

# MANAGING PERSONAL LEARNING ENVIRONMENTS AT HIGHER LEARNING INSTITUTION: A CASE ON DISTANCE LEARNING PROGRAM AT ASIA GRADUATE SCHOOL OF BUSINESS

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## ABSTRACT

The purpose of this research is to understand how post graduate students use personal learning environments (PLEs) as a strategy for learning at UNITAR International University. This research is also conducted to identify the factors that motivate the students to use PLEs.

The research is based on current classroom work with first year distance learning students of Masters of Management (MOM) program at the university. In addition to their face-to-face lectures, e learning method were also deployed in the teaching and learning.

At the end of the first semester, we observed an evidence of a difficulty experienced by the students, particularly in terms of taking control of their own learning and personal approach of time management. Questionnaires were distributed to a group of students from the September 2014 intake of MOM program at Asia Graduate School of Business in UNITAR International University. The respondents are mainly working full time with government organizations. The instrument were adapted from Costa F., Cruz E. and Viana J.'s past study which comprises of 6 sections.

The findings shows that the difficulties felt by the student is categorized as Organization Difficulties which are related to personal organization difficulties, both in terms of work planning and management of time to carry out the tasks proposed. To counter the difficulties, majority of the respondents adopted Interactive strategy which involves the need for the teacher and student to constantly engage in listening and dialogue with each other.

The research is done in view to motivate students to create and use their PLEs and as a platform for facilitators to strategize and design a teaching strategy at the university which best suit a particular group of students.

**Keywords:** Personal Learning Environment (PLE), learning strategy, adult learners, distance learning, UNIEC, UNITAR International University.

# PRAGMATICS FUNCTIONS OF DISCOURSE MARKER: ENGLISH TEACHING FROM ESL TEACHERS TO EFL STUDENTS THROUGH PHONE CALLS

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## ABSTRACT

This research brings us a deeper comprehension of the use of discourse marker “okay” in distance learning which is different from ones in face-to-face interactions and telephone conversations in general. Their functions seem to be affected mainly by the structure of lessons and the nature of telephone conversation. Moreover, we can observe how the teachers used “okay” flexibly to make the lectures smooth and clear through phone calls. Thereby, the teachers signaled not only a greeting and praise, topic transition, comprehension check but also questions to clarify and seek more information from their students to let students talk more and get attention from their students. Hence, these functions are important in English language learning.

**Keywords:** discourse marker, okay, phone English, distance learning, English language teaching

# **DUMAGATS AS ENVIRONMENTAL STEWARDS AND THEIR ROLE IN SUSTAINABLE DEVELOPMENT USING TRADITIONAL ENVIRONMENTAL KNOWLEDGE: THE CASE OF THE INDIGENOUS PEOPLES IN THE PROVINCES OF AURORA AND QUEZON, PHILIPPINES**

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## **ABSTRACT**

Many indigenous and local communities live in territories that are biologically outstanding on a global scale. Traditional indigenous territories have been estimated to cover up to 24 percent of the world's land surface and contain 80 percent of the earth's remaining healthy ecosystems and global biodiversity priority areas. A significant fraction of the world's protected areas is found within or overlaps with indigenous lands, territories and resources. This remarkable spatial convergence presents both an enormous opportunity as well as a challenge for conservation efforts in protected areas and in the larger production landscape. Indigenous communities have also been responsible for the preservation and maintenance of traditional knowledge and practices that are highly relevant for the use of biodiversity. This nexus makes it imperative that the rights, interest and livelihoods of indigenous communities are respected and reinforced in all relevant tourism planning projects (Global Environment Facility, 2007).

In the Philippines, the indigenous people represent nearly 14 percent of the country's population. A vast majority of the 12 million population of indigenous peoples in the Philippines reside in the uplands which they claim as part of their traditional territories. Most of the remaining natural resources in the country are found within the traditional lands of the indigenous peoples. There are 110 major indigenous groups in the Philippines and amongst them are the Dumagats. Most of the indigenous peoples depend on traditional swidden agriculture utilizing available upland areas. However, most of these traditional cultivation sites and fallow areas have now been degraded and are further threatened by the influx of migrant farmers who have introduced unsustainable lowland-commercial farming practices. Furthermore, most indigenous communities do not have legal recognition over their traditional lands, thus limiting their ability to freely conduct their livelihood activities and are denied access to other natural resources in their communities (De Vera, 2007).

In this study, the traditional environmental knowledges and practices of the Dumagats were determined to identify their roles as stewards and ensuring sustainable development. The research was conducted through ethnographic research. Focus group discussions and key expert interviews were done to assess and validate the information obtained during data gathering and interviews.

Based from the findings, the Dumagats living in the provinces of Aurora and Quezon in the Philippines have high regards the environment. They practice unique and interesting traditional environmental knowledge which they have learned and obtained from their ancestors. These traditional environmental knowledge of the Dumagats play a pivotal role in their role as environmental stewards and catalysts for sustainable development.

**Keywords** Indigenous people(s), Dumagat(s), Traditional Environmental Knowledge, Environmental Stewards, Sustainable Development

# INNOVATION TO REDUCE CLIMATE CHANGE: IS THE TOURISM EXPERIENCESECTOR CAUGHT IN A CATCH 22?

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## ABSTRACT

The biggest challenge for sustainable tourism is the pollution (CO2 emission /climate change contribution) of transportation. Experience based tourism companies, to a differing extend, rely on transportation in order to deliver their experience products. This paper discusses the question how remote nature- based tourism companies deal with issues of transportation and sustainability. The paper discusses that the companies seem to be caught in a Catch 22, a paradoxical situation from which they cannot escape because of contradictory rules. So, although tourism actors can address local transportation issues; tourism growth in itself is an increasing contributor to climate change. The contradicting goals of innovation in tourism are to increase the value of the experience product for tourists, to attract more tourists (in a very competitive market) and to reduce negative impacts of tourism activities (in order to preserve the tourism-scape). The paper relies on a qualitative study and three cases of Nordic whale-watching companies are presented to illustrate the phenomenon of contradicting innovation for sustainability in experience-based tourism. The paper develops an actor network approach and draws on open- innovation theory to discuss innovation tensions that are coming from operating in different actor-networks. The paper aims to contribute to provide possible solutions to the paradoxical situation of sustainability in tourism by offering insights and managerial implications to avoid the catch-22.

**Key words:** technology; innovation; climate change; transportation; CSR

# QUALITY TEACHING VIA VALUE EDUCATION IN THE LANGUAGE CLASSROOM : A CASE STUDY

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## ABSTRACT

The latest Malaysian Educational Blueprint (2013-2025) asserts the importance of producing value-driven Malaysians through education. English language teaching should be aimed beyond producing more proficient users as it possesses a nature that is particularly suitable for value incorporation. This research aims to investigate how English teachers communicate values to students, the kinds of values communicated and whether the values communicated are stipulated by the Ministry of Education. This research utilized a qualitative case study approach on 2 respondents, an experienced English teacher and a novice English teacher. Their lessons were videotaped, transcribed and coded based on a set of established analysis tool. Semi-structured interviews were also conducted to further understand the values depicted by the respondents. The results of the research show that teachers consciously incorporated values through selected topics, tasks and explicit moral statements. They subconsciously transmitted values through classroom rules and regulations, curricular substructures and expressive morality. The kinds of values communicated included spiritual, intellectual, esthetical, positive, interactional, citizen, economical and modernized values. About half of the values communicated were stipulated by the Ministry of Education. This research provides new insights into how Malaysian English teachers can improve the quality of their teaching by harnessing the full potential of a language classroom to educate values.

# THE THEODOSIAN CAPITALS IN BYZANTINE ISTANBUL/CONSTANTINOPLE

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## ABSTRACT

The period of Theodosius II (401-450 A.D.) is a very important period in architectural innovations. These architectural innovations especially have seen in the capital of the empire.

