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Europe & America 2014

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INTRODUCTION

We would like to welcome our colleagues to the annual European Academic Conference on Business Tourism and Applied Sciences. It is the third series of Conference on Tourism Transport and Technology was held in London. As always many members of the ICTTT2014 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every twice year on March to November between Europe and the rest of the world is now well established. This year's event in London, United Kingdom, continues with the cultural following the very successful and productive event held in London on February 2015 in the field of ICTTT International conference on Tourism Transport and Logistics. As usual ICTTT 2014 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Tourism Transport and Technology.

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

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

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

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SPEAKER BACKGROUND



Professor Dr. Abdellatif Benabdelhafid

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

SPEAKER BACKGROUND



Professor Dr. Kai Heuer

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

SPEAKER BACKGROUND



Dr. Tariq Khan

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

SPEAKER BACKGROUND



Dr. Chayanan Kerdpitak

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

International Conference on Tourism Transport and Technology ICTTT2014

The Brunel University, Uxbridge, London, United Kingdom

1 - 3 August, 2014

Friday (F)1-2 Aug 2014	Track A	Track B
8.00 - 9.30	REGISTRATION & Welcome drink to Participants with Lancaster Suite of Brunel University	
9.30 - 9.45	WELCOME ADDRESS Dr. Chayanan Kerdpitak , Program Chairs Suan Dusit Rajabhat University, Thailand	
9.45 – 10.00	OPENING ADDRESS Prof. Dr. Kai Heuer , Program Chairs Head of Business School, Wismar University of Business school, Germany	
10.00 - 10.30	KEYNOTE ADDRESS: "Global Supply Chain and Strategy Development" Dr. Tariq Khan Sr. Lecturer in Ms.c & Ph.D; Director of Postgraduate Programmers Brunel University, Uxbridge, United Kingdom	
10.30 - 11.00	MORNING BREAK	
	Track A 1-3	Track B 1-3
11.00 -12.00	Tourism Management	Tourism Strategy & Development
12.30 - 13.30	LUNCH BREAK	
13.00 - 15.00	Logistics & Transportation	Transportation in Tourism
15.00 - 15.15	AFTERNOON BREAK	
15.30 - 17.00	Technology & Apply Sciences	Information Technology & Communication
Sunday 3 Aug 2014	TRAVEL ACADEMIC STUDY IN LONDON	
11.00-17.00	ADVISORY SESSION CHAIRS COMMITTEE Prof. Dr. Kai Heuer , Wismar University Business School, Germany Dr. Tariq Khan , Brunel University, United Kingdom Dr. Chayanan Kerdpitak , Suan Dusit Rajabhat University, Thailand Prof. Keng Lin Soh , School of Management, University Sains Malaysia Associate Prof. Dr. Ahmed Elbaz , Plymouth University, United Kingdom	

