

MODELING BRAND LOVE IN RURAL TOURISM: A CASE GENERATION Y CONSUMERS

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ABSTRACT

Generation Y's position in tourism market is getting more and more important. Generation Y is also important in rural tourism market; however, there has been little empirical research on this issue. Currently, there lacks knowledge in hospitality academy to clarify how to form brand love in rural tourism and its linking to brand loyalty. Hence, this study based on Generation Y's perspective to modeling brand love in rural tourism. The study collected responses from 459 questionnaires, from Checheng leisure agricultural area, Taomi ecological village and Hugo Assam tea farm and applied a linear structural equation model for model testing. It was found that rural tourism's cognition has a significant positive impact on visitors' brand identification and that "emotional characteristics" has the greatest influence on brand identification, followed by "symbolic characteristics" and "functional characteristics". Brand identification has positive impact on brand love, and brand love has positive influence on brand loyalty. Empirical results of this study can not only enrich theoretical knowledge in rural tourism but also provide valuable information for hospitality firms in marketing strategy planning.

Keywords: brand love, Generation Y, rural tourism

SLUM TOURISM AS A REMEDIAL MEASURE FOR PRO-SUICIDE BEHAVIOUR OF YOUTH GENERATION IN USA

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ABSTRACT

This study aims to provide valuable insights for future slum tourism market segmentation by targeting the young depressed adults in United States. Doctors suggest that long time deprivation, loss of love, death of beloved one, parent negligence and other reasons of depression influence young people to commit suicide at an earlier stage of their life. Suicide is one of the major causes for developed world's young death and surprisingly bigger cause than cancer or other fatal deceases for this aged group people and especially for young male adults. While this group cannot find any reason to live longer in this beautiful world, people in other parts of the same planet are struggling for food, shelter or for basic needs by living in slums of the cities in developing nations. Although humanitarians are working hard for both of these two groups to stop suicide focusing on mental health and to eliminate poverty but none of them have focused earlier thinking of the remedy measures for each other by linking them together. Since suicide rate reduction and poverty eliminations are two different areas of study in formal higher education system as well as research streams, not much link has been found in previous research studies to kill these two tigers with the same bullet. While traveling to slums as slum tourists, pro-suicide adults may find the motivation and love for life to see the struggles of slum people in their daily lives, slum residents can also get direct monetary benefit from slum tourists to remove poverty.

Keywords: Slum tourism, Poverty elimination, Market segmentation, Targeting, Mental health, Pro-suicide.

CAPITAL STRUCTURE DYNAMICS OF INITIAL PUBLIC OFFERINGS ON THE JOHANNESBURG STOCK EXCHANGE

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ABSTRACT

This paper examines the capital structure dynamics of Initial Public Offerings (IPOs) on the Johannesburg Stock Exchange (JSE) for the years 1996 to 2010. Panel data estimation techniques are used to model the determinants of IPO leverage. Specifically, censored Tobit regressions are used to model the capital structure speed of adjustment. The results on the determinants of IPO leverage confirm the traditional predictions of capital structure theory; the coefficients on the size, tangibility and growth variables are positive and statistically significant. On the other hand, the coefficient on the profitability variable is negative and statistically significant. Consistent with the trade-off theory of capital structure, IPO firms have a capital structure target. The coefficient of the lagged variables for all measures of leverage is positive and significant at all conventional levels. The related speed of adjustment for these firms 0.59, 0.97 and 0.55 for the total debt, debt equity and long term debt ratios respectively. This means that, it takes an IPO firm less than a year (0.77 years for the total debt ratio) to cover half of its financing gap. The speed of adjustment for the seasoned firms and size adjusted seasoned firms is 0.24 and 0.23 respectively. This translates to 2.53 and 2.65 years to cover half of the financing gap for similar listed firms. The plausible explanation for the higher speed of adjustment is that firms list firstly, to rebalance their capital structure, and secondly, to take advantage of windows of opportunity. Further, IPO firm speeds of adjustments tend to converge in the fourth year after listing. The results contribute to the research gap on the capital structure dynamics of newly listed firms on the JSE.

Keywords Capital Structure Dynamic, Stock Exchange

TOURISM AND AIR TRANSPORTATION IN TURKEY

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ABSTRACT

The most important component of the tourism is industry of air transport. An integral whole, the tourism and aviation industry throughout the world and in Turkey in recent years, showed an rapid development. However, in Turkey, growth potential in the aviation sector has brought with it many problems.

The purpose of this research is identifying the current state of the Turkish civil aviation sector and to determine the problems encountered. However, air transport is the main reason of the development of tourism in Turkey. In this research the impact has been investigated. The most important aspect of the study is tourism, transport and public sector evaluations by its employees. Aviation brings a healthy and steady growth to tourism and in this research wished light on the important tips for tourism which contribute to the growth.

Keywords: Air Transport, Tourism,

IMPACT OF INFORMATION TECHNOLOGY ON MARKETING PERFORMANCE FOR TOURIST COMPANIES IN SAUDI ARABIA

(Applied Study on Tourist companies in Riyadh District)

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ABSTRACT

This research study entitled: ‘Impact of Information Technology on Marketing Performance for Tourist companies in Saudi Arabia is aimed at the impact of information technology. In addition to examining any statistical relationships between variables such as, using computers and programmers in the Tourist companies, qualifications, years of experiences, and the date of Tourist companies established as the impact on marketing performance for private Tourist companies in Saudi Arabia A random sample of (29) Tourist companies have selected from tourism sector in Riyadh district. The study concluded the following parts.

Keywords: Information Technology, Marketing Performance, Tourist companies.

ISLAM IN MALTA ISLAND 250 AH

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ABSTRACT

Geographical location of Malta: Malta Island- spaces about 316 km²- is a small country located in the Mediterranean basin, and exists between the island of Sicily and the coast of two northern countries of Africa represented in Libya, Tunisia, and about 80 kilometers away from Sicily, about 290 kilometers away from the coast of Tunisia, , and about the same distance from the Libyan coast. Therefore, Malta occupies an important position between southern Europe and North Africa, and between the eastern basin and the western basin of the Mediterranean. Malta is about prominent mountain peaks in the middle of the water, and highlands are spread at the center of the island, surrounded by Western and Eastern plains.

Population and climate: Number of Muslims amounts to 50 thousands, continuously increasing in the light of religious freedom guaranteed by the Maltese constitution, until Islam has become the second religion in terms of number of its adherents after Catholicism, which is the official religion of the Island) .The inhabitants of the capital are about 40.000, while Malta's climate is the same as the Mediterranean climate, where there is mild weather and rainy winter.

Keywords Islam in Malta, a small country

NURSE PRECEPTOR AND NEW NURSE PERCEPTIONS OF PRECEPTOR CLINICAL TEACHING BEHAVIOR

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ABSTRACT

Background: The clinical teaching behaviors (CTB) of nurse preceptors (preceptors) affects how well newly graduated nurses learn when they become new nurses, along with their retention rate, job satisfaction, and successful adjustment to the clinical work environment.