The first hand-book called as “*Notitia Urbis Constantinopolitane*” give us statistics knowledge of the architecture of the period of Theodosius II. According to this book; many baths, collonaded roads, official buildings were made at this period.

Not only architecture bu also the architectural plastics such as capitals were also a herald of a new beginning of Byzantine Architecture.

These new highly ornamented capitals were called as *Theodosian capital* and it became a symbol of prosperity because it could only be seen in the wealthy cities of the empire such as the capital Constantinople, Corinth, Athens.

In this study we try to give information about the Theodisian architecture and capitals of Constantinople. Within the scope of study we try to give examples of Constantinople and compare them with others.

**Key words:** Byzantine Architecture, Theodosian Capitals, Theodosius II, Hagia Sophia, Istanbul Archeological Museum.

# THE IMPORTANCE OF THE VENUE SELECTION 18 IN AN EVENT ORGANIZATION CASE STUDY: RENCONTRE ALUMNI ENTREPRISE 1 & 2

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## ABSTRACT

The world of MICE industry is newly booming in many countries in the world including Indonesia. The support of government to the industry is huge enough to develop the business in certain regions. It is positively welcomed in the Indonesian business activity by the numerous events and exhibition held in the large scale of convention venues as well as in the small scale such as in shopping malls, office towers, and many other places. The special event organization is always a very interesting issue for research because of its unique value.

This study is aimed to examine the venue management in the special event management of the First and Second *Rencontre Entreprise-Alumni (REA)*, to find out the importance of the venue selection in the impact of the success of the event. The venue management may involve of the equipment and decoration, accessibility by considering air or ground transportation, accommodation facilities, and legal issues. Thus, selecting an event venue will require identifying physical resources present in the location. Once the goals and objectives of the event are determined, the selection of venue will follow. Many people will usually be involved especially the event owner.

Besides the goals and objectives, other factors plays important roles in the search for potential sites or venues that can accommodate the event profile, such as the availability date and duration, geographic location, facility type, rates of rental and other facility fees, expected attendees, function type of the event, the style of the venue, and surely the event elements such as dimensions of the room and storage. Since it is a government institution event, the participation of the local government was revealed a very good impact the successful of the event.

The method of the research is descriptive using the participant observation and in-depth interview as data collection procedure. The sampling design is judgment sample with the most productive sample who are the exhibitors who was in the first only or the second only of REA, and in both events.

The research gives a quite significant result to the event owner to improve the next event organization. All aspects must have been well thought including the attendees management to which the venue selection influenced the most. The event owner was taking the most important part in the venue selection that was very lightly taking the attendees' needs into consideration. The transportation would also take the biggest part of attendees' problem in accessing the venue.

**Keywords:** special event, venue management, site selection, event management, tourism and hospitality industry, MICE



# **SUSTAINABLE USE OF THE HEALTHY FOOD PRODUCTION FROM THE SEEDS OF *Brosimum alicastrum* WITHIN IRRITATION FROM LEGAL AND ENVIRONMENTAL SUBSYSTEMS IN QUINTANA ROO, MEXICO.**

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## **ABSTRACT**

The use of seeds of *Brosimum alicastrum* for the production of healthy food in Quintana Roo, Mexico, promises to be an important alternative for sustainable development because of its nutritional benefits given its super food category; its social contributions offer an alternative economic activity for the inhabitants of the rural sector of that federal entity. The production of this seed generates environmental benefits giving added value to the subsoil by leveraging a non-timber forest product that prevents the change in land use by other threatening the forests as livestock, agriculture and forestry activities; also promotes the conservation of biodiversity and contributes to climate change mitigation through processes such as oxalate route.

Since 2010 the production and exploitation of this seed is increased by rural producers, entrepreneurs, civil associations and government institutions among others, to the verge of establishing a value chain that aims to articulate and organize various links and key actors of the same, in order to use more than 10,000 hectares of land to produce *B. alicastrum* seeds.

Sustainable forest management (SFM) is the research line from which the use and production of healthy food from *B. alicastrum* seeds be determined, that includes environmental strategies and national legislation on environment and resource conservation natural; criteria and indicators for sustainable management of forests; forest certification, among others.

The strategies needed to implement a model of sustainable use in the production of healthy food from the seeds of *B. alicastrum* in Quintana Roo during 2010-2014 have been irritated from the legal system (regulatory and governmental) due to the lack of communication and entropy of subsystems, because there are no basic criteria for sustainable forest use, and environmental system elements required to ensure sustainability.

The Mexican legal system from the federal regulatory subsystem does not set clear and specific boundaries for the sustainable use of non-timber seeds, such as the *B. alicastrum* and sufficient control mechanisms to determine food production from natural resources in this category.

In turn the government subsystem in Quintana Roo, despite knowing the social reality that is faced since 2010 the *B. alicastrum* in production, has not generated verification and protection guidelines for sustainable use of the seed and therefore not It has strategies for the authorization, verification and protection of the production of healthy food based on the seed. This irritation between the regulatory subsystem and government subsystem stimulates the possible over exploitation of the resource and the continued unsustainable exploitation of seed that can be turned into long-term environmental imbalance.

Given the lack of communication between these subsystems and complexity in the social system of Quintana Roo, Mexico, the goal of this project is make an analysis of irritation between environmental and legal systems to obtain the basic legal premises that enable improved environmental system starting from the favorable elements for the sustainable production of healthy food based on *B. alicastrum* seeds trough generation of organizational, structural and protective guidelines that can be used by actors involved in the value chain.

**Key words:** Sustainable Development, Sustainable Use, Healthy Food Production, *Brosimum alicastrum*, Legal and Environmental Subsystem Irritability, Sustainable Forest Management, Quintana Roo.

# CONTEMPORARY MARKETING OF POLISH UNIVERSITIES-RESEARCH ASPECT

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## **Problem Statement:**

In Poland by the end of the eighties of the last century only public universities were functioning. This situation was not motivation for universities to apply marketing principles and methods in management. The Higher Education Act of 1990, which allowed to create private universities, influenced not only on a significant change in the situation of Polish universities (becoming a source of an unprecedented boom in EU education ), but also on the changes in universities management. It was necessary to focus it on the expectations of each group of universities stakeholders, and especially of candidates for studies and students. Focusing on these expectations gave this process marketing character. Marketing of universities is currently undergoing an intensification and changes related to their turbulent environment. These changes relate to, among others, research sphere.

## **Purpose of Study:**

The aim of the article is to analyze the meaning and scope of the implementation of marketing research at Polish universities as a key element of the marketing of these market actors. The purpose of the article was realized based on the analysis of secondary sources and primary research of authors.

## **Methods:**

Research carried out for the purpose of this article are qualitative in nature and was carried out by individual interviews (In-Depth Interviews) among about 20 representatives of Polish public and private universities.

## **Findings and Results:**

Modern university environment which is currently unpredictable and changing at an unprecedented rate affects a significant increase of importance of its marketing, especially in the area of marketing research that are a basis to create of marketing strategies, tools and activities. In the area of primary marketing research conducted at Polish universities The research among candidates are gaining importance, especially those including motives for choice of a university and sources of information and monitoring activities of the competition. A comprehensive study of student satisfaction and their loyalty to the university and research among potential candidates (high school students) seem to be insufficient.

## **Conclusions and Recommendations:**

Marketing effectiveness depends, inter alia on professional, comprehensive and multi-area realization of marketing research based on secondary sources as well as the primary ones. This research approach allows to use opportunities arising in the university environment, to meet the challenges, avoid the risks and allows optimum adaptation of marketing instruments to university stakeholders' expectations.

