

ENHANCING TOURISM INDUSTRY THROUGH EXPATRIATES COMMUNITY

Awangku Hassanah Bahar Pengiran Bagul

Andy Lee Chen Hiung

Faculty of Business, Economics and Accountancy

Universiti Malaysia Sabah

E-Mail: hbagul@ums.edu.my

ABSTRACT

The tourism industry in Malaysia has been growing steadily over the years and placed as an important agenda for economic growth of the country. Labuan, a gazetted *offshore* island, situated a few miles off the northern coast of North Borneo in Malaysia is no exception where financial service and tourism taking prominence over the main contributors of the island's economy, which are oil and gas exploration and their supporting industries. The growth of oil and gas with financial service and tourism indicate the increase of incoming expatriates to the island. Expatriates are considered as one of the main contributors to the tourism industry in Labuan. The objective of the study is to identify the general demand of the expatriates specifically on their purchasing pattern and behaviour while staying in Labuan. The methodology approach used is qualitative where survey is chosen as the data collection method on the suitability of the study's objectives and delimitation. The survey used snowball sampling and the SPSS (Statistical Packages for Social Science) is used for data analysis. The results of the study are 1) there is a disconnection between demand and supply for commercial goods, services and public goods; and 2) there is a need to enhance the adaptability of expatriates in Labuan. These two results tied very much to the tourism industry and the study recommended for Labuan to transform and upgrade their existing commercial and public goods offerings and create more independent retailers in the island.

Keywords: tourism, expatriates, purchasing behaviour, offshore island, Labuan

USING PUBLIC RELATIONS STRATEGIES AND PRACTICES IN TOURISM STUDIES

Amiee shelton

Roger Williams University, United State of America

ABSTRACT

Today, the public relations field is recognized as one of the fastest growing profession in the world. However, public relations educational efforts have not kept up with the changing tide found in the “real world.” While there has been movement within the U.S. to include public relations courses in Masters programs in Business Administration (MBA) programs, further academic expansion is necessary. This paper argues for the incorporation of PR courses in the curricula of universities with programs specifically in tourism, culture and hospitality. This paper specifically explores the impact lessons in public relations—such as communication strategy, media relations, event planning, and reputation management — can have in the hospitality and tourism fields and presents four tenets underpinning the reason public relation courses should be included these applied academic programs. These tenets are present in the excellence theory of public relations (Grunig & Grunig 2011), and are prudent for all universities to consider: participative culture & diversity, symmetrical communication, sustainability and ethical practices.

Keywords: travel, culture, hospitality, public relations, media relations, event management

DETERMINATION OF THE OPTIMAL ROUTE USING THE TRAVELLING SALESMAN PROBLEM FOR HISTORICAL AND TOURISTIC PLACES IN TURKEY

¹Bahadır GÜLSÜN, ²Onur YILMAZ, ³Büşra ASLAN

*Yildiz Technical University Mechanical Faculty Industrial Engineering Department
34349 Besiktas, Istanbul, Turkey*

¹ bahadir@yildiz.edu.tr, ² onuryilmazzz@gmail.com ³ ie.busraslan@gmail.com

ABSTRACT

This paper presents the study of optimum route planning in the lowest costs to use with travelling salesman problem algorithms for the most famous touristic places in Turkey. The optimization model was formed regarding the distance and travellers' requests for visiting touristic places, the most visited central places of Turkey and they are subject to possible changes with the diversity of customers considering different services and types of vehicles. In this study preferred dates of tour and the limits of budget were included to the model to find a logistics solution for tour agencies. The aim of this study is to procure flexible service logistics solutions in the lowest costs for all different types of customers in tour agencies.

Keywords : Tourism in Turkey, Problem in Tourism

NO PROFIT FOR THE PROPHET: A STUDY OF REVENUE GENERATION AT TOURISTIC SACRED SITES

Russell E. Brayley

*George Mason University
Fairfax, VA. U.S.A.*

ABSTRACT

As an industry, tourism strives to generate economic development and growth. It utilizes a generally sustainable and renewable resource (scenery, entertainment, culture) to draw visitors and promote spending. Thus, destinations and attractions export touristic experiences and receive exogenous funds in return. The industry promotes and encourages as much visitor spending as possible and measures its success in terms of sales volume, employment generation, and tax income.

There is, however, a segment of the industry that is devoted to attracting visits by tourists, but does not measure its success in financial terms. Some aspects of success are financial, but the main purpose of attracting tourists is to engage in some level of spiritual or cultural seduction. Sacred sites exist because of something very special that occurred or occurs there. They are sites that are interesting because of how they make people feel when they visit. They are sites that are uncommon, set apart, and are maintained to facilitate the veneration of deity or other supreme power. Sacred sites are an important line in the total tourism product offering, yet they are not developed with an economic motive.

Even so, some sacred sites are so attractive to tourists that the associated visitor support system is a major regional economic driver. Some touristic sacred sites engage directly in revenue production and may become profitable enterprises for the site managers or sponsors. The majority of sacred sites, however, just try to recover from tourist visitors enough revenue to sustain the site and provide appropriate visitor services.

This paper examines fee structures, financial goals and outcomes, and the local economic impact of touristic sacred sites. It explores the relationship of spiritual objectives and financial practicalities, and considers the impacts of revenue production activities on the personal, spiritual experience of those who visit sacred sites as tourists and of those who visit as pilgrims.

Sacred sites are important to tourism and to the tourism industry. They play a unique role in the human experience, but can also provide significant support to economic and business development.

Keywords : Touristic Sacred sites

UNDERSTANDING INFORMATION SEARCH BEHAVIOURS OF LEISURE TOURISTS IN DUBAI

Esmat Zaidan

*Department of Geography and Urban Planning United Arab Emirates
University esmat.zaidan@uaeu.ac.ae*

ABSTRACT

Understanding how leisure tourists search for information while planning their trip and when making onsite decisions is a vital challenge for destination marketers. A number of typologies of information sources exist that are classified as internal or external. However, country of normal residence and language spoken are central in understanding the information searching behavior of leisure tourists. Based on a survey of 221 respondents including Arabic, English, and Chinese speaking leisure tourists in Dubai, this paper proposes that cultural differences have an important influence on travel information searching behaviours. Significant differences were identified between the three respondent groups. Such findings are particularly significant for Dubai in order to achieve its tourism vision 2020 of attracting 20 million visitors. The findings of this research should help Dubai marketers to develop promotional strategies that take into consideration the cultural differences. Dubai's marketers should be addressing the cultural groups on the basis of their ways of exploring destinations.

Keywords: Information searching, leisure tourists, destination marketers, cultural differences, Dubai.

EXAMINING FACTORS INFLUENCING eWOM INTENTIONS IN HOMESTAY LODGING

Soffri Yussof¹, Hamid Rizal², Ag Asri Ag Ibrahim¹ and Nur Faeza Mairat¹

¹*Labuan Faculty of Computing and Informatics, Universiti Malaysia Sabah, Malaysia*

²*Labuan Faculty of International Finance, Universiti Malaysia Sabah, Malaysia*

ABSTRACT

There has been growing acceptance for Homestay as popular choice of accommodation among travellers. However, because the intangible quality of lodging services that may induce consumers' perception of risk, travellers are relying on eWOM (electronic word-of-mouth) to assist them with purchase decision. Simply put, travellers are identified to trust the written review of eWOM, particularly when choosing lesser known lodging accommodation. Focusing on homestay lodging in Malaysia, the present study aims to conceptualise a theoretical model of eWOM intention. More specifically, this paper intends to examine the relationship between information quality, system quality, service quality, and user satisfaction towards eWOM intention. Five research hypotheses are constructed and measured using modified 25 battery-item. The initial pilot test using 50 undergrads students produce strong unidimensionality for the 5 variables. For methodological analysis, the study plans to employ heterogeneous purposive sampling for data collection. The data subsequently been purified using exploratory factor analysis, validated using discriminant analysis, and the hypotheses contrasted through structural equation modelling.

Keywords: homestay, information quality, electronic word-of-mouth, satisfaction, Malaysia

SUSTAINABLE ECONOMY: TOURISM AND DEVELOPMENT OF DELMA ISLAND, ABU DHABI

Sakeena Al Hammadi, Khaula Al Kaabi , Esmat Zaidan

United Arab Emirates University, United Arab Emirates

ABSTRACT

This paper examines how Delam Island in Abu Dhabi in United Arab Emirates may be re-developed based on developing tourism facilities to attract tourists and retain residents. This study is based on the results of a survey conducted on 167 participants in Delma Island that examined the concerns related to the lack of development in the island. The results of the analysis of the primary data collected through the questionnaire have highlighted the significance of tourism development in the Island not only to attract tourists but also to retain residents. Residents of the island are increasingly re-locating their homes out of the island because of the lack of any development that may improve their quality of life and prevent them from outmigration.