Purposes: This study (1) investigates and compares the CTB of preceptor as perceived by preceptors and new nurses; (2) examines the differences in CTB by preceptors' individual characteristics; and (3) examines the differences in CTB by new nurses' background.

Methods: This descriptive and correlational study used a cross sectional survey of a convenience sample of 290 preceptors and 270 new nurses from five teaching hospitals across Taiwan. Of these, 521 completed questionnaires for an effective response rate of 93.0%. Participants were surveyed using the Clinical Teaching Behaviors Inventory (CTBI) developed by the researchers for data collection. The content validity, construct validity, and reliability of CTBI achieved satisfactory standards. The CTBI consists of 44 clinical teaching behaviors that are ranked on a five point Likert-scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Results: (1) In general, preceptors and new nurses averaged 4.03 and 4.28 in CTBI, and new nurses perceived scored the preceptors higher than the preceptors scored themselves ($t = 5.529$, $p < .001$). (2) A higher CTB score as perceived by preceptors was associated with the nursing clinical ladder, total working experience in years as a nurse, total years as a preceptor, and willingness to be a nurse preceptor. (3) A higher CTB score as perceived by new nurses was associated with willingness to recommend their preceptor.

Conclusions / Implications for Practice: New nurses tended to rate preceptor's performance of CTB higher than the preceptors themselves. Clinical educators should recognize the preceptor characteristics that influence CTB to help achieve optimal learning outcomes for new nurses.

Keywords: clinical teaching behaviors (CTB), nurse preceptors, new nurses

THE BOTANICAL AND STRUCTURAL ADORNMENTS IN THE ISLAMIC CULTURE AND IT' S GLOBAL EFFECT

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ABSTRACT

The Islamic botanical and structural adornment is one of the most popular art forms in the Islamic culture and it is considered one of it' s main elements. It is received with great interest among the Muslim artists during the different historical periods and it became the foundation of Islamic art. We aim through this study to shed light on the importance of the meeting of civilizations in the progress of the human civilization as a whole , which is a fact and there is no ways around it

There was and still is a difference between what is called a common human interest and what is called a private culture interest , but as much as we need a cultural and civilizational dialogue to reach peace and harmony between the world's nations comes the absolute necessity of finding the common ground for this dialogue to start , and we decided to use the Islamic adornments as an example for this meeting of civilizations.

The frescoes and marble adornments of the Samaritan culture can be considered the main key and scale in tracking the origins of this form of art , It is the oldest approach followed by all The specialist artists , and it marks the beginning of the Arabic and Islamic adornments especially in it' s third model which is the gold standard for the Islamic adornments according to dating.

There is no doubt that these Islamic adornments affected widely the art in Europe and we will try to give some examples on the multiplicity elements and it's continued effect on the botanical and structural adornments along with the decorations elements that took a mere ornamental form.

Keywords Islamic Botanical Islamic culture

CHARACTERISTICS OF THE ISLAMIC ARCHITECTURE DURING THE 3RD CENTURY AH / 9TH CENTURY AD

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ABSTRACT

Architectural monuments in the Islamic culture was characteristics by integration with the society's needs and It was diverse based on the diversity of these needs and this led to the creation of an integrated entity for architecture, art and city planning by the Islamic culture , An entity with special characteristics that separates it from any other culture.

The Islamic architectural arts was popular for absorbing all the preceding schools in architecture, The Islamic school took something from every culture and worked on producing it's unique signature , And in a hundred years it was able to create it's special identity and became the teacher of the other architectural schools.

With it's rich essence , The Islamic Architecture was characteristics by it' s connection to the society's needs , And this is when the religious buildings started to appear such as schools , Mosques and other civil buildings like residential buildings and mansions , This was followed by the building of hospitals, travel stations, public bathrooms and markets .

As the Islamic civilization expanded other luxurious forms of architecture started to appear such as gardens , parks and large water fountains, all of this in addition to the military buildings like castles and fortresses along the cities borders and sea shores .

A school special for it's rich characteristics and elements , and i will try in this presentation to shed light on it's most important features and landmarks

Keywords Islamic culture Islamic architectural

CUSTOMER SATISFACTION AND OPERATIONAL EFFECTIVENESS AMONG CASUAL FINE DINING RESTAURANTS IN SELECTED SOUTHEAST ASIAN COUNTRIES: BASIS FOR A PROPOSED QUALITY FUNCTION DEPLOYMENT MODEL

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ABSTRACT

People nowadays will travel for good food and travelling without discovering the local food and culinary makes one unhappy. Southeast Asian is composed of eleven (11) countries and they have a lot of differences. Because of its diversity, operations and services differ from one country to another. The predominant purpose of this study was to determine the customer satisfaction and operational effectiveness of selected casual fine dining restaurants in selected Southeast Asia countries. Specifically, this study attempted to answer the following: (1.) To find out the company profile of selected casual fine dining restaurants in terms of location, type of casual fine dining restaurant, type of business ownership, size of the restaurant, number of managers and staff, years of operation. (2.) To determine the managers and staff perceptions on the operations of the restaurant in terms of: Organizational set-up, Goals and objectives, Policies, rules, and regulations, Personnel benefits and incentives, Services offered to the customers, Projects and programs being implemented? (3.) How did the perceptions of the managers compare when grouped according to: Type of casual fine dining restaurant, Type of business ownership, Size of the restaurant, Number of managers and staff, Years of operation. (4.) How did the perceptions of the managers and staff compare across four countries. (5.) How did the operations of the casual fine dining restaurants as perceived by managers and staffs compare in terms of: Organizational set-up, Goals and objectives, Policies, rules, and regulations, Personnel benefits and incentives, Services offered to the customers, Projects and programs being implemented. (6.) How did the customers perceive the quality of operation of the selected casual fine dining restaurants in the following aspects: Ambiance, Menu Items, Menu Prices, Food Quality, and Service. (7.) What quality function deployment model maybe proposed.

Keywords: Customer Satisfaction, Restaurant Operations, Southeast Asian Restaurants, Food Service Management, Quality Service

HR: A NECESSARY PARTNER FOR IMPROVED ORGANIZATION PERFORMANCE

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ABSTRACT

Currently, researchers in the field of business have engaged in the deliberation on the importance of the human resource (HR) department, pondering on whether it should be scapped or retained. The deliberation is initiated as a result of thoughtful and pervasive misgivings about the contribution of HR in organizational performance. In spite of HR's acknowledged relevance, it is essential to understand the motivation for HR's fraught repute, as HR is consistently perceived to be unproductive, inept, as well as expensive, as most top management believe; echoing that, HR is value draining. Nevertheless, the veracity of the debate is that HR is a necessity if organizations must gain competitive advantage.

Keywords: HR, Organizational Performance, Competencies, HR roles, competitive advantage.