# **SUSTAINABILITY: ECOLOGICAL RESPONSIBLE AND PROFILE OF GREEN CONSUMER 21**

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## **Problem Statement**

The processes of globalization, ongoing competition and pollution cause that modern companies seek not only to maximize profit, but they are forced to look for solutions to global problems. They increasingly respond to changes in social awareness and consumer values. When observing trends in consumer behavior one can notice changing consumer attitudes and behaviors towards the environment and purchasing of eco-friendly products. In the scientific literature and business practice you can see a growing interest in socially responsible consumer perception and socially responsible consumption. The article fits into the current research related to sustainable development are, thus contributing to meet the immediate needs of present and future generations and conservation of the natural environment and its biodiversity.

## **Purpose of study**

The aim of this paper is to contribute to a deeper knowledge of environmental determinants of consumer behavior, and attempts to profile the characteristics of the organic consumer. The discussion on environmental responsibility was taken, which is one of the areas of social responsibility of the consumer.

## **Methods**

To implement the goal the following methods were used for data collection: a case study and a personal interview. The case study involved the specialist shop where you can buy only organic products and covered the whole process of marketing management. In contrast, in-depth interviews were conducted among 36 consumers who are clients of organic shops.

*Findings and Results:* The results show that green consumer behavior are determined not only by demographic factors but also by their lifestyles, environmental awareness, knowledge, personal values and incomes. Consumers are aware that consumption must be reduced to improve the quality of life for future generations and they feel responsible for purchases of products that do not harm the environment and society.

## **Conclusions and Recommendations**

The studies create a deeper and more disaggregated analysis of the environmental aspects of consumer behavior. This study broadens understanding of consumer behavior and market organic products. It has implications for managers in shaping the mix of marketing tools and communication of organic products attributes and is a significant basis for prediction of consumer behavior. The research studied is of practical importance for green business in the European Union, which is connected with

reaching a certain position on the Community market. This paper implies values to society and helps it solve social problems. By contrast, it provides opportunities for customers to meet their changing needs.

**Keywords:** sustainability, green consumer, social responsible consumer, ecological responsible consumer, environmental awareness, green product, organic food

# **A COMPARATIVE STUDY OF ARCHITECTURAL PRINCIPLES IN TRADITIONAL HOUSES OF QAJAR ERA(CASE STUDY: RASHT CITY)**

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## **ABSTRACT**

Today, in the entire world due to major problems such as global warming, air and water pollution, indiscriminate use of energy and its high economic costs taking advantage of the technology of sustainable architecture has gained much attention. Since one of the major polluters in the world and especially in our country's environment, fossil energy consumption in residential areas, the need to pay this becomes necessary. On the other hand traditional Iranian architecture has unique features that along with paying attention to aesthetic issues and maintaining environmental issues, can answer the needs of each region's climate. Techniques and rules used in this architecture include many new concepts in the field of sustainable architecture. Nowadays, the extensive need of society for construction and housing intensifies the necessity of using new construction materials and systems. Architecture emerged due to the demand of human being for shelter and soon developed into the fundamental expression of technical and technological skills and moral and social issues. The purpose of this study is to evaluate the principles of sustainable architecture and compare it with traditional architecture on one of the Qajar houses registered in Cultural Heritage in Rasht. In this study analytical and survey methods were used and finally, energy-saving strategies according to the principles of sustainable architecture were provided.

**Keywords:** Comparative Study, Sustainable Architecture, Rasht.

# CHINA'S ENVIRONMENTAL DECENTRALIZATION AND TRANS-BOUNDARY WATER POLLUTION GOVERNANCE

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## ABSTRACT

It has been a long-time debate over the relationship between degree of decentralization and efficient pollution control at local level. Based on decentralized environmental policy, cooperative action could on the one hand take the variability of different locales and democratic value into account, and on the another hand overcome the externality of spillovers and stop free-riding behaviors of the local governments. In China, the responsibility of protecting the environment lies largely with local governments. It means that the central government sets environmental standards, whereas local governments are authorized to monitor and impose sanctions on polluters. However, with the authorized responsibility, environmental protection units still prefer the up-bottom approach and largely rely on the up-level bureaus to coordinate the environmental conflicts with their adjacent neighbors, instead of voluntary and spontaneous cooperation. Therefore, this paper explores the behavior tendency of city-level environmental protection units in Shandong Province and investigates the causes of their policy choice on trans-boundary water pollution governance. Based on the fieldwork, we find that the functional units' vertical relationship with up-level bureaus is intertwined with their horizontal relationship with local governments and they together limit their cooperative capacity.

**Key words:** environmental decentralization, inter-jurisdictional cooperation, trans-boundary water pollution

# **MARITIME PIRACY: PHILIPINE GOVERNMENT POLICIES AND INITIATIVES ON FILIPINO SEAFARERS“ANALYZING THEIMPLICATIONS OF THE PSYCHO-SOCIAL WELL-BEING OF SEAFARERS BASED FROM THE POLITICAL ATTITUDE FORMATION AND BEHAVIOR OF THE SEA PIRATES”**

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## **ABSTRACT**

The Philippines is one of the states that has a special interest on maritime transport or navigation<sup>a</sup> considering that thirty-five percent of all seafarers around the globe are Filipinos, vulnerable to risks being brought about by Maritime Piracy. This research signifies the importance on the policies and challenges that the government is dealing with the issues on Maritime Piracy, and affecting the well-being of Filipino seafarers. What this study seeks to emphasize is the need to promoting an environmentally sound place which indicates that the world should rely on a secure and efficient international shipping industry, envisioned by the set of guidelines and regulatory frameworks developed by the International Maritime Organization (IMO).<sup>b</sup> However, shipping functions, being the most competent and cost-effective industries, serve as the international transportation in enabling commerce and rendering services to the needs of nations and people globally. As the study is still considered a research-in-progress, it will aim to deal with the findings, and analyses on the various implications, political attitude formations and behaviors of the sea pirates prior and during the attack. And this research emphasizes the need of how the Philippine government would be able to prioritize the needs of Filipino seafarers, especially the victims of Maritime Piracy.

**Keywords:** Maritime Piracy, Sea Pirates, Political Attitude Formation and Behavior, Filipino Seafarers, Psycho-social Well-Being



# INNOVATION TO REDUCE CLIMATE CHANGE: IS THE TOURISM EXPERIENCE SECTOR CAUGHT IN A CATCH 22?

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## ABSTRACT

The biggest challenge for sustainable tourism is the pollution (CO<sub>2</sub> emission / climate change contribution) of transportation. Experience based tourism companies, to a differing extent, rely on transportation in order to deliver their experience products. This paper discusses the question how remote nature-based tourism companies deal with issues of transportation and sustainability. The paper discusses that the companies seem to be caught in a Catch 22, a paradoxical situation from which they cannot escape because of contradictory rules. So, although tourism actors can address local transportation issues; tourism growth in itself is an increasing contributor to climate change. The contradicting goals of innovation in tourism are to increase the value of the experience product for tourists, to attract more tourists (in a very competitive market) and to reduce negative impacts of tourism activities (in order to preserve the tourism-scape). The paper relies on a qualitative study and three cases of Nordic whale-watching companies are presented to illustrate the phenomenon of contradicting innovation for sustainability in experience-based tourism. The paper develops an actor network approach and draws on open-innovation theory to discuss innovation tensions that are coming from operating in different actor-networks. The paper aims to contribute to provide possible solutions to the paradoxical situation of sustainability in tourism by offering insights and managerial implications to avoid the catch-22.