A map was created that represented the different types of development and land uses proposed by the participants. Comparison was made between the present plan developed by the Abu Dhabi Urban Planning Council UPC (UPC) and the proposed plan suggested by residents of Delma Island.

Keyword : Sustainable Economy, Tourism Development

SMART SHIP TRANSPORT SERVICES: BETWEEN DELMA ISLAND JEBEL DHANNA-ABU DHABI

Roqayah Humaid Al Kendi, Abdelgadir Abuelgasi

*United Arab Emirates University, United Arab Emirates
(Working Paper)*

ABSTRACT

This report presents the results of the survey of all 150 people from Delma Island about developing new ship services between Delma Island and Abu Dhabi. Differences have been considered in this research between two different sea roads, the first sea road is from Island to Jebel Dhanna port then to Abu Dhabi, and the second sea road is direct from Delma Island to any port in Abu Dhabi and analyzes the sea roads through the distance and time of this travels.

Keywords : Transportaion Services,

ASSESSING THE LINK BETWEEN MARKET ORIENTATION AND POVERTY REDUCTION IN THE TOURISM INDUSTRY: THE CASE OF TANZANIA

¹Jan-Erik Jaensson and ²Hawa Uiso

¹Jan-Erik Jaensson, Professor, Department of Marketing and Entrepreneurship, Open University of Tanzania

Email: janerik.jaensson@out.ac.tz

²Hawa Uiso, Dr., Department of Marketing and Entrepreneurship, Open University of Tanzania

Email: hawa.uiso@out.ac.tz

ABSTRACT

The link between poverty reduction and long term profit for companies has not been much studied in Africa, and specifically not in Tanzania. The assumption which is supported in literature is that increased profit leads to increased employment which reduces poverty.

Market orientation is the implementation of the marketing concept and one of the main results of market orientation is long term profit. There are few studies of market orientation in Africa and very few in East Africa. This paper discusses market orientation and poverty reduction from existing literature.

The selected industry is the tourism industry which is a very important industry in Tanzania as well as in other countries. This is because the industry is fast growing, internationally competitive, employs many people in both rural and urban areas, and brings hard currency to the economy.

The objective of this paper is to assess the link between market orientation and poverty reduction in the tourism industry in Tanzania.

The findings are, to the author's best knowledge, that no research has been conducted in the tourism industry in Africa where the link between market orientation and poverty reduction is established. The conclusion is that there is a need to conduct research in this area to find out if the link exists and, in that case how this link affects poverty.

Keywords: Market orientation, Poverty reduction, Tourism development

TRAVELING THE COLLABORATIVE PATH: WHY ACADEMICS AND BUSINESS SHOULD ENGAGE

Amiee shelton

Roger Williams University, United State of America

ABSTRACT

Service learning and community engagement partnerships are a benefit to all students, faculty, institutions, and community partners, in the United States and around the world. Creating academic projects designed to engage students in the community as a part of the educational experience provides valued benefits to both academic and business sectors, specifically in the culture and travel industries. Benefits of creating such relationships – known as community engagement in some circles, and in other circles as ‘service learning’ – leads to financial benefits, enhances the prestige and visibility of the organization, and strengthens democratic values by reinforcing civic responsibility in students. Additionally, these relationships provide well-qualified applicants to the business world. This paper highlights the mutual benefits that stem from expanding the collaborative relationship between a local college or university and the hospitality, travel and tourism industry with the hopes that educators and professionals will be persuaded undertake their own initiatives.

Keywords: Service Learning, Community Engagement, Public Relations, Tourism Studies

WORKING IN THE UAE: EXPATRIATE MANAGEMENT EXPERIENCES

Hanan Hanan AlMazrouei, Richard Pech

*College of Business and Economics
PO Box 15551, Al-Ain, UAE*

ABSTRACT

Purpose – Expatriate leaders on overseas assignment often attempt to transfer their home organization culture to their new location. The subsequent cultural clash can have a destructive impact on both the leader and the organization. We explore the impact of organizational culture, adaptation, political environment, and leadership for expatriate managers working in the United Arab Emirates (UAE).

Design/methodology/approach – Expatriate leaders' experiences in the UAE were collected through interviews, with a specific focus on cultural adaptation and most effective leadership styles for implementing strategic organizational change.

Findings – Our research revealed that a consultative style was found to be most effective by expatriate leaders in the UAE. Communication with local staff, team building, motivating staff, and involving staff in decision-making were highly effective approaches in assisting expatriate leaders to succeed within their organizational cultures. Several strategies have been identified based on the experiences of the expatriate leaders interviewed in our study.

Practical implications – The findings offer practical advice for organizational leaders anticipating an assignment in the UAE and HRM practitioners preparing expatriate leaders for their duties there. We also provide suggestions for expatriate leaders to enhance their adjustment to the organizational and political culture.

Originality/value – Numerous studies have been done on organizational cultural adaptation, however comparatively little research has been offered on practical organizational adaptation and leadership specific to the UAE.

Keywords – Expatriate leadership, leadership styles, management, organizational culture, UAE.

Article Classification – Research paper.

SCOTTISH CRUISE TOURISM, THE STRATEGIC DEVELOPMENT OF THE SECTOR AND THE FACTORS EFFECTING FUTURE GROWTH

Robert Nash

Bond University, Gold Coast, Australia

rnash@bond.edu.au

ABSTRACT

Cruise tourism is a sector of the tourism industry which has experienced exceptional worldwide growth over recent years but there has been limited academic research surrounding cruise tourism and the factors influencing the growth of the industry. This study has been carried out to critically analyze the strategic development of Scottish cruise tourism and how the industry can successfully develop in the future providing a profitable tourism sector. The study used purposive and snowball sampling methods to generate information for analysis and exploration of central themes. Research highlighted the importance of community support in ensuring a viable cruise tourism option for Scotland. Research also highlighted the positive economic benefits which an increase in cruise tourism can generate for a local community. The research concluded that in order for the cruise industry in Scotland to expand and become a profitable tourism sector the limitations preventing growth must be resolved and Scotland must continue to market itself as a cruise destination to ensure cruise companies are attracted to the destination and are prepared to offer Scotland as a destination for passengers to visit.

EXAMINING YOUNG MALAYSIANS TRAVEL BEHAVIOR AND EXPENDITURE PATTERNS IN DOMESTIC TOURISM

Lim Khong Chiu, Lim

*School of Tourism, Hospitality and Environmental Management,
Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia.
lkc@uum.edu.my*

ABSTRACT

Abstract Young travellers, though restricted by relatively low levels of disposable income, are commonly having high interest and leisure time in exploring new destinations. It has been found that young travellers have high expectations regarding the importance of value for money though they have their financial resources available for travelling. Therefore, it has raised questions on the worthiness of carrying out a study about the travel behaviour and expenditure patterns among the young travellers in Malaysia. The study employed a survey questionnaire to collect data, which was adapted from standardized measures. A total of 643 respondents, which has been randomly selected in the Northern States of Malaysia were involved in the study. The completed questionnaires were analysed to measure the variables of the study consisted of selected socio-demographic, travel behaviour and expenditure patterns. This study found the expenditure patterns of the young travellers vary with regards to the purchase of tourism products. In addition, the results of the study also portrayed the differences of selected travel-related characteristics of young travellers in relation to the purpose of travel. Thus, this study may provide information which will help tourism marketers to develop marketing tools to satisfy and full fill those young tourists' needs and understand certain reasons behind their spending patterns.

Keywords: young traveller, travel behaviour, expenditure pattern, domestic tourism

THE EFFECT OF ONLINE REVIEWS IN THE HOTEL INDUSTRY: THE ROLE OF EMOTICONS

Emmanouela E. Manganari, Efthalia Dimara, Manolis Tzagarakis

Department of Economics, University of Patras

Email : eemag@upatras.gr; eem@aueb.gr; dimara@econ.upatras.gr;
tzagara@upatras.gr

ACKNOWLEDGMENT:

The research paper is implemented within the framework of the Action «Supporting Postdoctoral Researchers» of the Operational Program "Education and Lifelong Learning" (Action's Beneficiary: General Secretariat for Research and Technology), and is co-financed by the European Social Fund (ESF) and the Greek State.

