidies from government, regional tourism policies and regional development. This seems to be a myth for any government's policy towards less-developed peripheral regions. That is it is expensive to keep residents remaining in the peripheral regions, on the other hand, we face the fact that young people continue out-migration, local population becomes aging, and labour market is in the shortage for labour forces.

**Keywords:** Tourism in peripheral regions, price elasticity on traffic flows, national transport model, regional impact of tourist flows, and island economy.

## THE ACCESSIBILITY OF CULTURAL TOURISM IN SAKON NAKHON PROVINCE<sup>1</sup>, THAILAND

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### ABSTRACT

The purpose of this study is to observe the accessibility of cultural tourism in Sakon Nakhon province of Thailand. In this study, we used quantitative and qualitative methods by providing 800 questionnaires to Thais and foreign travelers, and we analyzed data using mean and standard deviation. From the results, we found that Thai tourists place the most importance upon high-level accessibility (Mean = 4.53) and foreign tourists consider high-level accessibility to be important (Mean = 4.42), Thai tourists are most comfortable if the tourist attractions are easy to access by road because most of them visit tourist attractions by private car (Mean = 4.61), the second priority is the availability of public transportation services and connections thereby to tourist attractions (Mean = 4.55), and third in importance is having convenient facilities and guides people (Mean = 4.53); however, foreign tourists give primary importance to public transportation and its connection to tourist attractions (Mean = 4.46) because most foreigners use public transportation to visit attractions. In addition, public transportation and its linkage to tourist attractions is a significant developmental issue for the province, and tourist facilities, such as toilets and facilities that are accessible to people with disabilities, need to improve.

**Keywords:** Accessibility; Cultural Tourism; Sakon Nakhon Province

# TOWARDS EDUCATING NIGERIA ROAD USERS ON THE EFFECT OF TRAFFIC CODES IN LAGOS STATE

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## ABSTRACT

Transportation is a derived demand. This is a well known phenomenon. Despite various transportation functions and importance, it still has its own fluxes/shortcoming by itself or the users. It should be in best interest of the road users, and the government, that these shortcomings be regulated and guided by some government agencies in charge of traffic codes. This code normally comes out from government gazette(s) to be used by the populace. The interpreter of the codes or regulators that to education the masses on road users/the pros and cons of the codes. The Executive Governor of Lagos State, His Excellency, Babatunde Raji Fashola S.A.N has modified the traffic codes and conducts in Lagos State and it's helping to control the adverse effect of the road users. Assistance from foreign intervention is not left out to support the executive governor's efforts. The paper would like to critically look at the function of transport, effect of traffic code education on the road users and the nature of their response or adaptation. Suggestions and recommendation on how the road users would assimilate the traffic education would be considered to the betterment of Lagos and Nigerian populace.

**Keywords:** Education, Traffic Management, Traffic Codes, Safety

**WINTER OLYMPICS AND REGIONAL DEVELOPMENT, WITH REFERENCE TO  
PYEONGCHANG 2018 : THE BIG PUSH THEORY REVISITED**

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**ABSTRACT**

The Winter Olympics Games are usually held in areas far from major urban poles, unlike summer games. This study analyzes the impact of Winter Olympics on regional development. Synchronized expansion and coordinated investment on several sectors - construction, transportation, tourism, etc, and demand externalities across these sectors are key factors leading to success of a sustainable development, as was argued in Big-Push literature all the way from Rosenstein-Rodan and Nurkse to Murphy, Shleifer, and Vishny. Or, Paternostro's modified version encompassing fixed cost externalities incurred by agglomeration economies and increasing returns to scale may also explain this. This study is particularly interested in the 2018 Games in Pyeongchang, South Korea, which is one of the most underdeveloped regions of the country. This study first diagnoses Pyeongchang's current status, i.e. gross regional domestic product (GRDP) and its discrepancies compared with other regions to see how much the region is lagged behind. We then proceed to analyze the impact of the Winter Olympics 2018 on the region using the Big Push Theory, with emphasis on the Murphy, Shleifer, and Vishny's approach that view low-level equilibrium trap and high-level industrialization as multiple Nash Equilibria in a coordination game. For the lagged-behind region like Pyeongchang, the Olympics would work as strong exogenous shocks to transfer the equilibrium from the low to the high status, as long as externalities are created by generating mutual demand for a variety of sectors simultaneously. We also seek the possibility of observing Paternostro's version of technological externalities, in which fixed costs of each sector may be reduced due to agglomeration-based economies of scale. Finally, and most importantly, this study seeks possible role for government intervention and coordination across several sectors, ex-ante and ex-post of the games, as well as inter-governmental and inter-regional cooperation.