**Key words:** technology; innovation; climate change; transportation; CSR

# INVESTIGATION OF INPUT ENERGY EFFICIENCY IN SAFFRON (*CROCUS SATIVUS*) FARMING IN QAENAT 26

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## ABSTRACT

Energy is one of important debates in agriculture ecology and for this reason the ratio of output and input energy in different agriculture ecosystems has been calculated. If one can reduce input energy level into farms through the indices like poisons, fertilization, tractor energy and lab our force. In addition to the net income of the farmers, this issue would play a significant role in preserving farm ecosystem from pollution and wrecker factors. For this reason energy balance sheet in Saffron farms as well as input and output energy in 2014- 2015 researched by distributing and questionnaire among farmers Qaenat. Then, the input energy amount into farms via energy-consuming factors, mentioned above, with regard to special coefficients was computed. Energy was computed on the basis of dry saffron function, chemical compound and its content as well. In this investigation, my colleague and I evaluated the level of stored energy 20193263.3 kcal per hectare and level of output energy 13010 kcal per hectare. Energy efficiency on the basis of dry saffron function 0.0007 were estimated that the greatest part of energy depended on consumable bulb and irrigation that with right management may reduce consumptive energy in farm and, on the other increase balance sheet.

**Key word:** Saffron, Output and input, Energy efficiency

# EMPLOYMENT OF TECHNIQUES IN INDIAN CHHAU THEATRE

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## ABSTRACT

Chhau is a folk theatre tradition is prevalent in West Bengal, Jarkand and Orissa states in India. This theatre tradition is used the mask as Kolam theatre. Like the Kolam and Sokari in Sri Lanka, Chhau theatre has been created for the entertainment of the village folk. Chhau theatre can be divided into three schools as Purulia Chhau, Seraikella Chhau and Mayurbhanj Chhau. The aim of this study is to inquire into the employment of techniques in Chhau theatre. From this study, it is clear that, the employment of techniques are the common feature of all traditions of Chhau theatre. It is noted Purulia Chhau has their own training programme. The postures used therein are most complex. An amateur needs a disciplined and committed life to practice and improve his skills. Also the walking style is unique to the Purulia tradition. Their movements of jumping, somersaulting, turning and bending for the knees to touch the ground can be treated as unique inherent features solely in the Purulia tradition of Chhau.

Other Chhau traditions have different training programs and walking styles. Such exercises can be seen Indian and Sri Lankan dancing traditions too. Seraikella Chhau can be said to be unique because its technique is based on a training programs called *Parikanda* where a sword and shield is used. This is common to Mayurbhanj tradition as well. These programs called *Ufli* is practised in both Seraikela and Mayurbhanj traditions along with other similar programs. *Ufli* is a little similar to *Karanas* described in the *Nāṭyaśāstra*. The walking styles similar to those used in the Purulia tradition can also be seen in the Seraikella and Mayurbhanj Chhau. It is known as *Gati* or *Topaka*. These exercises and walking styles have been influenced by the behavior patterns and postures of animals, which is a noteworthy feature. This is common to any Chhau tradition. This style is a little similar to that which is used in *Abhinayadarpana*. When this study, practical observations and an interviews are used as the main research methodology.

**Key words:** Folk, Theatre, Techniques, movement

# MARKET ECONOMY AND ITS ROLE IN POVERTY IN AFRICA: MYTHS AND REALITIES 28

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## ABSTRACT

The central discussion in this paper is the presumptive premise that free market economy is the solution for poverty eradication in developing countries. In the context of Africa, the argument seems to run as follows: *the faster African countries adopt the free market economic principles, the faster will be their economic development*. Today this argument can no longer be taken for granted. Professor William Lazonick (2003: 14) is one of those voices in this direction. In his article; *The Theory of Market Economy and the Social Foundations of Innovative Enterprise*, Lazonick argues that ‘market economists’ tend to see developed markets in labour, capital and products as *causes* rather than *consequences* of economic development. To say market economy is the cause of economic development other than the result of economic development is completely misleading as Lazonick contends (2003: 14).

This paper hypothesizes that for economic development to take place, much more than mere free market economy is required to bring it about. The 2009 United Nations Report on the World Social Situation confirms that, “The empirical evidence derived from the outcomes of economic liberalization indicates that excessive reliance on markets and the private sector carries high risks” (2009: 111). Apparently no serious effort is being made to identify and explain the factors that have helped in creating great economic developments in developed economies. The emphasis from the western economists, funders and the so called development partners is that developing countries must adopt the free market economy; yet they do not have in place the necessary conditions for the operation of free market economy. Lazonick maintains that “the fundamental problem is that western economists who propound the theory of the market economy [...] lack a theory of economic development that can explain the successful growth of the wealthy economies” (*Ibid*).

The question one can ask is whether the market economy is the solution or the cause of poverty in developing economies? The paper is then discussing the myths and realities of free market economy, analyzing the relationship between market economy and poverty in the world in general, but with reference to sub-Saharan Africa in particular. The hope is to derive a theory that can propel development in developing countries without relying solely on the ‘market economy’ principles.

## **DEVELOPMENT OF BUSINESS INTELLIGENCE SYSTEM FOR TRAFFIC MANAGEMENT DURING FESTIVAL 30**

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### **ABSTRACT**

Festival causes the traffic volume significantly that usually results in traffic congestion as well as traffic accident. Thus, effective traffic management during festival is more than important for traffic operator and festival-goers as well. Despite of such importance, very little study on traffic management during festival has been made. Business Intelligence (BI) system is the data analysis system useful for effective data management and extraction. In this study, Business Intelligence (BI) system for traffic management during festival was developed and is expected to make commitment to relieving traffic congestion as well as reducing traffic accident during festival.

**Keywords:** festival, business intelligence system, traffic management, intelligent transportation systems (ITS)

## FORMS OF ALTERITY IN THE SECOND PERSON PROSE

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### Abstract

The second person narration was hardly accepted by literary criticism, being impossible to fit into the norm, considered a special form, a discreet narrative mode which hides the avatar of the second person or the third person and which can not be an unique form. The researchers that have seen this kind of writing as a innovative literary phenomenon have approached and interpreted the text from a linguistic perspective (based on *person*) or on the literary theory (concepts like *narrator*, *narrator*, *point of view*).

In this article we propose an interpretation of the second person prose from a philosophical and psychological perspective, given two important concepts: *alter-ego* and *alterity*. The personal pronoun *YOU* used in the second person prose must be often put in relation with the concept of *alter-ego*, but is connected to another more comprehensive concept: the *alterity*. Called a form of alterity, the *narrative-YOU* becomes an unique pronoun, met under the same form, but in different narrative scheme, in all categories of the second person prose. The *I* is not canceled, it is melted in the *YOU*, became superior person, whose presence depends the entire narrative structure. The second person prose is higher at the level of reflection of the character's psychology, just by sketching an *I* completed by the alterity, an *I* unchained by censorship, which feels free to say everything, because of anonymity conferred by the second person pronoun.

The *narrative-You* understand as an alterity offers a broader interpretation of the phenomenon called second person prose. Thus, we intend to exemplify this phenomenon into three major texts: *La modification* by Michel Butor, *Late Education* by Mihai Zamfir and *Bright Lights, Big City* by Jay McInerney. Although three different literatures (French, Romanian and American), all these texts develops the same narrative model, standard: a narrator speaks of himself using the second person, keeping a certain distance in relation to his acts and thoughts. In this case the relationship is very simple to illustrate: an *I* converts, disguising himself, in a *YOU*. We do not have only a simple case of first person disguise, but the multiplication of subjectivity through intersubjectivity. This type is called *standard form* (Richardson, 1991: 311). Mathematically we propose the following formula:  $I=YOU f. HE$ . Thus, we intend to deconstructing the myth that the text written in the second person hides a mask of the first person, by demonstrating that this conception is only a factor of the phenomenon called *alterity*, which is produced and acts in all the second person prosas.