ABSTRACT

Although electronic distribution channels include global distribution systems (GDS), distribution-service providers (DSP) and online travel agents, online intermediaries, such as Expedia, Hotels.com, and Travelocity, are by far the biggest and most threatening competitor for hotel companies. It was predicted that by the end of 2005, half of the online bookings will be captured by online intermediaries while hotel company websites will control the remaining half. As intermediaries have changed the competitive landscape for selling hotel rooms, hotel companies need to carefully examine their marketing strategy for their hotel product. The strategies employed by hotels in order to manage the online intermediary relationships have varied widely, ranging from complete avoidance to heavy utilization. The disparity in hotel strategies for managing these channels is largely due to a lack of a theoretical framework and relevant research evidence.

Online reviews are principal component of online hotel intermediaries, as online users cannot only compare competing hotels but they can also view and compare the reviews of previous customers. Extant literature has focused on the effects of online reviews on hotel online booking (i.e.; valence of reviews, number of reviews, profile of reviewer etc). The purpose of this study is to test the interaction effects between the valence of online reviews and the use of emoticons (graphical icons). A 3 (review valence: extremely positive, positive and negative) x 2 (emoticons use: no emoticons and emoticons use) independent groups factorial design was used. A fictional website of an online hotel intermediary featuring one hotel was developed. Participants are requested to navigate the website in order to select a hotel for their trip based (among others) on the online customer reviews. Finally, managerial implications concerning the challenges generated by the intermediaries and the strategies recommended to hotels are discussed and future research avenues will be presented.

STAKEHOLDERS' PERCEPTIONS TO THE TOURISM SOCIO-ECONOMIC IMPACTS: THE CASE OF AQABA-JORDAN

Mohammad Al-Badarneh

*Yarmouk University, Jordan
Email; baadarneh@gmail.com*

Abstract

It is argued that socio-economic deterioration is resulted from unplanned tourism development. Hence, considering the social carrying capacity when planning is indispensable towards a successful tourism development. The present study is an attempt to identify planners and stakeholders' perceptions to the socio-cultural impacts of tourism in Aqaba, Jordan, within the great acceleration of tourism development occurring in the city. As a theoretical approach, the study uses the social exchange and power theories to measure respondents' perceptions. Furthermore, the study attempts to recognize the respondents' future expectations for the tourism development in the city with its socioeconomic impacts. For this purpose, thirty three stakeholders in tourism sector were interviewed. The study findings imply that most respondents see a successful present and future tourism development in Aqaba, unwillingness of the local community to be involved in tourism sector, the importance of involving the community in tourism by benefiting them economically, and limited changes in the native culture. The study concluded a modest effort from the city tourism planners to support local residents in Aqaba by benefiting them economically from tourism. A further conclusion is planners' lack of awareness of the potential negative socio-economic impacts in the future. Finally, the study recommends the local authority to benefit the community in small tourist economic projects and to consider the social carrying capacity when planning.

‘TALENT’ IN THE HOSPITALITY INDUSTRY: IS THE CONCEPT APPLICABLE?

Rudsada Kaewsaeng-on, Sudi Sharifi, Sinini Vundla

University of Salford, Salford, Lancashire M5 4W
nonglakk82@hotmail.com; r.kaewsaeng-on1@edu.salford.ac.uk

ABSTRACT

The concept of Talent has been of great interest to researchers and practitioners alike over the last two decades. This interest partially stems from the ‘great contribution to the organisation success’ which can be delivered by ‘Talent’. However, the main challenge to organisations is to fight for talent especially in the age of globalisation. Within the hospitality industry, there is also the additional challenge that the concept of talent is not normally applied within this study domain area. This is due to the fact that the hotel industry is generally, and hotels in particular are heavily labour intensive; with a varied labour force ranging from housekeepers to top managerial positions. Also, hotels rely a lot on low skilled or unskilled workers (Baum, 1993, 2008; Duncan, Scott, & Baum, 2013; Price, 1994). Given the reliance/dependence on varied and mostly unskilled workforce, the question therefore becomes: *Does the concept of talent exist within the hotel industry and if it does exist how it conceptualised?* Through defining and operationalising the concept of ‘Talent’, participating Thai hotels can fight-off competition likely to result from the establishment of AEC (ASEAN Economic Community). This research presents an in-depth investigation of how the concept of talent is defined and applied within the hospital industry, and specifically among members of the Thai Hotel Association (THA). The research used qualitative research methods to get an in-depth understanding of the subject matter. In total 38 semi-structured interviews were conducted with management level, and this was supplemented by documents and observations. Amongst participating hotels, concept of talent was widely applied and referred to. However, there was lack of consistency in how ‘talent’ was defined. Generally, talent referred to key positions — that is, ‘talent’ refers to some workers rather than all workers in the organisation. However, concentrating on a few select individuals within the organisation as ‘talent’ might lead to dissatisfaction amongst the rest of the workforce and this danger has to be borne in mind.

A STUDY ON INNOVATION STRATEGIES IN UPSCALE HOTELS: CURRENT STATUS AND FUTURE PLANS

Hanan S. Kattara, Osman A. El-Said

University of Alexandria, Egypt

ABSTRACT

The objective of this research was to evaluate the implementation level of innovation strategies in Egyptian upscale hotels according to the different building blocks that constitute an innovation strategy, namely; creativity and idea generation, customer focus, innovation climate, innovation culture, innovation methodology and management mandate. Furthermore, the research endeavoured to study the variance among hotels regarding the implementation of innovation strategy building blocks, and to develop a comprehensive innovation strategy action plan for these hotels based on the current situation.

The population of the research consisted of all five-star hotels in Egypt, representing 156 hotels. A questionnaire was designed and distributed to a sample of about 30% of the population. Findings of the research revealed a high level of implementation for most innovation strategy building blocks among hotel managers. The research presented important recommendations for the hotel industry practitioners and the future research. It ended up by presenting some guidelines for a comprehensive innovation strategy implementation and improvement.

Keywords: Innovation, innovation strategies, innovation building blocks, upscale hotels, and Egypt.

MANAGING TOURISM EFFECTS FOR ATTITUDES OF JORDANIANS TOWARDS TOURISM THE CASE OF PETRA

Hakam Salem Awad Shatnawi

*Department of Tourism and Travel, Faculty of Tourism and Hotel Management
Yarmouk University, Jordan*

ABSTRACT

The present study aims to managing tourism effect for attitudes of Jordanians toward tourism in the historical city of south of Jordan, Petra to achieve this purpose, a questionnaire was constructed, with four sub-scales; cultural, economical, political, and social scales. The new questionnaire was administered to (500) Jordanians who live in Petra. Results showed high level of attitude toward tourism and subjects showed the highest level of attitude in social sub-scale and the lowest in the political sub-scale. Also, the results showed a significant effect of number of visits to tourist sites on the attitudes toward tourism. However, no effect was found for age, income, gender, educational status and profession.

Keywords: Tourism, attitude, culture, host community, negative impacts, Petra, political impact, social impact

BENCHMARKING OF THE SLOVENE AND CROATIAN HOTEL INDUSTRY – APPROACH TO MARKET SEGMENTATION AND EMPLOYEES

¹Gordana Ivankovič, ²Mateja Jerman, ¹Tanja Planinc, ¹Maja Uran Maravić

*¹University of Primorska, Faculty of Tourism Studies
Portorož, Slovenia*

*²University of Primorska, Faculty of Management
Koper, Slovenia*

ABSTRACT

USALI are international accepted standards for performance measurement of the hotel industry. These standards are focused mainly on financial indicators. Apart from the financial indicators, hotels have to monitor also non-financial indicators. The paper will present the EU project which is focused on the development of a benchmarking system for the Slovene and Croatian hotels. The paper will present the theoretical background of a developed benchmarking performance measurement system. The paper will be focused on the approach to market segmentation and employees. There will be presented the literature background and inputs/outputs of the developed benchmarking information system.

Keywords: benchmarking, hotel industry, comp set, market segmentation, employees

THE ROLE OF BRANDING IN DESTINATION MARKETING

Ayşen Civelek

Selcuk University, S.B.M.Y.O. Kampus Konya, Turkey
acivelek@selcuk.edu.tr

ABSTRACT

Although the concept of branding has been applied extensively to products and services, tourism destination branding is a relatively recent phenomenon. In the ever more competitive tourism marketplace, destinations are increasingly adopting branding techniques in an effort to craft and differentiate an identity which emphasises the uniqueness of their product. Tourism destinations are difficult to manage because of the complex relationships of their diverse public and private stakeholders. It focuses particularly on the political processes involved in successful brand management and on the vital role of public and private sector stakeholders. This paper briefly discusses the role of branding in destination marketing and evaluates whether destinations can indeed be branded as other goods and services.