OVERVIEW OF AUSTRALIAN EMPLOYMENT OPPORTUNITIES TO ENHANCE ECONOMIC DEVELOPMENT IN PACIFIC ISLAND COUNTRIES

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ABSTRACT

This paper serves to contribute to informing the World Bank's promotion of circular migration policies in the Asia-Pacific region. It therefore responds to the economic development case for expanding labor mobility in the Pacific Region outlined by the World Bank in its 'At Home and Away' Report by highlighting some specific industry sectors within Australia where there appeared to be opportunities to employ Pacific Island migrant workers. The rationale being that the use of Pacific Island labor to fill vacancies has the potential to effectively alleviate domestic labor shortages within specified job roles in selected Australian industries, whilst at the same time also presents an avenue through which the earned remittances sent back by the Pacific Island workers to their home countries could provide an invaluable capital source to further support and promote economic development in these countries. The paper consequently concentrates on identifying and providing an overview of employment opportunities within specific Australian industry sectors through which such objectives could be achieved.

Keywords economic development Pacific Island Countries

IDENTIFICATION OF THE ANTECEDENTS OF EMPLOYEE EMPOWERMENT AND THE RELATIONSHIP BETWEEN EMPOWERMENT AND PERFORMANCE

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ABSTRACT

The purpose of this paper is to identify in a First step, the Individual, Organizational, and contextual antecedents, of employee and organizational empowerment; and then in a Second step, investigate the relationship between employee empowerment and individual and organizational performance. A series of hypotheses about the relationships between empowerment and its antecedents on one hand , and between empowerment and individual and organizational performance on a second hand will be tested. The study is based on data collected through a sample of 100 employees and managers drawn from 25 multinational and local companies in Qatar. A system approach combined with correlation analysis and regression using the software SPSS version 21 , are being used. Finally a conceptual model for empowerment and performance, as well as a predictive model for empowerment will be presented.

Keywords: Empowerment; psychological empowerment; structural empowerment; organizational, individual, and contextual antecedents, organizational and individual performance

IMPACT OF TRADE LIBERALIZATION ON FDI INFLOWS IN EMERGING COUNTRIES

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ABSTRACT

This research work evaluates the proposition that trade liberalization can be instrumental in pulling FDI to emerging seven economies by using Random Estimation Model on panel data of 7 emerging countries including Brazil, China, India, Indonesia, Mexico, Russian Federation and Turkey from 1992-2010. The results presented that trade liberalization along with market size, development level and human capital has positive significant effect on incoming FDI. The increase in the openness of country's borders by reducing duties, taxes and tariffs, flexibility in government policies regarding foreign firms and low labor cost and wages may increase the trade liberalization, which has positive impacts on FDI inflows to the region.

ETHICS FOR A SUSTAINABLE SOCIETY TOPIC- WHY ACCOUNTANTS FAIL ETHICS APPLICATION TEST IN ACCOUNTING PROFESSION

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ABSTRACT

The quest for a just and equitable society has been the desire of many people, societies and groups for centuries. The appreciation of this fact resulted in coming together of diverse and similar interest groups and individuals which develop what were regarded as acceptable behaviour, code of conduct, general and specific attitude expected of a member of a society that govern the general conduct of affairs amongst the various members of that group-ethics. With the high-profile corporate scandals that have taken place in recent years, corporate ethics are more important to a business than ever before. The failure of ethical leadership in an organization is very destructive-it demoralizes the workforce, breeds public distrust, and ultimately results in organizational decay. There are times when the right and wrong decisions are obvious. Likewise, there are times when the outcome of taking decision is less clear. In some situations where, if nobody knows one makes the wrong decision, one would benefit financially, emotionally, or otherwise. Ethics help us navigate the gray area between absolute right and morally wrong that we experience in our daily activities. They provide the structure that helps us make a decision we can be proud of. So, ethics are the rules that society must adhere to ensure orderliness and equity. As we have ethics that governs a particular society, so do professional bodies have their own professional codes of ethics which serve as guiding principles in discharge of their duties. But what raises concern for this study is the fact that despite various professional bodies' ethics in place, there is still preponderance of unethical conducts levelled against corporate bodies managed by members of those professional bodies. In fact, most of the professional members of various organizations have been accused of dubious dealings and ethical misconducts in discharge of their duties which make the public to be losing confidence in the products and or members of these professional bodies. Bearing this in mind, one discovers that the tide has affected the noble accounting profession which calls for appraising the situation and identify the lapses. This is due to the fact that many international and local businesses have gone bankrupt due to professional negligence of many accountants who are in the administration, examination, supervision and reporting of events in these organizations. Therefore, this study is aimed at identifying the causes, the consequences and the way forward to achieving a vibrant and ethical accounting profession for professional members and the public.

Keywords: Ethics, professional bodies, corporate scandal, unethical conduct.

EXPLORATION OF RIGHT DURATION AND TIME OF INDUSTRIAL TRAINING COMPONENT IN THE COURSE CURRICULUM OF HOTEL MANAGEMENT COURSE AS PER DIFFERENT STAKEHOLDERS

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ABSTRACT

Hotel management education in India, at the undergraduate level, has mainly emerged due to the market forces. Hotel management graduates need to acquire competencies that enable them to cope with the changing circumstances of the hotel business world. One Endeavour in point of fact to build an interface between what is taught in hotel management education and what is essentially required by the industry, through industrial training. Students of different institutions of varied industrial training duration and time approaches 3 or above 3 star hotels to undergo industrial training. So students generally complain about the quality of the industrial training which could result in increasingly high fallout rates of graduates from the hotel industry. At present there are differences in the industrial training practices from academic program to academic program. This paper is an attempt to find when it is the right time and duration of industrial training in the course curriculum of hotel management of three year degree program as per stakeholders. The research instrument used in the study was questionnaire. The sample population of the study includes four groups. First and second one are hotel management students enrolled in three years degree courses of Hotel Management institutions in the region of Punjab, Haryana and Chandigarh. Students were further divided into Pre training students and Post training students. The pre training students are those who have not undergone industrial training and are in the initial phase of their course (I year students) Where are Post training students are those who have completed their industrial training and are in the final phase of their course (III year). Both students groups were selected from various academic institutions such as 1) State University 2) Deemed University 3) Private Universities 4) National council of hotel management institutions. Third are the hotel industry professionals working in 3 or above three star approved Hotel (3, 4, and 5 star). Based on data analysis it is concluded that right duration in terms of weeks for industrial training as per hotel industry professional is 24 weeks, Where are faculty members opinions regarding right duration is of 20 weeks. In the opinions of pre to industrial training students, it is of 12 weeks and by post to industrial training students it is of 16 weeks (10 weeks preferred by students who had completed their industrial training from 3 star hotel, where as 16 weeks each preferred by both 4 and 5 star hotel students). For second time there is similarity exist in the opinions of pre post Industrial training students and hotel industry professional that is it should be of 4 weeks. Where are faculty members median value is 12 weeks. Right time for industrial training is 4 semesters for the first time and 6 semesters for the second time as per hotel industry professionals and faculty members. Whereas pre-to industrial training students median value is 3 semester for first time and 6 semester for the second time and in case of post to industrial training students median value is 4 semester (3 semester preferred by those students who had completed their industrial training from 3 star hotels, 4 semester by 4 star and 5 semester by 5 star hotel students respectively) and 6 semester for second time. As per different Universities, Deemed, Private and National Council mean score is 4 semester for the first Right Time and second Right Time mean score is 6 semester whereas in case of State Universities mean score for the first Right time is 3 semester and 6 semester for the second Right Time. For Industrial training to be successful, each stakeholder has a particular role to play to make it a win-win situation for all concerned with it. Findings coincides with Moody (1997) that the best type of industrial training program is the one which involves the hosting hotel business from the outset and where it demonstrates a genuine commitment to student learning. Students should not be regarded as “low-cost sources of labor” by their industrial training hotels. Similarly Nicolaidis (2006), highlighted that hotel industry needs to play a better role in encouraging industrial training experiences of the students so that it should be a perfect occasion for hotel management institutions and hotel industry professionals to build extended relationships and a better prospective for working together to meet the hotel industry needs and wants, as in Hotel sector.