# LOCAL KNOW-HOW AS A KEY RESOURCE FOR LIVABLE URBAN PLACES

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## **Abstract**

Settlement patterns and forms are not simply the result of physical forces but also the outcome of a complex set of socio-cultural factors. The large variety of forms by itself proves that, it is not just climate, site or materials that decide the shape of our built environment. Social and cultural forces, and thus traditions play an important role in the choice among varied existing possibilities. Of course, the more severe climatic, economical, material and/or technological constraints become, the less are the non-material aspects open to freedom of choice. In no case, however, are they completely without influence.

The proposed paper illustrates the important role that social and cultural forces assume in the design of the built environment and particularly in that of the residential one.

Based on evidence from documentary sources and field surveys in different towns in Algeria, it shows how different attempts were made to translate some traditional practices and local know-how in the proposal of new urban housing schemes.

**Keywords:** Know-how, sustainable and affordable housing, socio-cultural factors

# **A WAYFINDING, SIGNAGE AND ROAD SAFETY ANALYSIS OF ALTERNATIVE AIRPORT ROAD ACCESS DESIGN 34**

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## **ABSTRACT**

The purpose of this study was to investigate the impact of different wayfinding and signage provision on driving behaviour. A car driving simulator was used to model scenarios of differing wayfinding complexity and road design. Three scenario types were designed consisting of 3.8 miles of airport road (i.e. approximately 4 minutes driving to complete each scenario). Wayfinding complexity varied due to differing levels of road-side furniture such as signage and bollards. Experienced car drivers were asked to drive simulated routes. Fifteen drivers in the age ranges: 50 to 54, 55 to 59 and those aged over 60 were selected to perform the study. Participants drove for approximately 20 minutes to complete the simulated driving. The driver performance was compared between age groups. The results confirmed that age factor does not link to the wayfinding. Results were analysed by MANOVA and discussed with reference to the use of the driving simulator.

**KEYWORDS:** Wayfinding, Signage, Driving Behaviour, Simulator



# CONSEQUENCES OF CLIMATE CHANGE ON THE THERAPEUTIC IMPACT OF INDOOR ILLUMINATION ON HOSPITAL PATIENT: ASSESSMENT FOR AN IMAGINARY IN-PATIENT ROOM LOCATED AT LONDON 35

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## ABSTRACT

Due to a global climate change, individual environmental variables are expected to be changed, for example changes in indoor and outdoor daylight levels are expected in future. The diurnal and annual daylighting performance of a window analysed by computer based daylight simulation programs with historical data, which is a widely accepted research method, is also expected to be different under projected future climate data. The objective of this paper is to identify the difference in indoor daylight level at a particular point (patient retina) inside in-patient rooms due to the use of predicted climate change weather data instead of historical weather data, and its probable impact on the therapeutic needs of hospital patients. Change of daylight levels inside in-patient room is analysed by prospective daylight simulation analysis using a dynamic annual climate based daylight modelling (CBDM) method (i.e. DAYSIM), where the TMY2 weather data provided with ECOTECH

2010 is replaced by climate change data defined by UKCIP02 under different future emissions scenarios for an imaginary hospital in-patient room located in London, UK. The analysis shows that there is a possibility to increase the average indoor room illumination at the location of patient retina by a maximum of 8% in the future (2080-2100) compared to the present (1983-2004). It is also evident that windows, with integrated shading systems with active blind control, are capable to keep the annual dynamic daylight metrics (i.e., DA and UDI>2000) at the location of patient retina nearly constant in case of the increased level of indoor daylight illumination due to climate change, but internal blinds will be needed to shut down more often/time during day hours, which might create a negative impact on patient psychological health due to lack of outdoor view. This paper presents a case of the difficulties/uncertainties of using computer based daylighting simulation programs to achieve the design goal based on historical data and, also highlights the necessity for the consideration of future climate data while do daylighting simulation analysis.

**Keywords:** climate change, hospital patient, daylight, in-patient room, indoor illumination, therapeutic impact, CBDM simulation.

# **EARLY CHILDHOOD PRE-SERVICE TEACHERS' SELF-EFFICACY IN TEACHING ARTS: CASE OF OMAN**

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## **Abstract**

The current trend in education in early years suggests a holistic perspective and to consider the individual learner as the whole child, in turn, mandates a broad and wide-ranging educational programs and curricula to meet the needs of “whole child”. Arts education is a critical component this approach and it is part of any comprehensive educational system as it contributes to different developmental domains such as cognitive, language, and aesthetic development and skills such as creativity and imagining. The teachers' role in arts education especially in early years is of great importance. However, the current literature in the world suggests that early childhood teachers suffer from lacking of confidence, motivation, and knowledge in arts teaching. In order to improve the teaching of the arts and benefit from it in early years education, a better and detailed situation of the practitioners' should be understood in different contexts. Nevertheless, there has been no research conducted in the Omani context in particular, and in the Gulf context, in general. Therefore, this study attempts to contribute towards filling this void in order to improve teacher effectiveness in the arts domain by investigating the perceived levels of early childhood pre-service teachers' self-efficacy for arts education. The participants were 61 pre-service teachers recruited from early childhood education department (ECED) of college of education at Sultan Qaboos University. A questionnaire, “teachers' sense of efficacy scale” (TSES), consisted of 24 likert-type items were deployed as a measurement. The results indicated that the participants' self-efficacy for teaching the arts domains ranked as Visual Arts, Media, Drama, Music and Dance. It was also found that participants had stronger teacher self-efficacy for classroom management compared to student engagement and instructional strategies.

# THE IMPACT OF SMALL AND MEDIUM ENTERPRISES DILEMMAS ON BUSINESS PERFORMANCE 38

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## ABSTRACT

Business performance is an important element in the business. Thus, the dilemma confronted by the small and medium enterprises will affect both financial and non-financial business performance. A study on the small and medium enterprises topic is not new but necessary in order to observe the effect of the considerable issues in business environment. Therefore, this study is conducted to investigate the dilemmas that affect the business performance among small and medium enterprises in service sector. Three dimensions have been proposed, which are transportation facilities, financial strength, and labor force skills. A total of 159 sets of questionnaires were completed by the firms' representative. The findings from this study discovered that transportation facilities, financial strength, and labor force skills have a significant and positive relationship with business performance. The results present a better understanding of transportation facilities, financial strength, and labor force skills issues from small and medium enterprises in Kuching city, which is located in Borneo Island.

**Keyword:** small and medium enterprises, transportation, skills, financing, business performance

# **RISK ASSESSMENT AS A TOOL FOR MANAGING DAMS FLOOD DISASTERS 41**

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## **ABSTRACT**

The concepts of risk, hazard and vulnerability are used widely in various disciplines with a different meaning, through a cross-disciplinary cooperation for managing disastrous events. In all natural disasters, including floods, there are no unique definitions or assessment procedures that are widely accepted by all disaster management disciplines. The objective of this work is trying to come up with comprehensive means for defining and assessing flood risk and vulnerability within dam flood-prone areas. The proposed methodology follows three-step assessment approaches i.e. an annualized hazard incorporating probabilities of occurrence and the anticipated potential damages, vulnerability in the flood-prone areas and annualized flood risk assessment, flood risk maps and flood risk management plans. The methodology aims to establish a guidance that assists wetland managers and stakeholders in preparing sustainable management and rational flood protection strategies.

# **ELECTION CRISES AND DEMOCRATIC CONSOLIDATION IN NIGERIA SINCE 1999 45**

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## **ABSTRACT**

Election has been a major factor in Nigeria's political development since independence, even in pre-independence era, it played significant role both at the national and regional levels. The beauty, as well as successes of democracy begins with free and fair elections. The latter also serves as route to sustainable development. Experience of democracies in developed world showed that election can be a veritable ingredient of democratic consolidation. However, in developing countries like Nigeria, most of the elections have been characterized by crises, which directly impede the sustenance of democracy and development. The paper explored and analyzed election crisis in Nigeria and its implication on democratic consolidation and development using content analysis method. The findings revealed that indicators of democratic consolidation are conspicuously absent in Nigeria. Conclusion reached by the paper is that democracy is yet to be consolidated in Nigeria, as it can only be possible in elections devoid of crises and or conducted in peaceful environment.