**Keyword :** winter Olympics games, regional development

# AN EVALUATION OF PUBLIC TRANSPORTATION SYSTEMS' SERVICE QUALITY USING A LOGISTIC REGRESSION MODEL

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## ABSTRACT

The quality perceived by passengers and quality issues related to public transportation systems evaluation have been thoroughly and extensively investigated in recent years. The SERVQUAL (service quality) methodology represents the most widely applied methodology to measure customers' perceived quality across the service industry. Besides, several studies have focused on public transportation systems evaluation by means of various SERVQUAL models that are proposed in order to monitor public transportation service quality. The objective of this study is to provide a tool for measuring public transportation passenger satisfaction and for identifying critical service aspects in order to offer services characterized by a high level of quality. Unlike the traditional approaches proposed to evaluate the customer satisfaction level, a logistic regression model is proposed in this paper in order to evaluate the SERVQUAL of public transportation systems in Istanbul which is one of the most famous megacities in the world and is the third largest metropolitan area in Europe. The city is the cultural, economic, financial center and urban agglomeration of Turkey, where a plethora of public transport improvements have been exerted and still some policies and improvements are ahead. The proposed evaluation model is analyzed with the data collected by means of a customer satisfaction survey conducted by Istanbul Electricity Tramway and Tunnel General Management (IETT) at Metrobus (Bus Rapid Transit – BRT) stations and bus stops, prepared with respect to SERVQUAL dimensions and the European standard, EN 13816. Based on the results, the public transportation systems in Istanbul are evaluated and recommendations are suggested to enhance the SERVQUAL of the public transportation systems, in terms of passengers' perceptions of service provided.

**Keywords** - Customer satisfaction; logistic regression; public transportation; SERVQUAL.

## DIGITAL DETOX FOR THE HOLIDAYS: ARE WE ADDICTED?

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### ABSTRACT

Invention of Internet and usage of smart phones and tablets has changed our life style in last 15 years. Some applications are life saving tools for smart phone addicted consumers. According to a survey, at the end of 2015 mobile Internet users will take over desktop Internet users. Smart phones are an inseparable part of our life. People on holiday want a stress free period during their journey. We all desire a wonderful holiday as a gift to ourselves. Why do people go on holiday? Businessman and women go on holiday as a break from their normal duties due to the health consequences posed with failure to break. On the other hand, families and other individuals go on holidays for reasons such as relaxation and adventures among others.

Since we use smart devices often, we take them with us on holiday and often use them as a communication, entertainment tool during our holiday. What happens if we do not use our smart devices during our holiday? Can we survive or not? Digital detox holiday provides a chance to decrease stress and focus on social interaction in the real world. Some hotels realized that they may offer digital free environment for the guests and this may attract some customers to the digital detox hotels. On the other hand, acceptance of this idea for a community will not be easy.

The aim of this paper is to discuss a new travel trend that nearly rejects the digital life during a holiday and focus on individual needs rather than virtual environment.