Evaluating the Recreational Value of the Forest Park in Taiwan

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ABSTRACT

Protective forests are the forests that are planted for water conservation, windbreak, sand consolidation, and homeland security. The space for protective forests, however, gradually decreases due to the increasing land demand for tourism and recreation. The protective forests in the Taitung Forest Park, Taiwan are studied to explore the potential recreational functions. In this study, the importance performance analysis (IPA) and stepwise discriminant analysis (SDA) are first adopted to analyze the relationship between the tourist satisfaction and environmental factors. The contingent valuation method (CVM) and Tobit regression model are then applied to evaluate benefits of protective forests. Estimated by the Tobit model, the Taitung City residents and the tourists from other cities are willing to pay NT\$ 6 and NT\$ 35.9 per person, respectively, for entrance to the Taitung Forest Park and for facility maintenance. The Taitung Forest Park creates a recreational value of NT\$ 12 million per year. The estimated recreational value can be used as a reference index for the Taitung Forest Park Administration Office for future management and strategy making

Keywords: Recreational benefits, valuation method, Tobit Model, forest park.

USING KANO'S MODEL TO EXPLORE THE MINIMUM-DEMAND OF LCC AIRLINE SERVICE

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ABSTRACT

In this study, we classified the minimum-demand service elements for low-cost airline (LCC) passengers by Kano's model. In order to focus on LCC users, 426 questionnaires was surveyed only in two short-distance routes airports, TSA International Airport and KHH International Airport. Two major suggestions are listed as follows. First, Delayed frequency, ticket booking procedures and the meals offering are in quadrant II, these are basic and most important factors for LCC, means that if the airline companies provide optional services above-mentioned for travelers, it will increase travelers' satisfaction. Secondly, the entertainment equipment offer, number of lavatories, checking luggage, and luggage lost insurance are in quadrant I. These factors will help LCC lower down dissatisfaction.

Keywords LCC Airline service, Kano's Model, Minimum-demand

TECHING MATHEMATICS FOR LOW ACHIEVEMENT STUDENTS

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ABSTRACT

Undoubtedly the people are different in their talents ,abilities. One of the main aims of education is helping students to learn at the high range they can rich. In education usually we have two groups of students. First students that have high talents and abilities, we call them gifted students. Second group those their talents are low than ordinary students, we call them low achievement students or slow learning students. In this paper I'll focus at the second group. In fact all students can learn mathematics, but the fast of the students learning is different and their learning style.

Keywords Teching Mathematics

EVALUATION ON THE LINUS PROGRAM

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ABSTRACT

LINUS is a program implemented by the Ministry of Education in primary schools across the country to raise the level of literacy and numeracy skills of pupils in 1 to 3. This study aims to review the assessment LINUS implemented since 2010. National Literacy Strategy Framework was applied in this study. Tests of reading and writing as well as a review of the survey conducted on 110 students from three different types of schools, namely national schools, Chinese schools and Tamil national type schools. The results showed that the level of reading and writing of pupils is at a moderate level. One-way ANOVA test showed a significant difference between the type of school and level of reading and writing of pupils where pupils National Schools and National Type Chinese School performed their best to read and write. In terms of implementation of the LINUS, pupils have a positive response. Teachers also apply student-centered teaching methods, but less use of information technology. Thus LINUS program implementers are urged to apply ICT methods in line with the development of globalization, pupils should adopt a positive attitude towards LINUS, while the composer LINUS program should take into account the type of school in the implementation of the LINUS as factors that also determine the level of achievement and success.

Keywords: LINUS, national schools, national-type schools, ICT

MANAGING SUCCESSFUL MEETINGS IN ACADEMIC DEPARTMENTS

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SUMMARY

Meetings are considered an important in the management of work in any organization, enterprise or administration where the exchange of ideas and coordinating between them, benefiting from the experience of others and the transfer of experiences between the participants takes place. Likewise, meetings are an acceptable means for the academic study of topics of discussions if based upon accurate information and scientific methodology is followed to solve problems, make decisions, define the problem, identify its causes, find appropriate alternatives and in choosing the best solution. Meetings are increasingly important in the light of recent findings from some studies that managers spend between 50% to 70% of their time in meetings (Muneeb, 2004).

If the management of meetings in general holds this much importance, then the need in academic institutions, departments and administrations is much greater, its importance increases because most academic work is completed through meetings with committees, departments, colleges and deanships.

According to some researchers, such as Cabriel (2000), state that meetings are "weak and useless", while other researchers have come to other conclusions, for example, two researchers, Norton and Lester (1998), found that meetings are classified into useful and useless depending on the way it was managed, preparation involved and topics discussed.

CHARACTER EDUCATION IN PRESERVICE TEACHER EDUCATION IN INDONESIA

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ABSTRACT

Process of education does not merely transfer knowledge, but it should be able to build young generation as civilized nation, moral and noble citizens. In preservice teacher education, teacher candidates will be strongly influenced by continuous program in pedagogy and subject content learning experiences. Therefore, the implementation of character education for prospective teachers need to be increased through various programs, including through using a model of integrated learning on character education curriculum in preservice teacher education in Indonesia. The purpose of study is to develop a model of integrated learning on character education to enhance graduate competencies in preservice teacher education in Indonesia. Specific objectives of this study are: (i) determining condition of existing learning process on character education; (ii) developing integrated learning model of character education that can enhance the competency of graduates in preservice teacher education in Indonesia, (iii) knowing the perceptions of students and faculty member on the application of intergated learning model on character education, and (iv) testing effectiveness of intergated learning model on character education in preservice teacher education in Indonesia. The method used i research and development (R & D) that was adopted from Brog and Gall (2006), it is simplified in three steps: a preliminary study, model development and model validation. The expected result is to obtain tested model of intergated learning model on character education in preservice teacher education in Indonesia .