**Key words:** Crises, Democracy, Development, Election, Electoral Violence, Nigeria.

# PRELIMINARY STUDIES ON SOCIAL AND ENVIRONMENTAL ISSUES OF CHARCOAL PRODUCTION IN NORTHERN YOBE. YOBE STATE, NIGERIA.

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## ABSTRACT

Northern Yobe forests are excessively threatened by increased charcoal production fuelled by increased demand crucially in Damaturu town which consumes nearly 65% of all the charcoal produced in the state. The study was conducted in Northern Yobe to investigate charcoal production as a livelihood support system and the lessons that can be learnt to ensure sustainable forest management. Fifty charcoal producers were randomly selected and interviewed using semi structured questionnaires. Focus group discussions were also held with charcoal producers and users. Charcoal production was an important economic activity in the study area involving mostly men (80%) as a search for livelihood and family support. Charcoal production was ranked as the second major occupation in the area. However, understanding how and why benefits from the charcoal trade are distributed among different groups of actors in the commodity chain requires an understanding of the local histories and social relationships in which the trade is embedded. The activity also ranked third in terms of income generation. Deforestation, bush burning and nutrient depletion were identified as the most critical environmental effects of charcoal production in the study area. 67% of charcoal producers and consumers were willing to adopt more efficient energy sources but lacked the means to do so. It was concluded that charcoal production will continue to be an economic activity in the study area into the foreseeable future hence the need for sustainable methods of production. It is imperative to look at charcoal burning as a livelihood support system. What needs to be done is to find ways to reduce the rate of exploitation of forest trees for charcoal production, while at the same time providing a sustainable livelihood system for the people who depend on these resources.

**Keywords:** Charcoal production, Environment, Forest, Fuel wood, Northern Yobe, Livelihood

# **A Comparative Study on Reflective Thinking in Various EFL Contexts**

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## **ABSTRACT**

Reflective thinking is described as active, persistent, and careful consideration of any belief or supposed form of knowledge in the light of the grounds that support it and the further conclusion to which it tends (Dewey, 1993). In this respect, the present study focuses on EFL teachers' reflective thinking skills at different institutions (primary, secondary and university). The study further investigates the issue in terms of genders and experience differences. To measure four major constructs of reflective thinking: (a) ability to self-assess, (b) awareness of how one learns and (c) developing lifelong learning skills and (d) belief about self and self-efficacy, a Reflective Thinking Questionnaire (Choy & Oo, 2012) has been conducted to fifty teachers from different institutions. In addition to the questionnaire, a semi-structured interview has been carried out with six participant teachers through email exchange to explore the issue in depth and enhance the reliability of the questionnaire. Although the study suggested no statistically significant disparity for institutional differences, it presented a significant difference between male and female teachers in terms of reflective thinking on their teaching practices.

**Key words:** Reflective thinking, self-assess, life-long learning, self-efficacy, teacher education.

# **Ecosystem Restoration below the Dam: Effects of Sand Deposit on Fishes 52**

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## **Abstract**

In recent years, artificial sand loading has been carried out in the downstream sites below dam. However, the effect of such ecosystem restoration has not been clarified enough. Elucidating the effects is indispensable for evaluation of the future river restoration. This research was aimed at clarifying the response of fish community to artificial sand loading in the field and tested a series of hypotheses that two benthic fishes would choose different substrate conditions respectively in the laboratory tank where artificial sediment loading is simulated. The results showed there were positive correlations between the proportion of fine substrate materials and population densities of *Rhinogobius* sp., *Liobagrus reini* and young-of-the-year of *Zacco platypus*. In the laboratory experiments, both *Rhinogobius* sp. and *Cobitis biwae* tended to choose coarse substrates. Overall, the study suggested that moderate level of artificial sand loading was effective for benthic fishes. In the future, it is necessary to conduct more investigation below the dam where artificial sediment loading is carried out and to compare the physical and biological environment among the rivers below the dams.

**Keyword:** artificial sediment loading, substrates armoring, benthic fishes



## **Role of cultural tourism as urban character and identity (A Case study of Mahabad,Kurdistan,Iran) 55**

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### **Abstract**

Today, cultural identity and tourism are inevitably linked together. For instance, in the globalized world of unified values and dramatic economic situation, political and social challenges, tourism shines as an opportunity for cultural and social contact as well as communication and cultural exchange. The growth rate of “cultural economy” and “urban tourism”, based on the concept of consumption, even more influences traditional city planning. We can assert that the emergence of cultural features in city planning is already generalized, even if its application in real and concrete projects is rather delicate and complex. In this paper we set the hypothesis that cultural tourism, as a sustainable alternative to mass tourism, represents the best model for local development in the turbulent global context, because it optimally uses the authentic characteristics of destinations and the unique elements of identity to differentiate them from competitors. In this study, we surveyed a total number of 200 tourists, 310 local residents and 10 experts using a combination of quantitative and qualitative methods. We have conducted parallel content analysis of monographs and multimedia resources, and found that the key elements of the destination identity are heritage tourism, creative industries, multiculturalism and the local way of life. It is expected that the efficiency of the current study and its results will be reflected in urban design and planning in the near future.

**Key words:** Cultural tourism, Identity, Local development, Mahabad.

# Exploration of Culture on Blocks and Dwelling Form in Modern Hankou 57

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## **Abstract**

The visual sensation of a city usually comes from its physical, architectural spatial forms. Exploring deep into the city reveals its cultural pattern. The material and non-material forms of the dwelling culture actively interact with each other. It is therefore worthwhile to investigate whether the material form of dwelling determines the cultural pattern of a city or vice versa. Since modern times, the dwelling development of Hankou has a distinct social and geographical space diachronic identity and housing, which is the material carrier of the block culture represents this identity. In the process of exploring the urban dwelling of modern Hankou, we found that the diverse block types and dwelling forms generated a variety of subcultures, which established a bi-directional association for interactive relationship of cause and effect, we analyzed the macro characteristics of residential block culture and the dwelling type culture constructed on the form of heterogeneous texture. We further focused on the correlation between social and cultural category like people's "behavioral and psychological paradigm" under specific dwelling circumstance, which will be of practical significance for housing development and establishment of identifiable community culture.

**Keywords:** modern city, Hankou, block dwelling, ethnic group, culture, adaptability

# LOCAL KNOW-HOW AS A KEY RESOURCE FOR LIVABLE URBAN PLACES

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## **Abstract:**

Settlement patterns and forms are not simply the result of physical forces but also the outcome of a complex set of socio-cultural factors. The large variety of forms by itself proves that, it is not just climate, site or materials that decide the shape of our built environment. Social and cultural forces, and thus traditions play an important role in the choice among varied existing possibilities. Of course, the more severe climatic, economical, material and/or technological constraints become, the less are the non-material aspects open to freedom of choice. In no case, however, are they completely without influence.

The proposed paper illustrates the important role that social and cultural forces assume in the design of the built environment and particularly in that of the residential one.

Based on evidence from documentary sources and field surveys in different towns in Algeria, it shows how different attempts were made to translate some traditional practices and local know-how in the proposal of new urban housing schemes.