**Keywords:** Addicted, Detox, Digital, Digitox, Holiday, Smartphone



# APPLICATIONS OF AUGMENTED REALITY IN DESIGNING EXTRAMURAL EDUCATIONAL ACTIVITIES FOR YOUNG TRAVELERS

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## ABSTRACT

This paper focuses on young travelers in the grade 1-4 students, who require an introduction of the domain knowledge as part of travelling program activities. However, to enhance their learning motivation, they must first be motivated to acquire basic background knowledge. An activity was designed based on game-based learning theory in this research to allow the young travelers to experience and play through the activity. Two alternative designs of the learning materials were proposed in this study with different interactive and technological degree for support. One design is to apply the augmented reality technology that projects a realistic visual image of the objects allowing travelers to experience the contents through the display in mobile devices. Cartoon wall stickers were used as an activator that starts off the contents for introduction. The other design is to focus upon traditional reading materials where wall stickers were functioned to iconize the type of introductory object. Six typical water plants were proposed to be introduced for the young travelers. An evaluation of the two designs was proposed through expert reviews. The results of this study could be used for scholars or practitioners who are interested in designing extramural educational activities with the support of mobile technology and augmented reality.

**Keywords:** extramural activities, augmented reality, water plants, activity design, young travelers

# APPLICATION OF THE ELEMENTS OF THE OVERALL QUALITY IN THE HOTEL SECTOR A FIELD STUDY AT THE AQABA HOTEL TOTAL QUALITY MANAGEMENT IN THE TOURISM SECTOR

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## ABSTRACT

City of Aqaba is a Jordanian city, located on the Red Sea coast in the far south of Jordan, which is the center of Aqaba Governorate, is away from the capital, Amman, about 330 km. The city of Aqaba as a strategic area and the only sea port of Jordan, Aqaba border with the City field in Saudi Arabia through the center of the limits of Durra, and Egypt, and also with the city of Eilat crossing Wadi Araba and both cities located on the edge of Jordan Aqaba, off the Red Sea . Aqaba is renowned as a diving and beaches on the Red Sea.

The city has many important industrial installations, and free trade zones, and King Hussein International Airport. Many hotels and tourism time rut tourist hotels Lodging Hotel of Aqaba and is considered an important administrative center in the far south of Jordan, and exporter of phosphate and some types of coincidences. the estimated population of the city of about 103,000 people.

The most important thing that the study achieved is that; there is an effective support to the hotel management except that hotel managements hold tight to their personal opinions and impose it upon staff ,the water resources that are available to them are not used efficiently, scientific methods to predict the numbers of arrivals and their needs are not used ,and as well as that the management is not seeking to avoid problems before they occur. The study also reached that the Aqaba Hotel is practiced continuous improvement ,except that it is not rewarded creativity and innovations ideas that aimed to improve the level of performance and service equitably. Showing also that employee and work teams can be managed except that the staff is not doing to solve encountered problems without return to their direct responsible and work teams are not formed , especially when there is a need to accomplish specific tasks.

It also showed that the employees are being motivated and reward for their performance, unless there is a delay in the necessary procedures to grant the material rewards ,the hotel management lack of interest to share the staff in decisions related to motivation and reward system. Finally, the study found that the quality of service provided by the hotel is ensured.

The study recommends that personal opinions of managements should not impose upon staff, the water resources that are available to them should be used efficiently, scientific methods to predict the numbers of arrivals and their needs should be used , the management should seek to avoid problems before they occur, the management should reward creativity and innovations ideas that aimed to improve the level of performance and service equitably, the opportunities should be available to staff to solve encountered problems without return to their direct responsible, and forming of work teams should be Interest, especially when there is a need to accomplish specific tasks.

**Keywords :** tourism sector, quality management

**FACTORS AFFECTING INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) USE BY  
SOUTHERN COLLEGES TEACHERS IN BALQA APPLIED UNIVERSITY**

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**ABSTRACT**

This research was conducted to study the factors affecting the use of Information and Communication Technologies (ICTs) by Southern Colleges Teachers in Balqa applied university teachers. The results of this study indicate that even though a majority of respondents use ICT in teaching activities. The descriptive results indicated that teachers had high level of knowledge and skill in applying ICT. In addition, computer and internet are available to majority of respondents. It appeared from the findings of this research that technologies are used at the high level. Providing more availability of ICT to teachers as the most producers of the information and knowledge will be essential. The findings of regression analysis also showed that the skill in using ICT explained 3.63 of extent to which faculty members used ICT variance. This result refers to the fact that holding educational courses aiming at increasing people's familiarity and knowledge about ICT will improve the usage of these technologies