Keywords: Tourism, Brand, Destination, Marketing, Destination Marketing

FINANCIAL SERVICES INDUSTRY AND THE ROLE OF PRACTITIONERS- INTERNET AS AN EFFECTIVE TOOL OF IMPROVING PERFORMANCE.

Oduwole, Rasheed Adeniyi & Aina-David, Oba Abimbola

Moshood Abiola Polytechnic, P.M.B. 2210, Abeokuta, Nigeria

Corresponding author: radodu2003@yahoo.co.uk

ABSTRACT

Nowadays, financial market constitutes a critical element of any nation economic development that cannot just be ignored as it serves as the bedrock of any financial and economic development plan. This is because financial service providers serve as the commercial hub for investors and savers. While investors borrow from the financial service markets the savers keep their monies with them. In terms of service classification, financial services are heavily informational and in principles are easily digitalized. Meanwhile, the advent of information technology has greatly reduced the number of people working in the financial service industry especially when there is greater desire to maximize profit at a minimal cost. Now, most of the functions of the financial service market are done electronically requiring only the services and attention of a few experts to manage the operation. In the quest for better life and ways of handling human affairs, scientists and financial service experts have developed various mechanisms to simplify human work for efficiency and effectiveness. Part of these efforts was the discovery of internet which allows an institution or organization to provide information relevant to its business, goals, objectives and missions on its website or other web domains for users, customers, staff and other stakeholders to access either for personal consumption or for other purposes. The discovery of the internet has been a relief to the financial service practitioners as a lot of hitherto manual works have been replaced with computerised work which even is even simpler, better, safer, faster and concurrently available to many customers at a time anywhere in the world. The finance practitioners have the course to now carry out their activities with customers and other institutions without necessary having direct interaction with them but only via internet and only engages in contact with such people where it is extremely necessary to have such a physical contact. Therefore, the paper examines how internet has been of help to financial service practitioners and the finance industry in keeping up their duties with technologies, market their products and services and overcome the ever-growing competition as well as proffer solutions on latest ways of curbing internet fraud in the financial service industry.

Keywords : Finance, information technology, practitioner

A STUDY OF THE ECONOMIC ASPECTS OF ENTREPRENEURSHIP IN CROATIAN RURAL TOURISM*

Dora Smolčić Jurdana*, Ines Milohnić **, Lorena Dadić ***

** PhD, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, Croatia*

doras@fthm.hr

*** PhD, University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, Croatia*

ines.milohnic@fthm.hr

**** University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, Croatia*
lorenad@fthm.hr

ABSTRACT

The adverse economic situation, which has resulted from a global economic crisis, has taken its toll on Croatia and has prompted people to consider new forms of entrepreneurship to help increase the well-being and quality of life of residents. In particular, this applies to rural areas which are characterized, on the one hand, by a lack of steady income, a high average age of residents, low educational background and the loss of the younger and working-age population and, on the other, by agricultural production and growing demand for rural settings and their peaceful and pleasant ambience. Over the past decade, there has been much talk about social entrepreneurship as a model that encourages self-employment and ensures the creation of new jobs. The development of entrepreneurship in rural regions, especially entrepreneurship in tourism, is seen as an excellent way to enhance the quality of life of rural residents, while providing urban dwellers with more opportunities for staying in rural areas. Although entrepreneurship in rural tourism, which began to develop on these bases, has a very promising outlook, it also presents entrepreneurs with numerous difficulties, such as the lack of capital for investment, inadequate incentives and rigorous regulations.

The purpose and aim of this paper is to analyse the development of entrepreneurship in Croatia's rural tourism using indicators of economic performance. Research was conducted and a situation analysis was made that can be used as a platform for identifying the weaknesses of entrepreneurship in rural tourism in Croatia. This paper aims to examine the business operations of entrepreneurs by analysing realized income, new investments planned and the amount of financial assistance received.

The research's target group consists of entrepreneurs who run their businesses in the rural region of two Croatian counties (Istria County and Primorje-Gorski Kotar County). Two hundred entrepreneurs in these counties were surveyed. The survey was conducted during the month of August 2014. For the needs of research, a structured questionnaire was designed, comprising seven groups of questions. Processed using descriptive analysis methods, the results indicate that in their business operations entrepreneurs in rural tourism are confronted with many financial difficulties reflected in low annual income, making it impossible for them to invest in business in the following year.

A considerable contribution of the paper lies in the fact that it underscores the necessity of cooperation between local and regional self-government and entrepreneurs to stimulate

investment through a series of incentive measures which would help entrepreneurship in rural tourism reach a satisfactory level of economic performance.

The limitations of research conducted include the size of the sample and the fact that research involves only certain financial indicators for a period of only one year. To gain a more comprehensive picture of the economic state of entrepreneurship in Croatia's rural tourism, future studies will need to analyse other economic indicators as well, such as rate of return, productivity, cost-effectiveness and efficiency over an extended period.

Keywords: Rural tourism, Entrepreneurship, Investment, Revenue, Croatia, Economic aspects, EU project

TECHNOLOGICAL TRENDS IN HOSPITALITY MANAGEMENT IN DELTA STATE, NIGERIA

Omoniyodo Felix Oghenovo

*Hospitality and Tourism Management Department, Delta State Polytechnic,
Ogwashi-Uku, Delta State, Nigeria.
omoniyoudfelix@gmail.com*

ABSTRACT

The study examined the technological trends in hospitality management in Delta State, Nigeria. A total of one hundred and twenty (120) hoteliers were sampled in 30 hotels across the state. Four hoteliers were interviewed from each hotel with the aid of structured questionnaires validated through face and content validity procedures. Descriptive statistics such as frequency distribution tables, percentages and bar/column charts were used to analyze the data. The socio-economic characteristics of hoteliers in the study area as well as the type of technology currently in use in the industry were described. The goals of using the technologies and the proposed technologies to be used in the future were also examined in the study. Findings from the study revealed that majority of the hoteliers were male(66.7%), married (61.7%), aged between 26-50 years (81.6%), highly educated with substantial percentage possessing graduate (HND/BSC) (45.8%) and postgraduate education (29.2%). The most important goal of deploying technology in the industry is to enhance customer experience (47.8%) followed by the need to generate revenue (22.5%). Satellite TV appeared to be the toast of all the hoteliers as it was found to be the most common technology being used at present (97.5%) and envisaged to be used in the next five years (77.5%). On-line booking/reservation is also being considered by more hoteliers than those currently using it in the next five years. Besides, adoption of mobile payment/transaction service is expected to remain low (about 10.6%) in the industry in spite of numerous sensitization done by the Central Bank of Nigeria (CBN). Wi-Fi hot spot-a service that allow wireless fast internet connection, tops the list of technologies to be deployed in the industry in the next five years (80.5%)despite its very low use at present (12.7%). Conclusively, it is expected that technology in the industry will continue to change necessitating the need for hoteliers to keep abreast of developments in technology as it relates to hospitality industry because failure to do that may undermine growth potentials of the firm in the industry.

Keyword: Hospitality Industry, Marketing efforts, Effectiveness, Delta State.

SUSTAINABLE DEVELOPMENT AND TOURISTS'S PERCEPTION: AN EMPIRICAL STUDY OF WORLD

Yoshimi Kunieda

Tourism Department, Osaka Seikei College, Japan

ABSTRACT

In the tourist destination, it is recognized that the goal for sustainable development of tourism is to continue to improve the quality of life of residents by maximizing the economic benefits of the region, protecting the nature as well as providing visitors with high quality experiences. In reality, however, congestion or overcrowding occurs on seasons in the well-known destinations, such as in the world heritage sites. Therefore the rules or regulations by restricting the number of tourists, or suggested donation in order to protect environment have been discussed for long. However, the decreasing visitors have a greater impact on the local economy so that the destinations have to face economic challenges. Thus this study analyses tourists' attitudes and perceptions toward tourism in Yakushima Island, World Natural Heritage site by using the quantitative research. In result tourists are positive for sustainable tourism development and keen to contribute to protect environment. This case may be a good example for those who struggle solving environmental problems and need to introduce admission fee in the site such as Mt. Fuji, World Heritage site, popular mountainous site in Japan.