**Keywords:** Know-how, sustainable and affordable housing, socio-cultural factors

# **Ethical Product Purchasing Motivations in Individualistic and Collectivistic Cultures: A Cross-Cultural Investigation of the U.S. and Korea 63**

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## **Abstract**

Considering the recent boom of ethical products, significantly less attention has been paid to the motives that drive ethical product purchases, especially regarding cultural factors. With previous research suggesting consumers' tendencies to balance self-interest motives (e.g., price, quality, social-conformity) and value-interest motives (e.g., societal good) when making ethical purchases, the present study investigates the differences between ethical purchasing motives in people from individualistic and those from collectivistic cultural backgrounds. Over 400 participants in the United States and South Korea completed an online survey assessing cultural orientation, social motives and personal motives, which include subcategories such as a desire for identity expression and social trend susceptibility. Due to their heightened acceptance of the inequalities of social groups and desire to stand out in the competitions, individuals from competitive individualistic culture backgrounds more often predict their ethical product purchases to be influenced by social norms and identity expression than those from more horizontally collectivistic backgrounds. Preliminary results indicate this to be supported by the data. Implications of this study will inform how we can utilize the cultural orientation of consumers to reinforce the moral, environmental, and societal benefits of ethical production through customized marketing tactics.

## SUSTAINABLE TOURISM AND ARCHAEOLOGICAL SITES A CASE STUDY FROM AMMAN/JORDAN 65

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### ABSTRACT

Jordan is a country in the Middle East endowed by a vast range of heritage resources ranging from religious heritage sites to historical heritage sites. The heritage resources and archaeological sites attract thousands of tourists from different parts of the globe annually. However, despite the importance of tourism and its development in the country, it is still facing major challenges. These issues and challenges can be eliminated through effective strategies and approaches in the sustainable management of the archaeological and heritage sites in the country. Sustainable tourism is crucial for the protection and preservation of the resources as it secures integration between the present and future generations, high quality services, favourable tourism conditions as well as participation of various stakeholders of the tourism industry. On the other hand, heritage resources are non-renewable and as such once lost they cannot be recovered thus a need for a sustainable tourism strategy into the sector. The study aimed at investigating the various sustainable management issues facing archaeological sites in Jordan by carrying out a case study on archaeological sites in Amman. The research as such aimed at analysing the current situation of sustainable tourism in the sites in Amman, current challenges facing management in Amman, sustainable tourism plans in place at the archaeological sites in Amman, a SWOT analysis of the archaeological sites in Amman as well as make recommendations for the future of sustainable tourism and archaeological heritage management in Amman. The study utilised a survey to investigate the perceptions of tourists visiting the archaeological sites in Amman on their experience at the sites and interviews to investigate the perceptions and experiences of the employees working at the study sites. The study revealed that social tension, inadequate maintenance of archaeological sites, vandalism and destruction of the sites by tourists and locals, and inadequate training of the staff on management practices of archaeological sites to be the major challenges facing the archaeological sites in Amman. The study further revealed that inadequate participation of the locals in tourism development and management in Amman, weak management, inadequate funds and lack of a national conservation and management policy for archaeological sites in Jordan are the leading root causes of the problems. The study recommends creation of equality in the distribution of resources by the locals, creation of awareness on cultural practices and beliefs of the locals, development of storage and preservation strategies, adequate legislation and laws with regards to tourism, a maintenance management plan for the sites as well as development of a nationwide policy on management of archaeological sites in the country.

# **MODERN IMPROVED TECHNIQUES OF EDUCATIONAL PLANNING AND ROLE OF EDUCATIONAL ADMINISTRATORS TOWARDS ACHIEVING EDUCATIONAL OBJECTIVES IN TERTIARY INSTITUTIONS IN NIGERIA**

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## **ABSTRACT**

This study examined how educational administrators can utilize modern improved techniques of educational planning to achieve educational objectives in tertiary institutions in Nigeria. The paper highlighted issues such as educational planning in Nigeria, School administration, School administrator, specific duties of school administrator and purpose of educational planning. Lack of specific knowledge of the new improved modern techniques or approaches of educational planning by the majority of school administrators tends to complicate things let alone choosing the best approach out of the available ones. It was concluded that a school administration has a tremendous role to play in the realization of the overall educational goals and objectives in his/her school. It was recommended that, training and re-training of personnel charged with the responsibility of applying the models in educational institutions should be given priority and finally adequate and accurate data should be provided to educational planners and administrators at all levels of educational institutions in the country.

**Keywords:** Techniques, Education, Planning, Administration, Tertiary

# **Impact of exhibitions on tourism destination image and travel intentions**

## **A case of Dynamic Macao Promotion Week 68**

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### **Abstract**

Most of the previous studies focused on tourist destinations after the tour and revisit and less on willingness to tourism destination before traveling. In this paper, we try to find the relationship between exhibitions and tourism destination image before traveling and the intention to travel. A case of Dynamic Macao Promotion Week-the exhibition of tourism destination of Macau was use to analyze the effect of image and intention to travel. Investigation and a non-random questionnaire survey ware employed on Dynamic Macao Promotion Week – Xian. A total of 393 valid questionnaires are used to find that exhibition on tourism destination image and travel intention have significant positive effects on tourist destinations image and travel intention, and exhibition of tourist destination image has mediate impact between travel willingness and destination image. An implication is that exhibition can be one of the variables effect the tourist cognition to tourism destination image, showing an important role for destination tourism image and tourism in future.

**Keywords:** exhibitions; travel intention; tourism destination image

# The Influence of Budget Transparency on Quality of Governance 75

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## **Abstract**

Public budget is the engine that drives any economy; thus, budget transparency contributes to shaping the political process and government performance. The current study examines the relationship between budget transparency (measured by Open Budget Index (OBI)) and governance quality (measured by Worldwide Governance Indicators (WGI)). The study covers four years – 2006, 2008, 2010, and 2012 – where OBI data are available. Furthermore, the role of the human development level of nations in shaping this relationship is tested.

While the result of the analysis shows a significant relationship between budget transparency and governance quality, which is inconsistent with the literature, the findings indicate minimal influence of the human development level of nations on this relationship. This result confirms the influence of budget transparency in the adoption of good governance practices by governments and increased quality of governance. Future research can examine the relationship between human development and quality of governance in the process of understanding factors that contribute in enhancing the governing process.

**Keywords:** budget transparency, governance quality, human development



## IRANIAN IDENTITY IN LOGOTYPE DESIGN

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### ABSTRACT

In psychology and sociology, identity is a person's conception of his own or group affiliations. Group identity can be gained from nationality, ethnicity, religion or locality. Culture is an important factor in shaping identity and one of the main characteristics of cultural heritage is its “pictorial reservoir”. Increasing interconnectedness among cultures may suppress “Third World” identities. Some artists, among them graphic designers, try to vivify traditional elements and techniques. They combine the intelligence raised from international knowledge with their native self-awareness and expand the domains of their relations with addressed people. The success of a graphic design, in its modern application, is measured by how well a specific message is conveyed to particular groups of people; that is why it is important for a graphic designer to know about visual elements which possess symbolic meanings. The meaningful forms and images acquire their significance from various domains such as ancient myths, religious notions and folklore tales. Through ages, figurative concepts have never remained fixed and permanent; and their essence changed according to historical and cultural events. For instance, many 19<sup>th</sup> century newspaper logos not only mirror symbolic contents but also represent historical events of the time. For designing logotypes, graphic designers profit from Persian heritage as an important part of collective identity and consider direct implications as well as oblique ones. This article surveys about 300 logos containing cultural references. Human, animal, vegetal, and geometrical elements, as well as Persian calligraphy and architectural schemas, have been excellent inspiration sources for designers. Semiology is the main approach of this article and semiotic codes, containing cultural hints, have been studied. As a conclusion, it is remarkable that graphic designers tried to pass from overt implications to more cryptic semantic layers and expand the limits of their visual expression.