Key words: character education, integrated learning, teacher education curriculum

A VIEW ON CURRICULUM DEVELOPMENT OF PRESERVICE TEACHER EDUCATION IN INDONESIA

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ABSTRACT

During the last three decades various efforts have been made by Ministry of Education and Culture the Republic of Indonesia, included pre service teacher education universities (LPTK) to reform and redesign system and review pre service teacher education curriculum and its implementation in Indonesia. This paper focus on the policy and implementation of curriculum development of pre service teacher education in term of planning, development, and implementation in order to produce high quality of future teacher for elementary schools as well as secondary schools. The purpose of this paper are : (i) to describe policies lead by pre service teacher education university (LPTK) management in effort the revitalization and redesign of pre service teacher education curriculum development across country. (ii) to identify general trends as well as indiginious aspects in developing pre service teachers education system in Indonesia ; (iii) to highlights steps done by curriculum developers in Indonesia in revitalizing and reforming pre service teacher education system to meet with the challenge of changing technological, social, economic, national and global environment. The result of study are: degree of the readiness of study program and faculty management in implementing new curriculum, some best practices that planned and implemented by pre service teacher education university concerning with redesign of professional education for teachers; local and faculty highlights steps done by curriculum decision makers in study program and faculties concerning with revitalizing and reforming pre service teacher education system.

Keywords: teacher education, curriculum development.

A BEST PRACTICE IN CONTEXT FOR VLE SYSTEM IMPLEMENTATION: LESSONS LEARNT FROM CASE STUDIES IN HEIs

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ABSTRACT

In order to investigate best practices of VLE system implementation in Higher Education Institutions (HEIs), two case studies were conducted to cover different levels of detail, firstly, at the National Level (various UK universities); and secondly, at the Local Level (a London-based university). The National Level Case Study provides an overview of the current state-of-the-art of VLE system implementation in UK universities; whereas Local Level Case Study provides a rich, detailed insight into the implementation of a new VLE system with complex relationships and processes at a local university. Both case studies were conducted to obtain an in-depth investigation during the end-to-end VLE system implementation. For the National Level Case Study, UK was chosen because it is one of the leading countries practising e-learning (Hung, 2012); thus, providing an opportunity to investigate the best practices of VLE system implementation in different UK universities. Furthermore, these universities investigated were undergoing the process of VLE implementation, thus emphasizing the commonalities among them and providing a fresh experience for this study. The participants involved in these Case Studies belong to different categories including decision makers, implementation team, academic staff, and student. An analysis of findings shows that some of the high ranking universities in UK have moved from predominately face-to-face teaching to several modules being delivered via a blended learning model, with some modules even being taught in a fully online e-learning format; however blended learning is the most common model of learning in all of the universities under study. Moreover, a strong inclination towards a Technology Enhanced Learning (TEL) strategy is indicated. An analysis of findings highlights various aspects that need to be considered by the HEIs while undertaking a VLE system implementation, whether new or an upgrade. Findings cover best practices in technical, pedagogical and institutional perspectives

Keywords Higher education, lessons learnt

ACADEMIC WORKPLACES WITH GLOBALIZATION: PERCEPTIONS OF THE FACULTY MEMBERS ABOUT PRIVATE UNIVERSITY IN TURKEY

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ABSTRACT

As a result of privatization of higher education in Turkey, universities and academic staff have faced various opportunities and challenges. This paper explores the perceptions of the faculty members about Turkish private universities as work places. The findings reported are based on responses from face-to-face semi-structured interviews with 12 faculty members. After the data analysis, three major themes emerged. They are (1) reasons to work in academia; (2) reasons for and advantages of working in a private university; and (3) concerns about working in a private university.

Keywords academic workplace, higher education

THE EFFECTIVENESS PROBLEM SOLVING STRATEGIES IN DEVELOPING MATHEMATICAL THINKING SKILLS AT THE SIXTH GRADE STUDENTS

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ABSTRACT

The current study aimed to investigate the effectiveness of problem solving strategies in the development of mathematical thinking skills at the sixth grade students, including the skills of induction, deduction, justification, proof, and communication. To achieve the objective of the study, the related literature and previous studies were analyzed to describe the concept of mathematical thinking, its skills, developing and measuring mathematical thinking skills, and to identify steps and strategies of problem solving in mathematics education. Mathematical thinking test was built in of multiple-choices, components of the 50 items, the Reliability coefficient was 0.834 using Cronbach's alpha. The sample of this study consisted of 57 students from sixth grade, it was selected randomly, Schools Educational Zone Tabuk, Saudi Arabia, and includes two groups, the experimental group, and controlling group. This research depends on the experimental method (pre- post) test, where the experimental group studied using problem-solving strategies, and the control group studied using the traditional strategies. One of the most important research results of the effectiveness of problem solving strategies in developing mathematical thinking. The study recommended the training of mathematics teachers to employ mathematical problem solving in mathematics education

Keywords problem solving strategies, mathematical thinking

IMPLEMENTATION OF CRITICAL AND CREATIVE THINKING SKILLS IN THE TEACHING AND LEARNING OF LITERATURE COMPONENT IN SECONDARY SCHOOL

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ABSTRACT

The study aims to observe the implementation of critical and creative thinking skills (CCTS) in the teaching and learning of the literature component in Malay language at secondary schools in the Petaling District. The respondents involved in this survey were 40 teachers and 120 students from three secondary schools, one being a girl's school, a boy's school and a co-ed school. The survey forms were distributed to the respondents. The findings of the research revealed that the application of creative and critical thinking skills was implemented at the satisfactory level. Nevertheless, the implementation was also not very successful because the respondent teachers were unable to evaluate the effectiveness of critical and creative thinking in the teaching and learning process (mean 3.44, SD3.34). In terms of the implementation of CCTS, respondent teachers expressed their agreement (mean 3.95, SD .74) that the students are taking too long time to apply the thinking skills in the learning process of the literature component. The t-test was carried out to identify the relationship between the implementation of CCTS in the learning of literature component in schools according to gender, stream and interest in the literature component. The result of the analysis indicates that there is a significant differences between the implementation of CCTS according to gender $t(120)=.91$; $p=.05$) and streams $t(120)=.341$; $p=.03$). The One Way Anova test was carried out and it indicates that there is significant difference $F(3,116)=2.60$; $p=.05$ in the implementation of CCTS according to ethnic. This indicates that the gender, stream and ethnic factors influence the implementation of CCTS in the learning of the literature component. Therefore, the executor should consider these three aspects in the implementation of CCTS teaching and learning of literature component to achieve optimal learning outcomes.