Keywords: sustainable development, tourists' perceptions, world natural heritage site, entrance fee

A FUZZY APPROACH FOR HOTEL LOCATION SELECTION IN MUGLA, TURKEY

Ali Fuat Guneri¹, Muhammet Gul¹ and Mehmet Lok¹

*¹Department of Industrial Engineering, Yıldız Technical University, 34349, Besiktas,
Istanbul, TURKEY*

mgul@yildiz.edu.tr, guneri@yildiz.edu.tr, mehmet_lok@msn.com

ABSTRACT

In recent years, there is a growth trend in hospitality industry together with positive economic development in Turkey. The selection of hotel location is of high priority and significance for domestic and foreign entrepreneurs. It is also complex and challenging due to the involvement of multiple decision makers, the multi-criteria nature of the decision process and the subjectivity and uncertainty in the decision making process. To effectively solve this problem, this paper aims to determine the importance of the criteria on hotel location via Fuzzy Analytic Hierarchy Process (FAHP) and to select the optimal via Fuzzy Technique For Order Preference By Similarity To An Ideal Solution (FTOPSIS) from a number of potential locations in Mugla which is a city in the top three by the number of tourists. As a result, FTOPSIS method combined with FAHP is an efficient decision tool and it can successfully be applied in solving hotel location selection problem for a real case.

Keywords: FAHP, FTOPSIS, hotel location selection, multi criteria decision making.

APPLYING AND PROMOTING OF MARINA SUSTAINABLE DEVELOPMENT CONCEPT - CASE STUDY: MARINA BAR, MONTENEGRO

Branislav Dragović^{*}, Vassilis Tselentis^{}, Tomislav Markolović^{***}**

^{}Maritime Faculty, University of Montenegro, Kotor, Montenegro*

E-mail: branod@ac.me

*^{**}School of Maritime and Industrial Studies, Dept. of Maritime Studies, University of
Piraeus, Piraeus, Greece*

Email: tselenti@unipi.gr

*^{***}AD Marina Bar, Montenegro*

E-mail: marinabar@marinabar.org

ABSTRACT

In response to the growing need for marina sustainability, the marina sustainable development concept (MSDC) is proposed in this paper to develop approaches and strategies that allow for the better planning and management of sustainable development in marina in Montenegro. It is important to note that MSDC has not always been an easy task because of the very unusual environment which has not been particularly familiar with its importance. Since Montenegro is an official candidate for EU, and Montenegrin marinas are reporting good throughput trends in the last few years, the aim of the MSDC is to examine the capacities and involvement of environment standards to comprehend the level of sustainability. Actually, the MSDC goals are in relation to implement some directions to confirm that marina has all the capacities and conditions to become environmentally familiar. For applying and promoting this concept, some marinas adopt a MSDC to manage the environmental issue. Also, this paper addresses MSDC implementations in marina and assesses the potential MSDC strategies which will be implemented in AD Marina Bar (Montenegro) through scientific international project entitled “Applying and promoting the concept of sustainable development to AD Marina Bar”.

Keywords— Applying and promoting, Marina sustainable development concept, Marina Bar

CUSTOMER PERCEPTION AND BEHAVIORAL RESPONSES TOWARD CORPORATE SOCIAL RESPONSIBILITY IN HOTEL BUSINESS

Jatuporn Juyjingam

Silapakorn University International College

Email: tojatuporn@gmail.com

ABSTRACT

Despite the increasing interest in corporate social responsibility (CSR) marketing practices, the role of CSR has been explored in the area of hospitality marketing. The purpose of the study was to propose and assess a theoretical model on the effects of hotels CSR activities and corporate image (CI) on customer satisfaction (CS), customer decision (CD), and purchase intention (PI). On-line survey was conducted a total of 680 respondents. Group sampling was corporate guest visit stay at least 1 night at hotel minor group located in down town Bangkok were collected and analyzed using structural equation modeling method. The results demonstrated that (1) corporate image (CI) still had a stronger effect on customers decision (CD) and purchase intention (PI) than CSR associations, (2) CSR showed stronger impact on customer's satisfaction (CS) than corporate image (CI), and (3) both CSR and CI showed positive effects on the relationships toward customer decision (CD) and purchase intention (PI) mediated by customer satisfaction (CS). The study concluded with discussion and future research.

Keywords: corporate social responsibility, corporate image, customer satisfaction, purchase intention

DEVELOPING KNOWLEDGE MANAGEMENT MODEL FOR SOCIAL ENTREPRENEUR IN HOSPITALITY INDUSTRY

¹Jatuporn Juyjingam (Phd. Candidate), ²Pitak Siriwong

¹*Silapakorn University International College, Bangkok, Thailand*

Email: tojatuporn@gmail.com

²*Associate Professor Faculty of Management Science,*

Silapakorn University, Phetchaburi, Thailand

Email: phitak@ms.su.ac.th

ABSTRACT

This study were a part of develop a knowledge management model for Thai social entrepreneur case of hospitality by using questionnaire and depth-interview, to emphasize the importance of knowledge management (KM) operation in social entrepreneur (SE). The benefit for developing and implementing knowledge management model in social entrepreneurs have not been systematically investigated. Existing studies have derived their success factors from large organization's perspective and have not considered the needs of social entrepreneurs. The finding was determine factors of success in KM for sustain growth of social enterprise of best practice in sustainability and role model of social enterprise community. Hotel was a selected at Chumphon Cabana Resort, Amphoe Pratew, Changwat Chumporn, and research is aimed to bridge the gap and investigate need of knowledge management in small organization such as social entrepreneurs. The surveys were conduct of 43 employees and one top management. The study concluded with discussion and future research.

Keywords: Knowledge Management, Success factors, Social Entrepreneurs.

REGULATION OF SOCIAL RESPONSIBILITY – A FUTURE OR A DEAD END?

Anna Putnová

University of Technology, Brno, Czech Republic

putnova@fbm.vutbr.cz

ABSTRACT

Regulation of social responsibility - a future or a dead end? Hardly any corporate concept has seen as different ways of acceptance as corporate social responsibility (CSR). Over the last three generations of managers, we have witnessed major changes in its understanding, application degree, and way of evaluation. While in the 1980's the CSR concept was a minor trend of opinion, the situation has changed dramatically in the last two decades with CSR becoming part of many corporate processes. Once a company decides to have the CSR concept at the core of its business activities, it should also have the capacity to quantify and assess the CSR principles to control them effectively and efficiently, detect their deficiencies and conceive the ways of their future development. Corporate social responsibility involves the assumption of obligations set above the law. Thus, socially responsible companies voluntarily decide to do things not directly required by the law. On the other hand, what is the point in regulating a concept of a voluntary nature? As shown by Czech and international studies, corporate social responsibility is accepted by a vast majority of managers. The global market is very closely related to the way the global competition mechanism works and capital is used in a global scope. By embracing CSR, will a company become less or more competitive? The study compares the standard approaches to CSR evaluation providing a solution for further corporate social responsibility implementation. The future of CSR will depend of the regulatory framework. The paper brings a concept that may find good use in the coming decade. Key words: corporate social responsibility, regulation, CSR efficiency, CSR measurement.

IMPLICATIONS OF CAVEAT VENDITOR PRINCIPLES FOR THE DEVELOPMENT OF INDONESIAN CONSUMER PROTECTION LAW

Deviana Yuanitasari, Hazar Kusmayanti

*Faculty of Law, Padjadjaran University,
Bandung, Indonesia.*

ABSTRACT

Technology and industry has been growing so fast that resulted in an increasingly complex economic system that ultimately will impact the legal construction changes in the relationship between business and consumer. Changes in the legal construction begin with a paradigm shift in the relationship between the consumer and businesses. This reflected on the relationship which was originally built on the principle of caveat emptor turned into a principle of caveat venditor. The former principle emphasizes the relationship of consumer awareness of its own to protect itself transformed into consciousness businesses to protect consumers. Based on this principle the businesses should be very careful before they release both goods and services to the market, but in practice often still many businesses that do not heed this principle for example consumer protection cases concerning hidden defects. Such cases should not happen when the principle of caveat venditor actually run by businesses. The research method in this research is normative juridical approach and to assess and examine the legal and economic aspects in the national economies particularly in the implication of caveat venditor principle. Untuk itu ditentukan spesifikasi penelitian yang digunakan adalah deskriptif-analitis. For that purpose, a specification of the research is descriptive-analytical. Adapun data yang diperoleh berasal dari data kepustakaan sebagai sumber data sekunder, serta untuk menunjang dan melengkapinya dilakukan wawancara untuk mendapatkan data primer, dan dari data yang terkumpul dianalisis secara kualitatif yuridis. The data obtained from literature data as a source of secondary data, as well as to support and complete interviews were conducted to obtain primary data, the data were analyzed in juridical qualitative.