Schedule on 1-3 August 2014

Track A : Head of Session Chairs : Prof. Dr. Kai Heuer		
Track A1 : Tourism Management		
CODE	TIME	Session Chairs : Dr. Chayanan Kerdpitak
0006	11.20	Disaster and sustainability: The Development of Ecotourism at Wutai Township Post Typhoon Morakot, Taiwan <i>Sasala Taiban</i>
0002	11.40	The 2018 Pyeonghang Winter Olympics in Korea and Sustainable Regional Development : The Role of Tourism and Transport <i>Jinhwan Oh</i>
0014	12.00	Competency Based Human Resource Management as a Way towards Sustainable Growth of Thai Meeting and Convention Industry: An operation planner perspective <i>Nabthong Wetsanarat , Danupawan Shoowong , Nuttapong Jotikasthira</i>
0024	12.20	The Accessibility of Cultural Tourism in Sakon Nakhon Province, Thailand <i>Winita Panich, Thirachaya Maneenetr& Taksina Kunarucks</i>
	12.40	Discussion & Share Idea
	13-00	English Lunch Break
Track A 2 : Logistics & Transportation		
CODE	TIME	Session Chairs : Associate Prof. Dr. Ahmed Elbaz
0010	14.00	Network And Schedule Management In An Airline Company Integrating Fuzzy Ahp And Fuzz Topsis Methodologies For Defining New Flight Destinations <i>Bahadır GÜLSÜN, Elif BAŞKALAYCI</i>
0028	14.20	Digital detox for the holidays: Are we addicted? <i>Mehmet EMEK</i>
0026	14.40	Towards Educating Nigeria Road Users on the Effect of Traffic Codes in Lagos State <i>Adeogun, Babatunde Kolapo</i>
0023	15.00	Price elasticity on a ferry route, tourist flows and their impacts on an island economy <i>Jie Zhang, Helene Willadsen, Jeppe Rich , Bjarne Madsen</i>
	15.20	Discussion & Share Idea
	15.40	Afternoon Break
Track A 3 : Technology & Apply Sciences		
CODE	TIME	Session Chairs : Prof. Ken Lin Soh
0009	16.00	Change Management : A Real Case Application in Merging Companie <i>Ali Fuat Guneri, Muhammed Parlak, Cihat Kursad Sen, Muhammet Gul</i>
0022	16.20	Do Firm Resources Affect Cost and Service Performance? A Case of Third Party Logistics in Malaysia <i>Keng Lin Soh, Wai Peng Wong, Chu Le Chong</i>
0030	16.40	Applications of Augmented Reality in Designing Extramural Educational Activities for Young Travelers <i>Su-Ju Lu, Ying-Chieh Liu, Yun-Ju Chu</i>
0018	17.00	An Innovative Practice for the Strategic Management of Tourism Networks: Dynamic Supply Chain Assembly <i>Frédéric Pellegrin-Romeggio, Dorota Leszczyńska</i>
	17.20	Discussion & Share Idea

Schedule on 1-3 August, 2014

Track B : Head of Session Chairs : Prof. Dr. Kai Heuer		
Track B1 : Strategic management & Business Management		
CODE	TIME	Session Chairs : Dr. Chayanan Kerdpitak
0044	11.20	Tourism Business Impact on the Economic Development of the Republic of Armenia <i>Anna Davtyan</i>
0054	11.40	Influencing factors to Decision of Tourist in Choosing Services Tourist Attraction <i>Chayanan Kerdpitak, Kai Heuer</i>
0043	12.00	Agro-tourism and Community Enterprise Tourism Capability Increasing Development by Integration based on Chainat Province Strategic <i>Staporn Tavornativat</i>
0036	12.20	Developing cultural tourism in border province: A Case study on Bueng Kan Province, Thailand. <i>Thirachaya Maneenetr</i>
	12.40	Discussion & Share Idea
	13.00	English Lunch Break
Track B 2 : Logistics & Tourism Management & Hospitality		
CODE	TIME	Session Chairs : Dr. Ahmed Elbaz
0007	14.00	The Application of the Elements of the Overall Quality in the Hotel Sector A Field Study at the AqabaHotel Total Quality Management in the Tourism Sector <i>Mohammad Nayef Alsarayreh, Mohammed Ali Al-Oqool, Burhan M Alomari, Mohammad Yousef Alsarairah</i>
0031	14.20	Empirical Study of Hospitality Service Industry in Nigeria Tourism Development <i>PIUS A. AGBEBI</i>
0027	14.40	An evaluation of PUBLIC TRANSPORTATION SYSTEMS' service quality using a logistic regression model <i>Gülçin Büyüközkan, Uğur Karadağ</i>
0034	15.00	A qualitative analysis of strategic alliance networks and choice of alliance partners in tourism <i>Jaloni Pansiri</i>
	15.20	Discussion & Share Idea
	15.40	Afternoon Break
Track B 3 : Information Technology & Communication		
CODE	TIME	Session Chairs : Dr. Chayanan Kerdpitak
0011	16.00	Factors Affecting Information and Communication Technology (ICT) Use by Southern Colleges Teachers in Balqa Applied University <i>Sami A. Tarawneh, Sattam Allahawiah</i>
0033	16.20	Testing the Bank Sector at Weak Form Efficiency in Iraq Stock Exchange for Period (2004-2014): Empirical Study <i>Zeravan Asaad, Bayar Omer</i>
0045	16.40	SADC Tracer on Progress on the Implementation of Trade Protocol: The Case of Namibia <i>Fanuel Dangarembizi</i>
0032	17.00	Nudging a Bikeshare: Behavioral Economics and Green <i>Jeremy Deaton</i>
	17.20	Discussion & Share Idea

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