Keywords: CCTS, literature component, Malay language, secondary schools

ASSESSING PERFORMANCE OF THE BORDER MALLS IN THE ECONOMIC DEVELOPMENT OF BORDER REGIONS CASE STUDY: SISTAN AND BALUCHISTAN PROVINCE

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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 legalize 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 period 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

Keywords economic development, neighboring countries

THE OLYMPIC RITUAL AND THE REALIZATION OF “CHINA DREAM” IN ANTHROPOLOGICAL PERSPECTIVE: THE CASE OF BEIJING OLYMPICS

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ABSTRACT

Chinese President Xi raised "China Dream" on November 29, 2012. It is the governing philosophy and goals of the new generation of leaders. Since then, rippling from Beijing, "China Dream" has become the center of the hustle and bustle of the world public opinion field. Dream is the world language that is across borders and cultures. For China, the realization of "dream", it should be the realization of national identity and cultural identity. Therefore, choose the appropriate platform and means as well as overcome the differences of languages and cultures, and finally to obtain the international recognition is the most valued experience for the future development of China. This study takes the Beijing Olympic Games as example, explore the relationship between ritual and cultural identity as well as national identity from the perspective of anthropology and analyze China's national behaviors that construct a "living image" by means of the ritual function to form a collective memory. And expect to summarize the useful experience for the realization of "China Dream".

Keywords: China Dream; Beijing Olympics; Ritual and Symbolism; Cultural identity; National identity

THE COMPETING VALUES FRAMEWORK OF ADMINISTRATORS AMONG PRIVATE COLLEGES IN THE NATIONAL CAPITAL REGION

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ABSTRACT

This article attempted to identify the competing values framework, differences on organizational culture, management practices, and skills of administrators utilizing the descriptive-evaluative method to 150 randomly selected respondents from private colleges in the Philippines. Data gathered were then computed for interpretation using percentage, weighted mean, t-test, and ANOVA. Results showed that the present and preferred organizational culture, management practices, and skills were that of clan culture based on Cameron and Quinn's (2006, 2011) competing values framework. Significant differences were found on the key dimensions of organizational culture while no significant differences were found with respect to the management practices and management skills of the respondent administrators when grouped according to their profiles. An Executive Training Program for Administrators was designed to improve administrators' weaknesses as reflected on the Competing Values Management Practices Survey and Management Skills Assessment Instrument.

Keywords: administrators, organizational culture, management practices, management skills

AMERICA'S LOST FILIPINO AMERASIANS: A 'CAUSE CELEBRE' FOR U.S. INTERNATIONAL SOCIAL WORK

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ABSTRACT

If ever there was a deserving, but highly improbable U.S. international social work *cause célèbre*, it is America's lost and misbegotten military Filipino Amerasians. An estimated 250,000+ biracial, 1st and 2nd generation Filipino Amerasians remain in the Philippine archipelago, many poverty-stricken and stigmatized offspring or descendants of U.S. military personnel and Filipina national women. Abandoned or estranged during the century long (1898-1992) colonial, commonwealth and military bases occupation, they have become stranded, neglected and forgotten by their own governments (U.S. or Philippine) with few benefactors stepping forth to take up their cause. The time is transparently at hand for a new genre of social workers to emerge to champion the cause of these forgotten American blood progeny in the Philippines. In the transformative tradition of those who earlier created new options and opportunities for those who were disenfranchised, international social workers have the potential to revitalize and support the empowerment of individuals by developing or engaging networks to support healthy human development, mental health treatment services, and community support for economic development. In doing so the social work profession can reengage in their historical commitment to improving quality of life to this heavily marginalized Diaspora, similar to those support services offered to refugees, displaced persons, immigrants and other isolated and stressed Diaspora, all analogous to Amerasians.

Keywords Diaspora, Filipino Amerasians, International Social Work

WHO AM I ?Who Am I For Whom ?

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ABSTRACT

This concept is a concept used commonly both in the daily language and in communication psychology. Self is a perception level that emerges with a person's level of being at peace with himself, his successes, wishes, desires, interests and tendencies. In other words, while self is described as an individual's view regarding his self-perception and self-assessment, self-esteem is defined as an individual's level of liking his self and it was stated that self-esteem is the emotional side of the self. Another factor affecting the development of self is how the individual is treated by others. In addition to the self-perception of the individuals, how other people assess the individuals is also important because the self of an individual is shaped by these two factors. A real identification of self can only be made by answering the questions "Who am I for whom?", "Who am I and what kind of a person am I in my own view?" and "Who am I and what kind of a person am I for others?". The problem in this study is the question "Who am I for whom?"The universe and sample are chosen from among the students at the last grade of TED Konya College High School. This is a correlational study.

Keywords: Ego, perception, self-perception, self-concept, Interpersonal Communication,

STRUCTURAL TRANSFORMATIONS IN THE TURKISH MEDIA DURING THE RECENT ERA

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ABSTRACT

As an important factor in social interaction, media content is determined by the production modalities of mass communication industry. The manufacturers of this industry are bound by the conditions of their political economy environment. Let alone acting independent from the political economy environment, the media is known for continuously reproducing and enforcing the system by its activity. The recent era of the Turkish media, in particular the two terms of the Ak Party administration witnessed significant structural transformations in ownership, ideological stance, number of working journalists, changed governance structures etc.

Turkish journalism before the 1980's was more of a family business, a tradition that began changing with liberalization in the Turkish economy and big capital began to invest in the sector and continued through partnerships with global media giants. The changing ownership patterns and monopolization constituted a political economy that became the determining force on news content and discourse. On the other hand, the political leader of the era Turgut Özal started a deregulation that enabled the formation of a plural, colorful and liberal broadcast industry beyond public owned radio and TV. A relatively free and liberal media environment under construction faced again forces towards media control that particularly under the Erdoğan administration became threatening to pluralism. Another frequent grievance of the opposition is that public owned media outlets as *The Turkish Radio and Television Company* and *The Anatolian Agency* have evolved into broadcast channels of the administration.

This trend has also increased international criticism against Turkey in relation to press freedom. The Turkey Report of the Vienna based International Press Institute notes to problems like “oppression of journalists, an increase in defamation related fines to journalist who investigated corruption allegations, increasing number of imprisoned journalists, pressure on media owners and journalists through government offices like the Treasury and others, journalists losing their jobs, a language of anger against media organizations, increase in penalties for critics of statesmen, etc.”. The report notes that media outlets are forced to conformity with the administration and frequent auto-control, media corporations that experience financial difficulties are overtaken by the Capital Markets Board only to be acquired by businessmen with relations to the administration and so transformed into parallel media outlets. This study is focused to structural transformations in the Turkish media that is going on in the whole Turkish political system. These transformations are to be explored by media content, ownership changes, ideological stance changes, workforce changes, news factors and other statistics.

Keywords: Turkish media, Ak Party, Media ownership, media freedom.