The results of the study showed, first: Implications caveat venditor principle implemented by businesses both in the field as well as goods and services in the development of consumer protection law in Indonesia has not been completely worked well, because of the perception consumer has less valuable opinion rather than the business owner in Indonesia, the imbalance position is exactly what is used by businesses to act arbitrarily and often ignores existing principles. The study also showed that awareness of entrepreneurs in Indonesia is still low enough to protect consumers. Second: Indonesian legal policy in adopting the principle of caveat venditor in order to protect consumers in consumer protection law in Indonesia is that Law Number 8 Year 1999 about Consumer Protection is based on the principle of fault liability, the burden of proof is reversed. Based on the principles of both parties are protected, because the principle of burden to each party in proportion, i.e. consumers only prove the losses they experienced, whereas entrepreneurs burdened about the presence or absence of proof of fault elements businessmen. Of reverse authentication system that already contained in the Consumer Protection Law, according to this author is one of the principle of caveat venditor mirror because businesses must be careful in producing and distributing the products of both goods and services to consumers.

Keywords : caveat venditor, consumer protection laws

THE PROHIBITION OF INTER-RELIGION MARRIAGE IN INDONESIA

Sonny Dewi Judiasih

*Faculty of Law, Padjadjaran University, Bandung,
Indonesia.*

sonnydewij@gmail.com

ABSTRACT

Indonesian Marriage Law stated that marriage is a physically and spiritually tie between a man and a women as husband and wife with the objective to build a happy family with God bless. As a country with Pancasila as the philosophy, the first pillar is believe in God the One, therefore marriage is closely related to the issue of religion.

By law, a legitimate marriage is conducted according to the law of each religion and belief. As religion forbid inter-religion marriage, Indonesians law also regulating the same matter. Currently, material review for Indonesian Marriage Law with the issue to legitimate inter-religion marriage is held in the Constitutional Court proposed by five Indonesians citizens, by the reason that existing regulation disserves the constitutional rights of its citizens.

Yet in practice, many Indonesians conducting inter-religion marriage abroad, especially in Australia, for the purpose of legitimating marriage their marriage. In principle, marriage between two Indonesians away from the territory of Indonesia is possible, and the marriage is legitimate under the law of the country where marriage is taken place, note that the marriage is not violating Indonesian Marriage Law. All in all, inter-religion marriage by the Indonesians held in Australia is a distortion and smuggling of law since it against Indonesian Marriage Law and norms.

EXPANDING THE DISCOURSE OF IDENTITY FOR YOUNG BLACK MALES BY APPLYING NEW LITERACIES IN THE ENGLISH LANGUAGE ARTS CLASSROOM

¹Philomena Susan Marinaccio, ²Kristina Bielskus-Barone, ³Thomas Handwerg

^{1,3}*College of Education, Department of Teaching and Learning,
Florida Atlantic University, Davie, Florida, 33314 USA*

¹Marinacc@fau.edu

²*College of Education, Department of Exceptional Student Education,
Florida Atlantic University, Davie, Florida, 33314 USA*

²kbielsku@my.fau.edu, ³thandwerg@gmail.com

ABSTRACT

The study-in-progress examines the influence of a New Literacies English Language Arts (ELA) curriculum on student literacy achievement. We intend to answer the following question “What are the perceptions of public school teachers regarding the use of New Literacies in their classrooms”? A review of ELA research shows that New Literacies pedagogy is rooted in socio-cultural theory. The current research explores and examines teacher perceptions regarding the frequency of use of New Literacy skills in pre-selected elementary classrooms where the majority of students are African American.

To study teacher perceptions of New Literacies practice on Black Male English Language Arts achievement a mixed-method design will be used to gather and analyze data. In addition to quantitative analyses, a qualitative research design will be applied to triangulate educators’ perceptions. Analyses that control for initial student differences will also be examined. Our goal is to determine whether there are significant differences in the relationship between teacher perceptions of the use of New Literacy practices and Black male student literacy achievement outcomes. Results will be used to inform future interventions that expand the curriculum from one that marginalizes young men of color to one that promotes equal access and empowers these students.

Keywords- Black Male Success, Discourse, New Literacies

THE IMPACTS OF PERIODICAL WORKING ON GENERAL HEALTH OF PERSONNEL AND THEIR FAMILIES IRANIAN OFFSHORE OIL COMPANY (IOOC) – 2010

¹Halimeh Choghadaki, ²Habib Aghabakhsi, ³Fahimeh Ghobeity

¹*MA.in Social Research, I. Azad University ,Tehran , Rudehen, Iran.*

E-Mail: h.choghadaki@yahoo.com

²*Ph.D in Sociology, Head of Social Sciences Department, I. Azad University, Tehran , Rudehen, Iran.*

E-Mail: haghabakhshi7@gmail.com

³*Ph.D in Social Psychology, Instructor of Payam Noor University, Tehran, Iran.*

E-Mail: afroz_gh@yahoo.com

ABSTRACT

Based on definitions released by WHO, the GENERAL HEALTH has several factors including physical, mental and social ones. Hence, the Health is a multi-faceted concept. We tried to analyze the General Health level of employees of IOOC in this research and identify its influencing factors.

This research is actually a descriptive & inferential research paper which gleans information through scaling. The population of this research is all employee of IOOC – employed before 2010 – out of which we selected 500 persons through cluster sampling. In the rest, the population filled out a questionnaire with exam instruments of GHQ and interview.

The questionnaire validity was assessed and verified by face validity and its reliability by internal consistency reliability (Cronbach's alpha). The most important conclusion of this research is significant difference between the work site (platform and island) and type of work (shift working and fixed working) in the GHQ test. Furthermore, there found a significant difference between periodical working and general health of personnel and families. We tried to make use of some theories including pressure (William Goode) conflict (Merton), Alienation (Marx), and energy shortage (Marquez) within a theoretical framework.

Keywords General Health, Type of work, Work Site.

Abbreviations

IOOC,(Iranian Offshore Oil Company),WHO (World Health Organization), GHQ (General Health Quality), FAD(Family Assessment Device).

THE RELATIONSHIP BETWEEN EDUCATIONAL TECHNOLOGY GRADUATE STUDENTS' MULTIPLE INTELLIGENCES AND THEIR LEVELS OF DIGITAL LITERACY

Mohamed Hammad Hendy

Curricula, Instruction, and Educational Technology
Beni- Suef University, Beni-Suef, Egypt
modhendy@bsu.edu.eg

ABSTRACT

The main purpose of this study is to examine the relationship between educational technology graduate students' multiple intelligences and their levels of digital literacy. To meet this purpose, four research questions were set: 1) what are the levels of digital literacy of educational technology graduate students (registered in both of educational *professional* diploma and educational *special* diploma)?, 2) Are the higher level educational technology graduate students (special diploma students) more digitally littered than the lower level educational technology graduate students (professional diploma students)?; and 3) Is there a relationship between educational technology graduate students' multiple intelligences and their levels of digital literacy?, If "yes" 4) Which multiple intelligences will be related to digital literacy. To investigate those questions, two research instruments are used to be administered with a research sample from among graduate students specialized in educational technology in mid-Egypt universities. Those two research instruments are: a multiple intelligences test which is used to identify the multiple intelligences; and a digital literacy scale which is used to know the levels of digital literacy of students. After collecting and analyzing the research data using the Pearson correlation coefficient and other suitable statistical techniques, it is expected that the results reveal that there are positive relations between digital literacy and some intelligences and negative relations with others. Based on the expected results, the study will present several recommendations, suggestions, and implications that can be beneficial nationally and internationally for institutes and organizations that take digital literacy and personal attributes into account through teaching and learning.

Keywords: Graduate Educational Technology students, Multiple Intelligences, Digital literacy.

Organizational inertia levels of high school teachers

¹Sultan Bilge Keskindilic Kara, ²Gülşen Karayel

¹*Istanbul Sabahattin Zaim University , Turkey*

bilge.kara@izu.edu.tr

²*Ministry of National Education, Turkey*

gulsen.karayel@hotmail.com

ABSTRACT

Inertia is generally defined as the tendency to remain with the status quo and monotony, the resistance to change, laziness and ineffectiveness. Inertia is considered as a major barrier to the development of organizations and individuals. The aim of this research is to investigate the organizational inertia levels of high school teachers and the relations between the organizational inertia levels of teachers according to the variables of gender, age, marital status, occupational experience, years at the current school, academic qualifications and the school type which they graduated from. The target population of the research is composed of 752 teachers who work at high schools in Bayrampaşa district of İstanbul during 2013-2014 academic year. To gather the required data; “Organizational Inertia Scale” adapted into Turkish by Çankaya (2010) was used as a data collection instrument. The collected data was analyzed by using the techniques such as arithmetic average, standart deviation, t- test, Anova (One-Way Variance Analysis) and Post-Hoc Scheffe tests. The result of the research indicated that high school teachers have “medium” level of organizational inertia. Besides, there is no significant difference between the high school teachers’ level of organizational inertia according to the variables of marital status, academic qualifications and school type which they graduated from. However, this study brought out that different gender, age, occupational experience and years at the current school variables contribute to make significant differences in high school teachers’ level of organizational inertia.