**Keywords :** Information technology, communication technology

## **EMPIRICAL STUDY OF HOSPITALITY SERVICE INDUSTRY IN NIGERIA TOURISM DEVELOPMENT**

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### **ABSTRACT**

The study examined the followings contents in the context of challenges of hospitality service industry in the Nigeria tourism development;

- Quality accommodation, foods and beverages;
- The visitors, the natives, the investors.
- Problem of Hospitality employees' quality service delivery.
- Issues of Ethics and politics of hospitality industry in Nigeria.
- Environmental quality and infrastructure of hospitality industry in Nigeria.

The research method for this study was exploratory cross-sectional survey that was qualitative and quantitative in nature. The study area was Ogun-State in Nigeria with specific to Abeokuta city, Ijebu, Remo, and Ilaro areas. Data were collected from selected respondents who are majorly the natives, the visitors, hospitality employees, the managers, and the entrepreneurs.

The findings emanated from the research conducted clearly show that hospitality service industry and tourism development are interwoven service sectors which have been seen as adding value to the economic growth and development of Nigeria. At tourist destinations visited, accommodation, catering and entertainment constitute the primary tourist services although transport is the key factor in the tourist growth of these destinations; hotels are of vital concern to a large proportion of tourists. All these seem not well grounded at the destinations visited. They are all begging for attention. These challenges when tested distinctly showed that all the null hypotheses were rejected. This means that the challenges are truly genuine ones which require pragmatic approach to ameliorate. However, the male and female respondents' views on the possible solutions when subjected to test showed that all the alternate hypotheses were accepted. This means that if the suggested solutions are properly applied, it will have a far reaching positive transformation of the situation of hospitality service industry and tourism sector in Nigeria.

**Keywords** : Hospitality service, tourism development, tourists' destinations.

# NUDGING A BIKESHARE : BEHAVIORAL ECONOMICS AND GREEN TRANSPORTATION

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## ABSTRACT

As the global population becomes increasingly urbanized, city planners will need to expand clean public transit to serve their growing cities. Public bikeshare programs offer a cheap, green and convenient mode of transportation. However, many commuters refrain from joining bikeshare programs because their communities lack significant bike infrastructure or because they misapprehend the risks (or benefits) of using a bikeshare. This is true in Washington, D.C. where bikeshare members skew young, White, educated and male. Using the Washington bikeshare scheme as a case study, this paper examines barriers to using a public bikeshare.

Drawing on recent work in behavioral economics, this paper then explores ways to “nudge” commuters to become bikeshare members. Expanding membership may motivate policymakers to improve bike infrastructure, thereby leading to greater usage. Strategies discussed here may illuminate ways to “nudge” other forms of green behavior.

**Keywords:** behavioral economics, bikeshare, nudge, transportation

# QUALITATIVE ANALYSIS OF STRATEGIC ALLIANCE NETWORKS AND CHOICE OF ALLIANCE PARTNERS IN TOURISM

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## ABSTRACT

Tourism Transport is part of a destination's combination of independently produced tourism facilities and services (superstructure) which include of accommodation facilities, food services, and major attractions. All these elements are networked through a web of alliances that create a destination. Therefore this study examines strategic alliance networks and choice of alliance partners in tourism. Using interviews from six (6) company executives, from travel agents, tour operators and tour wholesalers in the state of Victoria (Australia), this paper explores alliance relationships were explored within and between the travel sector, and other tourism sectors of accommodation and transport. Interviewees indicated interaction between travel, accommodation and transport, with Marketing and Distribution Agreements, and Franchising and Licensing Agreements as the most popular forms of alliances. Furthermore, the study found that executives emphasise on commitment, trust and compatibility, but less on control of alliance partners.