APPLYING BENCHMARKING & ISHIKAWA DIAGRAM TO IMPROVE HOTEL SERVICE QUALITY

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ABSTRACT

The purpose of this study was to develop quality improvement ideas in Hotel X. As one of the 5 star hotels in Bandung -the third biggest city in Indonesia with culinary and clothing attractiveness- Hotel X needs to improve the quality of service in order to compete in the hospitality industry. The method used were benchmarking and Ishikawa diagram. Benchmarking was used to confirm the results of preliminary study using Servqual through survey to 100 respondents. Benchmarking performed with two other 5 star hotel based on the geographical location and proximity to city center. Benchmarking demonstrate alignment results with survey. The study found that there were 11 indicators with negative gap. After analyzed use Ishikawa diagram, retrieved 17 points for improvement.

Keywords: service quality, benchmarking, Ishikawa diagram, hospitality, operations management

RISK MANAGEMENT: A COMPARISON OF ISLAMIC AND CONVENTIONAL BANKS IN GCC

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ABSTRACT

This research paper intends to study and compare risk management of Islamic and conventional banks in GCC region with an attempt to highlight the risk regulations and infrastructure in the GCC. The area of risk management has emerged and drawn the attention of all constituents of financial system especially after the economic meltdown of 2008. Risk assessment is done through application of ratio analysis in three areas, namely credit risk, liquidity risk and operational risk.

Keywords Credit risk, Conventional bank, Liquidity risk, Operational risk. Conventional banking, Islamic banking, GCC.

INVISIBILITY OF ABANTU ILLNESSES WITHIN THE BIOMEDICAL HEALTH SYSTEM

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ABSTRACT

The paper looks at the phenomenon of the ‘invisibility’ of abantu illnesses within the biomedical health system. The contextual meaning of ‘invisibility’ among the Southern *Nguni* of South Africa has been discussed linking it to the concept of witchcraft as an evidence-based theory as well as the biomedical responses to that ‘invisibility’. It begins with defining ‘invisibility’ as having both a literal meaning and a contextual meaning in relation to abantu illnesses. The ‘invisibility’ of abantu illnesses to biomedical diagnosis can be regarded as part of a discourse which needs to be entered into in order to make sense of the concept; it needs to be viewed within its historical, political or cultural setting. This discourse also includes the concept of ritual purification, for without such discourse the term is apt to be seen as directly contradicting the literal meaning of the word ‘pure’. The paper also addresses the phenomenon of the pluralistic approach in healing to be directly linked to the ‘invisibility’ of abantu illnesses, an approach which has been found to be popular in most of the developing countries.

Keywords: Invisibility, abantu illnesses, biomedical health system, pluralistic healing approach

HARMONIZATION BETWEEN JORDANIAN HIGHER EDUCATION OUTCOMES AND LABOR MARKET NEEDS AN ANALYSIS OF FOUR GRADUATE COHORTS IN JORDAN

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ABSTRACT

Higher education plays an important role in the renaissance and progress of society, It is a major source of human capital, which contributes to a trained workforce able to meet the development needs of the force, and the local job market, and interact positively with technological innovations effectively and skill and all hit the ground running. Within the frame work and vision of the Jordanian higher education for dealing with current changes in society contexts and in order to make it more visible and accurate must raise the level of education efficiency and efficacy. Certainly they have to emphasized the need to identify the consequences stemming from the various responses and actions adopted by higher education institutions to match with social needs.in the last decade the requested from the higher education to be progressive and competence of the graduate employability so that graduate students can better adapt to the constant transformation of professional environments and also to raise the levels of worker qualification and expertise called for by the labor market in developed society. Studies on graduate employment and labor market outcomes provide university institutions with a large number of indicators with which to improve course planning, curriculum design and student guidance systems

Keywords Higher education, harmonization, labor market needs

EXPERIENCES OF INTERNATIONAL STUDENTS WORKING IN NEW ZEALAND'S HOTEL INDUSTRY

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ABSTRACT

Objectives: Historically migrants have formed a substantial part of the tourism industry workforce (Baum, 2006; Choi, Woods, & Murrmann, 2000). This ongoing relationship between migration, migrant labour and tourism employment has been argued to be an ongoing process due to a mobile migrant workforce that offers a solution to labour shortages. These shortages are mainly due to a local workforce that is not willing to engage in low pay, low status and seasonal employment (Choi et al., 2000 and Williams and Hall, 2000). In this respect, this qualitative study explores the experiences of international students working in hotels in Rotorua, New Zealand.

Method: This article analyses the outcome of in-depth, one-to-one interviews with 15 international students working for five hotels in Rotorua, New Zealand.

Results: The experiences of international students carry a number of long-term implications for themselves. In most cases the participants felt happy in their workplaces i.e. 1) they were getting support from management, 2) they were getting experience in their area of study 3) visas being renewed, 4) getting money etc. Those that did experience forms of discrimination reported 1) negative attitudes from management and co-workers 2) communication problems 3) local staff giving them "dirty/heavier" jobs 5) being told what to do etc.

Conclusion: This study concluded that some international students experienced discrimination, abuse and harassment. Findings suggests a number of practices which hotel managers can implement to the benefit of both employees and their business through more appropriate human resource policies and procedures that may be put in in order to deal with cultural diversity.

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Keywords Hotel industry, Tourism industry

THE RELATIONSHIP BETWEEN THE ABSORPTION OF KNOWLEDGE AND THE APPLICATION OF GRAPHIC IN TEACHING ESSAY WRITING

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ABSTRACT

In teaching essay writing, the important aspect in pedagogical involves the absorption of knowledge. It is crucial to the teacher in order to improve the level of students' thinking skills. Based on the Malay Language Syllabus for Secondary School in Malaysia, it is stipulated that the absorption of knowledge takes precedence when teacher teaches about the content exploration and description. In the new era of information and communication technology, teaching creative and critical essays is easier due to the variety of multimedia materials, especially graphics. At this point, bitmap and metafile graphics are so widely accessible through the internet. This study was conducted to review the relationship between the absorption of knowledge and the application of graphic in teaching essay writing. This study was also conducted to evaluate the importance of the relationship between the absorption of knowledge and application of graphic. Aside from that, the objective of this study seeks to identify the characteristics of the application of graphic. This study also explored whether there is a significant difference between the absorption of knowledge and the application of graphic. Questionnaire-based survey method is used in this study. From the finding, it was indicated that there is a significant relationship between the absorption of knowledge and the application of graphic in teaching essay writing. The new research is proposed regarding the survey of the relationship between the absorption of other pedagogical aspects such as reinforcement, recovery and enrichment and the application of animation.