Keywords: Inertia, Organizational Inertia, Organizational Behaviour

WHEN CHILDREN WRITE LETTERS

Jelena Vignjevic

Faculty of Teacher Education University of Zagreb, Savska 77, Zagreb, Croatia

Email : jelena.vignjevic@ufzg.hr

ABSTRACT

The letter is not a part of modern childhood. It is not a habitual way of communication for contemporary child. Children in the modern world usually do not have the opportunity to see their parents in writing, sending and reading the letters. Little number of children has the opportunity to write a letter, to go to the post office to send a letter, or to receive the letter. Communication by letters is in the least unusual for today's children. However, school children face with letters. According to the curriculum for primary schools in Croatia, the letter is the topic in the fourth grade, or for the ten years old children. They are learning about a letter in literature and they are creating letters as a form of written language expression. This paper describes the characteristics of children's letters incurred in the two fourth grade of elementary school in Zagreb. Children were writing letters inspired by the letters of literary boy Lapitch, from the novel Lapitch the Little Shoemaker, written by Croatian writer Ivana Brlic Mazuranic. Children were writing private letters addressed to friends or family members. Children's letters are characterized by their formal, language and content features. Keywords: curriculum, letter, primary school

PERCEIVED ORGANIZATIONAL SUPPORT AND ORGANIZATIONAL TRUST IN PRIMARY SCHOOLS

¹Sultan Bilge Keskinkilic Kara, ²Demet Zafer Gunes, ¹Nazlı Nazar Aydoğan

¹*Istanbul Sabahattin Zaim University, Istanbul Turkey*

²*Okan University, Istanbul, Turkey*

ABSTRACT

The purpose of the present study is to determine the relationship between organizational support and organizational trust. Organizational support is recognizing the contribution of employees, appreciating and paying attention to them in the organizations. Organizational trust refers to an organizational climate that the employees behave each other in an honest, realistic, helpful and coherent way. The study sample involves 470 primary school teachers working in Tuzla during 2013-2014 educational year. In the present study, the data was collected through the perceived organizational support scale and trust scale. SPSS 21.00 programs were used in analysis of the data. The relationships was tested by Pearson Moments Product Correlation Coefficient. Regression Analysis was used for testing predictive power. Positive, low-level and significant correlations were found towards perceived organizational support and sub-dimensions with organizational trust. Regression analyzes revealed that organizational trust was positively predicted from educational support, administrative support and justice variables. Educational support predicts a high part of the variance. These three variables explain the 10 % of the organizational trust.

Keywords: Organizational Support, Organizational Trust, Primary School, Teacher

A VECTOR ERROR CORRECTION STUDY ON IMPLIED VOLATILITY AND INTERNATIONAL TOURISM IN THE U.S.

Pat Obi

Purdue University Calumet, 132 Mayfair Way, United State of America
patobi@hotmail.com

ABSTRACT

Using a vector error correction model, this study investigates the dynamics between tourism stocks, Implied Volatility, and a hedging position. Implied volatility, often referred to as investor fear gauge captures expected market risk and in that sense, reveals how future market shocks affect current investor behavior. The hedge portfolio is constructed by writing covered calls on a diversified stock portfolio. Results show that while implied volatility negatively impacts tourism stocks in the long run, its effect in the short run is muted. Conversely, there is evidence that the tourism sector Granger causes both implied volatility and the hedge portfolio but only in the short run. These results suggest that the tourism sector, often at the front line of global events, is a key driver of near term volatility.

Keywords : tourism stocks, implied volatility, a hedging position

ASSESSMENT OF NATURAL TOURISM IN THE KERMANSHAH PROVINCE

Mojhgam Entezar, Yosef Aghaeipour, Majid Gholami,
Ahmad Gholami, Shahram Movahedi

*Department of Natural Geography, Faculty of geography and Planning,
University of Isfahan, Isfahan, Iran*

ABSTRACT

Kermanshah province Due to the characteristics of the environment and natural attractions such as climatic and topographical features, pasture and forest cover, water resources and protected areas too numerous to be important in the planning and management of tourism in the region. In this study, using TOPSIS model after defining the parameters and options to check the status of the 14 touristic city of Kermanshah Province are the priorities we have identified the development of the natural. Our options include the city and its indicators in order of importance are: climate, ecosystems, water, vegetation, geomorphology and environmental hazards. Evaluation criteria using AHP1 method shows that the most important climatic factor weighing 0/423 Tourism is an effective natural agent. According to this model city of Javanrood, Paveh and Ravansar (with highest similarity to the positive ideal), most natural potential in attracting tourists and city Ghasreshirin (the lowest level of similarity to the positive ideal) end to Priority is allocated. The findings show that the TOPSIS model is a very powerful technique for prioritizing decision by places like the ideal solution.

Keywords: natural tourism, TOPSIS model, Kermanshah Province.

Abbreviation: 1. Analytical Hierarchy Process, 2. Technique for order preference by similarity to ideal solution.

Assessing performance of the border Malls in the Economic development of border regions
(Case Study: Sistan and Baluchistan province)

Mojgan Entezari, Ehsan ataeikya

*University of Isfahan, Isfahan, Iran
entezary54@yahoo.com*

ABSTRACT

Trading between border inhabitants and neighboring countries, has been spread in Iranian border cities for many years. It can be considered as a kind of trading that supply the livelihood of some border regions inhabitants. Therefore, the border markets that is special for the developing countries, was created in order to legalese the exchanges of border inhabitants. Establishing of Border malls contains the goals such as creating jobs and supplying livelihood of border inhabitants, controlling of smuggling carried and enhancing the security. Research method this article is descriptive and for collecting information from the two methods of library studies and field method has been used. In this research the statistics export and import the border mall Sistan and Baluchistan province in the played outdoors as long as 2000-2012 has been used. The purpose of this article has study role of the border malls on the increase jobs and income have been exported abroad in Sistan and Baluchistan province. And Discover to this the problem that positive and negative effects borderline malls in economic security indicators in the province Creating job opportunities, variety of jobs, increase public welfare, has been As the advantages of borderline malls in this province That a lot of help to this province economic development Key words: border, border Mall, Economic development, border regions, Sistan and Baluchistan

MARKETING STRATEGIES FOR ECOTOURISM PRODUCT IN KUCHING, SARAWAK

Er Ah Choy¹, Sherly Simon¹ & Zaimah Ramli¹

*¹National University of Malaysia
43600 Bangi Selangor Darul Ehsan, Malaysia.*

ABSTRACT

To develop ecotourism in business market, entrepreneur play the important role to identify any opportunity to increase their income. Entrepreneurship and developing new business are important to creating and maintaining the competitive economy. The main purpose of this study is to identify the entrepreneur demographic and business profile. Second is to determine the relationship between the 4P marketing strategy (promotion, prices, places, product) and market competitiveness in terms of cost control, challenge, quality of services, tourist arrival statistics, and the role of the agency. This study will identify which aspects on 4P strategy that will affect the competitiveness. This study was conducted in Kuching, Sarawak and 4 areas selected. It is Waterfront Kuching, Sarawak Cultural Village, Mount Santubong, and Damai Beach Resort. Respondents for this survey is ecotourism operators and 86 of them participated in this study. Data analyzed using Spearman correlation analysis and crosstab. The results showed that majority of ecotourism operators are women and carry out the business of services. Promotion, products, price and marketing has given its influence on the competitiveness of ecotourism market in Kuching, Sarawak.