**Keywords:** Strategic alliances, Alliance partners, Travel, Commitment, Trust, Control, Compatibility, Narrative analysis.

## **SADC TRACER ON PROGRESS ON THE IMPLEMENTATION OF TRADE PROTOCOL : THE CASE OF MAMIBIA**

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### **ABSTRACT**

The SADC vision is one of a common future, a future in a regional community that will ensure economic well-being, improvement of the standards of living and quality of life, freedom and social justice and peace and security for the peoples of Southern Africa. This shared vision is anchored on the common values and principles and the historical and cultural affinities that exist between the peoples of Southern Africa. The objectives of SADC as stated in Article 5 of the Treaty remain relevant but Member States underscore the need to ensure that poverty alleviation is addressed in all SADC activities and programmes with the ultimate objective of eradicating it. This dream is only possible if member states implement earnestly the protocols they agree in all SADC Heads of States Summits. In this study, the researcher is set to find out how far Namibia has implemented the SADC Protocol on Trade in pursuit of this noble vision and regional economic integration.

Southern African Development Co-ordination Conference (SADCC) was a precursor to The Southern African Development Community (SADC). SADCC was formed in Lusaka, Zambia on April 1, 1980 following the adoption of the Lusaka Declaration. The Lusaka Declaration was dubbed, "Southern Africa: Towards Economic Liberation". The founding member states of SADCC were Angola, Botswana, Lesotho, Malawi, Mozambique, Swaziland, Tanzania, Zambia and Zimbabwe. Later on, in 1992, SADCC was replaced by SADC at a Summit Heads of State in Windhoek, Namibia on 17 August, 1992. The new found SADC now envisions even closer political, social and economic and economic regional integration, reminiscent of the then EEC.

Now, SADC's vision is one of a common future, a future in a regional community that will ensure economic well-being, improvement of the standards of living and quality of life, freedom and social justice and peace and security for the peoples of Southern Africa. This shared vision is anchored on the common values and principles and the historical and cultural affinities that exist between the peoples of Southern Africa. The objectives of SADC as stated in Article 5 of the Treaty remain relevant but, member states underscore the need to ensure that poverty alleviation is addressed in all SADC activities and programmes with the ultimate objective of not only reducing, but eradicating poverty and strife within and among the peoples of Sub-Saharan Africa, esp. Southern Africa.

Currently, SADC has a total of 15 member states namely: Angola, Botswana, Democratic Republic of Congo (DRC), Lesotho, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe. Madagascar is currently under suspension for political indiscipline by the incumbent President.

The year 2012 marks twelve years of implementing the SADC Protocol on Trade. Under the provisions of the Protocol, Member States agreed to phase down tariff and out non-tariff barriers (NTBs) over a twelve year period beginning in 2000 (Trade Hub, 2010 Audit). This paper, therefore, is set to discover the pace and progress at which SADC countries has sought to implement economic integration within SADC context and whether they are sticking to expected targets, with special reference to Namibia as a signatory to the Trade protocol.

**Keywords :** SADC Tracer, Trade Protocol

**TESTING THE BANK SECTOR AT WEAK FORM EFFICIENCY IN IRAQ STOCK EXCHANGE  
FOR PERIOD (2004-2014) EMPIRICAL STUDY**

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**ABSTRACT**

This paper aims to examine the weak-form of efficiency of Iraq stock exchange (ISX) for all individual banks which are listed in the stock market using monthly closing price for ten years (2004-2014), the current study proposed hypothesis which investigated utilizing parametric and nonparametric tests, all test results revealed that all individual banks are inefficient at the weak-form. Finally, this study concluded that the banks stock price which listed in the Iraq stock exchange does not reflect all the historical information and abnormal profits opportunity can be exploited by using the past stock prices to predict the future stock prices.

**Keywords:** Bank Sector, Market Efficient, Iraq Stock Exchange, Parametric and Nonparametric Tests.