Keywords Absorption of knowledge, application of graphic

ENVIRONMENTAL GOVERNANCE: POWER, PEOPLE AND CONFLICTS IN TANZANIA

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ABSTRACT

Despite of the various initiatives undertaken by the Africa governments, international institutions and private sectors, plus the multitude options created by the globalization and the so called public-private partnerships and vice versa, the majority of people are living in the dare poverty not only because their natural resources base on which they directly depend are degraded but also, because they are living with multiples stressors, that some of them are rarely examined or paid less attention by the academic researches . As in the case of other part of developing words, Tanzania in particular, there are of millions of the rural and marginalized poor who are very far with any development opportunities, development planning more worse they are also very far minds of powerful. To balance between environmental conservation, sustainable economic development and addressing the multiples stressors challenging the rural ecosystem communities in Tanzania has remain to the most pressing challenges. The recently series of deadliest conflicts in the conservation sites and between the different actors, including the state against local people in particular, have reviled the serious environmental governance failures that have cost both the lives of innocents peoples who were cruelty killed, serious injured, abused, caned and brutally tortured and raped in the name of '\ant-poaching\'. Through the use of Tanzania parliamentary investigative report of 2013 on anti-poaching campaign, opinions of public opinions, supplemented with the combination of social sciences theoretical paradigms and bodies of literatures underpinning in the areas of environmental governance, this paper urges that the failure to examine the complex and multiple stressors facing the ecosystem rural and marginalized poor, and the '\reactive response attitude\' entertain among the conservation and state agencies personals and other actors, have been the fundamental causes of most of environmental governance failure and the recently deadliest natural resources related conflicts in Tanzania. It conclude by identify numerous avenues where by the robust and vibrant environmental governance models of different arrangements can work with harmony and co-existence between different actors.

Keyword conflicts in Tanzania,

TO WHAT EXTENT DO STUDENTS APPLY THEIR LANGUAGE AWARENESS OF GRAMMATICAL RULES IN WRITING ACCURATELY?

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ABSTRACT

This paper examines the common grammatical errors that 40 ESL students made in their writing based on students' questionnaires, a writing test, interviews with two instructors from the English Department at Sultan Qaboos University. The results indicate that there is a significant gender differences in their application of grammatical rules. In addition, this paper provides evidence of the importance of instructional methodology in teaching grammar which might affect students' understanding and use of grammar rules in their writing. It reports some effective strategies that help students enhance their language awareness of grammatical rules in writing. The study employed two major techniques which are reflective learning portfolio(RLP) and dialogue journal writing (DJW) to examine their effects on students' grammar accuracy in their writing. Both techniques have a special focus on the social interaction with an experienced person as a way to develop learners writing and self-evaluation. The paper concludes that students' knowledge of grammar is enhanced after integrating grammar in the writing classes. The study recommends that there should be workshops for teachers to enhance their knowledge in grammar and how to apply these grammatical rules in writing using new methods in teaching grammar courses, motivating collaboration in the classroom, integrating grammar in writing classrooms

Keywords grammatical rules, language awareness

EFFECTS OF REGULAR SPORT ON SLEEPING

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ABSTRACT

Sleep is essential for athletes, both for preparing for, and recovering from, training and competition. Sleep disturbances in elite athletes can occur both during training and following competition. Sub-maximal, prolonged exercise appears to be more affected by sleep deprivation than short, maximal efforts. Sleep extension and napping can be effective means of enhancing performance in athletes. Athletes should focus on utilizing good sleep hygiene to improve sleep and potentially athletic performance.

Keywords: Sleep, Sport, Exercise.

HOW BLACKBOARD E-LEARNING TOOL AFFECTS INTERMEDIATE CHINESE SPEAKING AND LISTENING COURSE

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ABSTRACT

In the 21st century, computer technologies have developed at a tremendous pace. With the impact of technological development, the method of teaching Chinese at the Chinese University of Hong Kong (CUHK) has changed massively during the last decade. Classroom teaching has shifted from blackboard and chalks to overhead projectors and computer-aided programs. Students attend language laboratories in addition to meeting teachers face to face; students use electronic devices to search for definitions of new words, take photos of notes and handouts, record lectures, and download sound files for listening and practice.

Teachers teaching Chinese as a second language use smart search engines and databases on the Internet to collect, edit, and upload contents to automatically generate teaching materials, thus combining methodology and curriculum with computer technologies to manage teaching online. This study mainly focuses on how Blackboard, an e-learning tool, is applied in our Intermediate Chinese Speaking and Listening Course, particularly on how it manages and supervises students' paces of study, and how it coordinates with teachers' classroom teaching. This paper also addresses feedback from students on their perspectives of comprehensive computer technologies employed in teaching Chinese as a second language, and the reflections of teachers towards teaching with Blackboard.

Keywords: Blackboard, E-learning tool, speaking and listening course

RANKING AND DETERMINATION OF IRAN STATUS IN THE MIDDLE EAST REGION ON THE DEVELOPMENT INDICATOR OF TOURISM DURING THE DEVELOPMENT PLAN WITH TOPSIS METHOD

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ABSTRACT

Some of the developing countries in the Middle East region such as Iran have designed plans in different sections like tourism, industry, agriculture etc. in order to advance, and as you know tourism industry is a pillar of growth and progress. Iran contains many tourist attraction sites. This paper is going to rank and determine the status of Iran regarding the development indicators of tourism in the Middle East region during the implementation of these plans. Furthermore, the paper tries to answer this question that change in what indicators has changed the position of Iran in the region during these years? For assessing and calculating of this status, five indicators have been used: travel & tourism total contribution to employment, domestic travel & tourism spending, government individual travel & tourism spending, business travel & tourism spending and finally capital investment in tourism sector. Furthermore, for the integration and incorporation of the aforementioned indicators, Topsis method has been chosen.

Keywords: Middle East, Iran, tourism indicators, development plans, Topsis.

EMPLOYMENT LAWS AND ISSUES IN TRANSACTING BUSINESS IN SOUTHERN AND EASTERN AFRICA

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ABSTRACT

Given its remarkable growth since 2000, the African continent has been hailed as the next frontier for opportunity and a potential global growth pole. While the news in 2014 was dominated by Ebola in western Africa, business in Africa continued to expand. Ernst and Young's 2014 Attractiveness Survey has listed 6 eastern and southern African countries in the survey's Top Ten for foreign direct investment. One of the factors that a business needs to investigate as they consider doing any kind of business in a new country is the labor and employment culture in that country and region. The investigation will include employment laws and regulations, treaties, customary laws, cultural norms and history and labor and employment organizations. This paper is an introduction into labor and employment frameworks, processes and issues in selected southern and eastern African countries. One issue explored is discrimination in the culture and workplace. There have been major advances against racial segregation in some African countries, but traditional forms of discrimination such as gender, ethnic and caste inequality and new forms such as lifestyle and health (especially HIV/AIDS) inequality are widespread. Other employment issues such as wage, age, conditions, leave and maternity are explored. The paper also looks at agendas of regional and international organizations that are working to influence employment frameworks and laws in Africa. Businesses will be in a better position to make decisions about entering into or expanding their presence in Africa when they understand the history and current status of employment law and future agenda for employment laws in Africa.

Keywords Employment laws, Eastern Africa, Southern Africa

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

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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 oversee 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 conclude 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