Keywords : Ecotourism, Marketing Strategy

PROFESSIONAL DEVELOPMENT FOR EARLY CHILDHOOD TEACHERS FOR SUPPORTING YOUNG CHILDREN EXPERIENCING PARENTAL SEPARATION AND DIVORCE

Linda Mahony

Charles Darwin University, Ellengowan Drive, Casuarina, Darwin, NT, Australia
linda.mahony@cdu.edu.au

ABSTRACT

Societal changes have resulted in adjustments in attitude towards marriage, cohabitation, and commitment to relationships. Separation and divorce involving children has become a common phenomenon in Australia. Children have varying experiences and exhibit many reactions to parental separation and divorce. These reactions have implications for classroom teachers. This Grounded Theory study explored the pedagogical practices of early childhood teachers and what they know, think and do with young children experiencing parental separation or divorce. Semi-structured interviews were conducted with a convenience sample of 21 Victorian early childhood teachers. Findings have revealed that teachers engaged a complex, pragmatic, and reflexive decision-making process to inform their work with these young children. An underlying theme that emerged strongly throughout the data was that teachers' knowledge regarding parental separation and divorce was informal and individual. The informal and individual nature of teachers' knowledge means that their pedagogy in this area lacked a formal evidence base for practice. Informally acquiring knowledge had ramifications for the construction of teachers' knowledge of the phenomenon, with individual teachers having their own interpretations and constructing their individual meanings of events. This paper addresses this limitation of teachers' knowledge construction by making provision for professional development for pre-service and in-service teachers regarding the effects of parental separation and divorce on children and their families; and the pedagogical practices of teachers to promote emotional and behavioural wellbeing and to promote learning of young children.

SMALL CLAIM COURT'S PERSPECTIVE IN BUSINESS SETTLEMENT DISPUTE IN INDONESIA

Efa Laela Fakhriah

*Faculty of Law Padjadjaran University
Bandung, West Java, Indonesia*

ABSTRACT

Business settlement dispute needs fast and simple mechanism to suppress the cost and the result can be accepted by both parties without causing new problems or extending the dispute. Many ways can be done to resolve business disputes, either through the courts (litigation) or out of court (non-litigation). However, litigation mechanism is considered to be ineffective and inefficient that would interfere with or hinder business activity, due to the lengthy procedures.. On the other side, the non-litigation mechanism that is based on the agreement of the parties, the outcome does not have a formal binding force for the parties, although the law requires that the agreement should be set forth in a written deed and registered to the court. In spite of that, this mechanism is more preferred yet not completely solves the dispute. Therefore, small claim court, the mechanism that is used in common law countries and develop in US, UK, Canada, Germany, Latin America, Africa and even Asian countries, is taken into consideration.. Small claim court is interpreted as an informal trial (outside the common judicial mechanisms) with a rapid investigation process in order to obtain decision for damage or debt with small value lawsuit. The objective is to shorten the time as well as cost and avoid formal and complex litigation process. Despite that the mechanism is taken place through district court for private law claims, the procedural is different which is shorter and simpler. Hence, the small claims court judgment has the same legal force with the judge's ruling court in general. In Indonesia, there is no legal ground for applying this mechanism. Nevertheless the new Private Procedural Bill regulates short and simple procedure that can be used as the principle and objective of the the small claim court mechanism.

Keywords: settlement dispute, small claim court, business dispute, private procedural law

**THE ANALYSIS OF SERVICE MARKETING THORUGH THAI AIRWAYS
INTERNATIONAL PUBLIC COMPANY LIMITED ' PASSANGER DECISION: A
CASE STUDY OF THE ROUTE BANGKOK – Tokyo**

¹Sivalya Thongves, ²Thitipong Jirananda

¹*Lecturer of Bachelor of Arts in Aviation Business Program, Faculty of School of Tourism and Hospitality Management, Suan Dusit Rajabhat University, Suphanburi Campus, Thailand., E-mail: cawaii_sivalya@hotmail.com*

²*Lecturer of Bachelor of Arts in Aviation Business Program, Faculty of School of Tourism and Hospitality Management, Suan Dusit Rajabhat University, Suphanburi Campus, Thailand., E-mail: artical12700@hotmail.com*

ABSTRACT

The objectives of this research study are as follows 1. To analyze the need of passengers who flew the Thai Airways' Bangkok – Tokyo route and 2. To present the Service Marketing Strategy that affects the Thai Airways' passenger decision of the Bangkok – Tokyo route. The research's methodology composes of qualitative and quantitative techniques by interviewing the airline experts and former passengers in order to set the questions, later, 23 questions were acquired by using the questionnaire as a tool. At the first stage, the suitability of contents and relevance with research theories were checked through 5 Item Objective Congruent (IOC) experts. After that, the data from 400 sample size population were compiled. According to the result of the primary analysis, the Alpha Coefficient of the reliability of the questionnaire is 0.923 which is considered well accepted. By using the Exploratory Factor Analysis – EFA to analyze the first objective, it is found that there were 22 factors from 23 accepted factors. The Focus interview technique was used to confirm the result acquired in order to apply with the strategy according to the second objective. We found that the ways and means of the Service Marketing Strategy that affect the Thai Airways' passenger decision towards the Bangkok – Tokyo route can be presented with 3 strategies as follows 1. The variety of services, 2. The hearty of the journey, and 3. The willingness of service respectively.

EDUCATING THE EDUCATOR-EXPERIENCES OF LECTURERS WITH THE POSTGRADUATE DIPLOMA IN HIGHER EDUCATION

Willard Munyoka and Donald Tutani

*Department of Business Information Systems, University of Venda, P.Bag X5050,
Thohoyandou 0950, South Africa*

*E-mail: wmunyoka@gmail.com/willard.munyoka@univen.ac.za and
donald.tutani@univen.ac.za*

ABSTRACT

Academic staffs in Institutions of Higher Learning (IHL) are on the driving sit of transforming teaching practices and help universities attain their vision, mission and strategic plans. Most of the so-called previously disadvantaged universities across South Africa have been haunted by concerns of low success and graduation rates. It is within this context that the South African Higher Education (henceforth SAHE) championed the so-called Centres for Higher Education Research, Teaching and Learning (henceforth CHERTL) in every university to identify, spearhead and overseer staff and student development issues. The Postgraduate Diploma in Higher Education (PGDHE) program is one of the key identified qualifications by SAHE and CHERTL to have profound impact on advancing educators' knowledge of higher education teaching, learning and practice; given the background that most of the educators lack expertise and orientation to "formal educational-teaching". Given this background and the significance of academic development, the author outlines the experiences of educators and universities in their dire endeavours to achieve quality teaching through pursuing the PGDHE program. The purpose of this study is to examine the underlying causals for the teaching of the Postgraduate Diploma in Higher Education to educators in South African universities, paying particular attention to university experiences, students and educators' needs. Furthermore, the study seeks to gain an understanding of the challenges faced, opportunities created and any immediate impact of the course on the teaching practices of educators. The study adopts a mixed model approach of research – utilizing both qualitative and quantitative data collection and analysis techniques. A mixed model approach intentionally integrates both qualitative and quantitative research in one study, taking advantage of the strengths of each approach to frame the investigation. The target population for the study is educators in universities in South Africa. The study involves 50 educator participants aged between thirty and sixty years with one to 30 years of university lecturing experience. The study is underpinned by Desimone's Framework. This framework is relevant to this study as it offer four key interrelated steps for studying the effects of professional development on both educators and students. The study uses interviews and questionnaires for data collection. Data analysis caters for both qualitative and quantitative streams. Qualitative data is analyzed using Nvivo and quantitative data using SPSS software packages. The study found that the majority of educators enrolled for the PGDHE had not done any education-related course prior to enrolling for this course and had various perceptions about the course. Findings also show that the course itself is intensive and challenging – thus demanding educators to invest substantial time and effort in order to master the principles and expect any positive changes in their pedagogy. Furthermore, the study found that professional development of educators is aimed at improving the quality of education through improvement of teaching practices. However, findings show that it is unreasonable to anticipate educators to change over-night in their teaching practices only just because they are now participating in the PGDHE program. Moreover, the study found that

the impact of the PGDHE program on educators' philosophies and attitudes (possibly built over many years) towards their teaching practices and students is likely to be realized after a long time of dedication and to notice some improvements in their students' achievements. However, some educators voiced their concerns about voluminous amount of demanding work piled on them by program facilitators, who tended to forget that the educators are working full-time and have some classes to teach and student work to mark. Study findings revealed that professional development of educators is inevitable, especially given the ever-changing landscape of twenty-first century education where ICT-enabled learning is eclipsing the traditional face-to-face teaching. Whatever professional development program is offered to educators, the whole initiative should place 'enhancing-student-learning' at the center-stage. The study concludes by recommending that institutions of higher learning should realize that change is a very complicated process, it requires time, effort and nurturing in order for any professional development program to achieve desired goals – especially given that there are numerous factors which are not within the realms of 'educating the educator' programs; but which have significant consequences in attaining set learning outcomes.

Keywords- Educator, Higher education, Pedagogy, Postgraduate Diploma in Higher Education