**Keywords:** Iranian Identity, Logotype Design, Sign.

## **How does high-performance work practices affect on hotel employee performance? The mediating role of work engagement 79**

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### **Abstract**

Due to growing market competition, varying customer demands, globalization and liberalization of markets, the economic activity of organizations becomes more complicated. Nowadays in global competitive market environment, the issue of work engagement has been progressed in research area. In current study, the novel conceptual research model of work engagement has proposed which is surveyed the influences of high-performance work practices on creative performance, turn over intention, extra role. The study comprised 272 questionnaires which were gathered from the frontline employees of 4 and 5 star hotels in North of IRAN. This study illustrates that work engagement of the frontline employees of hotels in Gilan and Mazandaran provinces mediates the relationship between high-performance work practices and performance outcomes. SPSS 20 program was utilized to analyze the collected data. In addition, Factor analysis, correlation analysis and linear regression analysis were performed to find factors which affect performance outcomes.

**Keywords:** Work engagement, performance outcomes, high-performance work practices

# THE EMPHASIS OF SOCIAL WORK IN DEVELOPMENT PLANS 80

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## INTRODUCTION

The concepts of social work and social assistance are often confused with each other and can be used interchangeably. Although it is claimed that social assistance is a concept that encompasses social work, it is an issue on which there have been discussions and disputes so far. While some experts accept social assistance as a tool of social security, the others claim that it is an application area of social work. Social assistance, in broader terms, includes social work, public assistance and all that are required to perform them. It seems not written in the implementation of those plans when we look overall. The first democratic development plans in the world were introduced in Turkey in 1931. Turkey, while entering the planned period in 1963, felt the need to prepare a 15-year perspective plan which determined the priority of goals to evaluate the socio-economic potential of the country and to be able to steer this potential in the best possible way with plans in the medium term.

In the very beginning when welfare state principle was adopted in 1960 there was more developments. Even if applications were increased, the facts of an increased income gap, unemployment and an increased number of the poor should not be overlooked.

**Keywords:** social services, social work, development plans,

# Design and Implementation of Multimedia Data Types and Their Integration into Database Systems 85

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## ABSTRACT

Over the last several years, there has been an increasing awareness in the computer science community that there will be more and more non textual data to process in the future. Some examples of such data include image data, audio data, video data, document data, and handwriting data. Handling these new multimedia data types brings new challenges to traditionally established areas of computer science. For example, Database management systems need to re-assess existing data-handling paradigms to accommodate these new forms of data, as well as the new types of operations that processing such data requires.

The design of multimedia database systems is a quiet difficult issue since it needs support from many different research fields such as information retrieval and metadata schema. Multimedia databases are of interest in many application areas which deal with video, image, audio, text, or graphic data, or any kind of mixture of them.

The task here is to devise and implement data types for these non-standard kinds of data and, in particular, to identify and implement meaningful operations on these types. The next step is to integrate these types and operations into an extensible database system and its query language, and thus to create a *multimedia database system*. Later, extensions are conceivable with respect to multimedia indexing.

## **Impact of radio frequency identification technology utilization on performance based on BSC perspectives 89**

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### **Abstract**

Among many technologies, radio frequency identification (RFID) has been identified as a promising technological innovation to improve performance, and thus is increasingly gaining both practitioners' and researchers' attention. The purpose of this paper is to examine how radio frequency identification (RFID) technology utilization affects retail industry performance. Drawing from the RFID literature, we hypothesize and test the relationship between RFID technology utilization and retail performance in Iran. A structural equation modeling (SEM) test was performed to test the relationship among the research variables using 83 participants. The empirical results from the structural model suggest that RFID technology positively influenced total performance and its four dimensions (financial, customer, processes and growth). A model of RFID technology and performance based on BSC perspectives tested in retail industry in the context of a developing economy. The combination of a developing country context and the significance of modern technology enhance the contextual contribution of the paper.

**Keywords:** RFID technology, performance, Balanced Scorecard (BSC) perspectives, retail industry

## **Modeling impacts of network characteristics on maximum acceptable time for cycling, case of work and study trips 95**

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### **Abstract**

Today, excessive increase in number of cars and urban trips has caused problems such as traffic congestion and air pollution leading to lower quality of life in metropolises. In such circumstances, using traditional systems such as cycling can be of high value. Previous international studies about cycling have shown that maximum acceptable time for cycling has received little attention. Considering this research gap, this paper aims to investigate impacts of different factors such as individual characteristic, land-use and built environment, on maximum acceptable time for cycling. Based on a field survey of 473 Tehran citizens conducted in one of the twenty two Tehran municipality districts, mixed logit models were calibrated, validated and interpreted. Results indicate that people traveling through mixed land-use tend to use bicycle for thirty minute-trips more than the other land-use types. Also access to bicycle lane causes more tendency for thirty minute trips by bicycle. Results also indicate that access to secure parking in destination and increasing number of intersection on the origin-destination routes increase travellers' tendency for cycling about fifty minutes.

**Keywords:** cycling, maximum acceptable time, environmental impacts, mixed logit.



# Distance Estimation Based Filter RSSI for Indoor Wireless Sensor Networks 97

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## Abstract

Location estimation of distributed sensors has been taken great importance in Wireless Sensors Network (WSN) applications. In this paper, the sensor location is predicted based on distance estimation of two sensors by using Radio Signal Strength Indicator (RSSI). However, RSSI is low cost and energy consumption, the main reductions suffered by signal are due to fading, multipath , shadowing and path loss. Path loss Exponential module calculated previously and fixed along processing time without take environment change into consideration. To deal with this problem, a simple method is presented based on the Weight Median Filter (WMF) clarified RSSI sample to overcome attenuation effect periodically, in this paper. Various RSSI methods such as exponential module, mean, WMF are applied to estimate distance in two scenarios having different areas, interval time and sensors numbers. Processing time and accurate distance measurements are given to demonstrate the obtained results. Mean square error is applied between estimated and real locations of sensors. Comparisons show higher location accuracy obtained by WMF-RSSI filters than other techniques with slightly rise time.

**Keywords:** WSN, RSSI, Path loss, WMF, distance estimation, Exp. module



**TITLE: EXPLORING THE PERCEPTIONS OF MALE AND FEMALE  
HEADS OF SCHOOLS ON THE AFFIRMATIVE POLICY  
INITIATIVES. 98**

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**Abstract**

The purpose of this study was to explore the extent to which the affirmative action policy on the promotion of women to senior education management positions has assisted women to ascend to educational management positions in Matabeleland South region. This was a qualitative study which adopted a case study design. A purposive sample of four districts out of eight districts in the province - 5 district education staff members, 4 Provincial education office staff members, 11 heads/deputy heads of secondary schools and 19 heads/deputy heads of primary schools participated in the study. Data was collected through individual interviews and focused group discussions. Data was analysed through content analysis as the responses from the participants were categorised and then coded according to the emerging themes. The findings of the study showed that the policy has a labelling effect on women promoted on such policies. The study recommended that the Civil Service Commission revises, repackages and disseminates the affirmative action policy so as to increase stakeholders' awareness in order to benefit women, promote more women to headship positions so as to act as role models for the female teachers.

**Key words:** gender equality, gender equity, affirmative action, senior educational management positions, educational management

## **Tourism Impact and Residents Quality of Life The Case of Aqaba in Jordan 208**

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### **Abstract**

The purpose of this study was to investigate the role of tourism impacts on the quality of life of residents in Aqaba city. The study investigates how tourism affects the quality of life (QOL) of residents in tourism destinations that vary in the stage of development. A household survey based on a random sample was conducted in Aqaba for 3 weeks during 2014 summer. 397 questionnaires were completed from 450 respondents. An exploratory factor analysis using principal component analysis was carried out to identify the respondents' perception of the impacts from tourism. Findings from data analysis suggested that tourism in Aqaba has provided more benefits than costs to the residents. This main finding is consistent with the social exchange theory that is widely used to measure residents' attitude toward tourism impacts.

**Key Words:** Quality of life, Local community, Tourism, Aqaba.